

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of the
Securities Exchange Act of 1934

Date of Report (Date of earliest event reported): September 13, 2023

Life360, Inc.

(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of
incorporation or organization)

000-56424
(Commission File Number)

26-0197666
(I.R.S. Employer
Identification No.)

1900 South Norfolk Street, Suite 310
San Mateo, CA 94403
(Address of principal executive offices, including zip code)

(415) 484-5244
(Registrant's telephone number, including area code)

Not applicable.
(Former name or former address, if changed since last report)

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
None.	None.	None.

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 7.01 Regulation FD Disclosure

We are furnishing this Item 7.01 of this Current Report on Form 8-K in connection with the disclosure of information, in the form of the textual information from a PowerPoint presentation given during the Bell Potter Technology Decoded Conference on September 14, 2023 at 10:30 a.m. Australian Eastern Standard Time (September 13, 2023 5:30 p.m. PT). A copy of the PowerPoint presentation used for the conference is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

The information in this Item 7.01 of this Current Report on Form 8-K (including Exhibit 99.1) is furnished pursuant to Item 7.01 and shall not be deemed to be "filed" for the purpose of Section 18 of the Exchange Act or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any filing under the Securities Act or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing. This Item 7.01 of this Current Report on Form 8-K will not be deemed an admission as the materiality of any information in this Item 7.01 that is required to be disclosed solely by Regulation FD.

The text included with this Item 7.01 of this Current Report on Form 8-K will be available on our website located at www.life360.com, although we reserve the right to discontinue that availability at any time.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

Exhibit No.	Description
99.1	Life360, Inc. Conference Presentation
104	Cover Page Interactive Data File - the cover page XBRL tags are embedded within the Inline XBRL document

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

LIFE360, INC.

Dated: September 14, 2023

By: /s/ Russell Burke
Russell Burke
Chief Financial Officer



Investor Presentation

Bell Potter Decoded 2023 Conference

Chris Hulls, Co-Founder and CEO
Russell Burke, CFO

14 September 2023



Disclaimer

This document dated 14 September 2023 has been prepared by Life360, Inc. (ARBN 629 412 942) (Company) and is provided for information purposes only. It contains summary information about the Company and its activities and is current as at the date of this document. It should be read in conjunction with the Company's periodic and continuous disclosure announcements filed with the Australian Securities Exchange and the U.S. Securities and Exchange Commission, available at www.asx.com.au and www.sec.gov, respectively.

This document does not constitute an offer, invitation, solicitation or recommendation with respect to the purchase or sale of any security in the Company nor does it constitute financial product advice. This document is not a prospectus, product disclosure statement or other offer document under Australian law or under any other law. This document has not been filed, registered or approved by regulatory authorities in any jurisdiction. This communication is restricted by law; it is not intended for distribution to, or use by any person in, any jurisdiction where such distribution or use would be contrary to local law or regulation.

The information contained in this document is not intended to be relied upon as advice or a recommendation to investors and is not intended to form the basis of any investment decision in the Company's securities. The information does not take into account the investment objectives, financial situation, taxation situation or needs of any particular investor. An investor must not act on the basis of any matter contained in this document but must make its own assessment of the Company and conduct its own investigations and analysis. Investors should assess their own individual financial circumstances and consider talking to a financial adviser, professional adviser or consultant before making any investment decision.

By reading this document you agree to be bound by the limitations set out in this document. No representation or warranty, express or implied, is made as to the accuracy, reliability, completeness or fairness of the information, opinions, forecasts, reports, estimates and conclusions contained in this document. To the maximum extent permitted by law, none of the Company and its related bodies corporate, or their respective directors, employees or agents, nor any other person accepts liability for loss arising from the use of or reliance on information contained in this document or otherwise arising in connection with it, including without limitation any liability from fault of negligence.

Past performance is not indicative of future performance and no guarantee of future returns is implied or given. Nothing contained in this document nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee as to the past, present or the future performance of the Company.

Certain statements in this document constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 ("PLSRA"), Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"). Statements that are not historical in nature, including the words "anticipate", "expect", "suggests", "plan", "believe", "intend", "estimates", "targets", "projects", "should", "could", "would", "may", "will", "forecast" and other similar expressions are intended to identify forward-looking statements. These forward-looking statements include, but are not limited to, statements regarding: the Company's growth strategy and business plan and the Company's ability to effectively manage its growth and meet future capital requirements; the Company's expectations regarding future financial performance, including its expectations regarding its revenue, revenue growth, adjusted EBITDA, and operating cash flow, and the Company's ability to achieve or maintain future profitability; the Company's ability to further penetrate its existing member base, maintain and expand its member base and increase monetization of its member base; the Company's ability to expand internationally and the significance of its global opportunity; the Company's ability to anticipate market needs or develop new products and services or enhance existing products and services to meet those needs; and the Company's ability to increase sales of its products and services. Such forward-looking statements are prediction, projections and other statements about future events that are based on current expectations and assumptions and, as a result, involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company and which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. Forward-looking statements are provided as a general guide only, and should not be relied on as an indication or guarantee of future performance. They can be affected by inaccurate assumptions we might make or by known or unknown risks or uncertainties. Given these uncertainties, recipients are cautioned to not place undue reliance on any forward-looking statement. Forward-looking statements speak only as of the date they are made. Subject to any continuing obligations under applicable law the Company disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements in this document to reflect any change in expectations in relation to such forward-looking statements or any change in events, conditions or circumstances on which any such statement is based.

This document contains unaudited financial information for the Company that has been prepared by the Company's management. The Company's results are reported under US-GAAP. Investors should be aware that certain financial data included in this presentation including average revenue per paying circle (ARPPC), and average revenue per User (ARPU) is "non-IFRS information" under Regulatory Guide 230 (Disclosing non-IFRS financial information) published by ASIC or "non-GAAP financial measures" within the meaning of Regulation G of the Exchange Act.

All values are stated in US dollars unless otherwise stated.



Note : All references in this presentation to \$ are to US\$

- 01** Introduction
- 02** CY23 H1 Results Overview
- 03** Strategy Update
- 04** Outlook
- 05** Q&A

01

Introduction



WHY WE EXIST

The Life360 mission is to keep people close to the ones they love

Life360 aims to build on our foundation of location and family safety to disrupt billion dollar categories by creating mobile experiences that make life safer, easier and more satisfying



Families with newborns

Families with young kids

Families with teens

Families with college kids

Empty nesters

Aging parents

CY23 H1 USER HIGHLIGHTS

Connecting families and saving lives



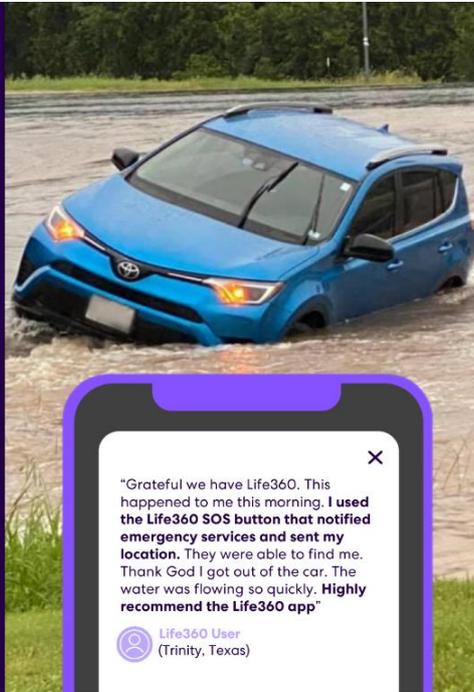
921,138
Help alerts sent



18,645
Ambulances dispatched



144 billion
Miles driven with Life360
Crash Detection



16 billion
Safe arrival
notifications



9.5M+
Monthly active
Tile devices



19.7M
Tile "Items Left
Behind" smart alerts

One of the Highest DAUs Across All Apps

US App Rankings by DAU¹

1	YouTube Google	11	WhatsApp Messenger WhatsApp	21	Discord Discord
2	Facebook Meta	12	Amazon Amazon	22	Microsoft Outlook Microsoft
3	TikTok ByteDance	13	BeReal BeReal	23	Google Photos Google
4	Snapchat Snap	14	Netflix Netflix	24	Pandora Music Pandora
5	Instagram Instagram	15	Twitter Twitter	25	LinkedIn LinkedIn
6	Facebook Messenger Meta	16	Life360 Family Locator Life360	26	NewsBreak Particle Media
7	Gmail Google	17	Chrome Browser Google	27	Cash App Block, Inc.
8	Spotify Spotify	18	Pinterest Pinterest	28	Waze Waze
9	Google Maps Google	19	ROBLOX Roblox	29	Temu Temu
10	Google Google	20	The Weather Channel The Weather Company	30	SHEN Shein

US iOS Social Networking App Rankings by DAU¹

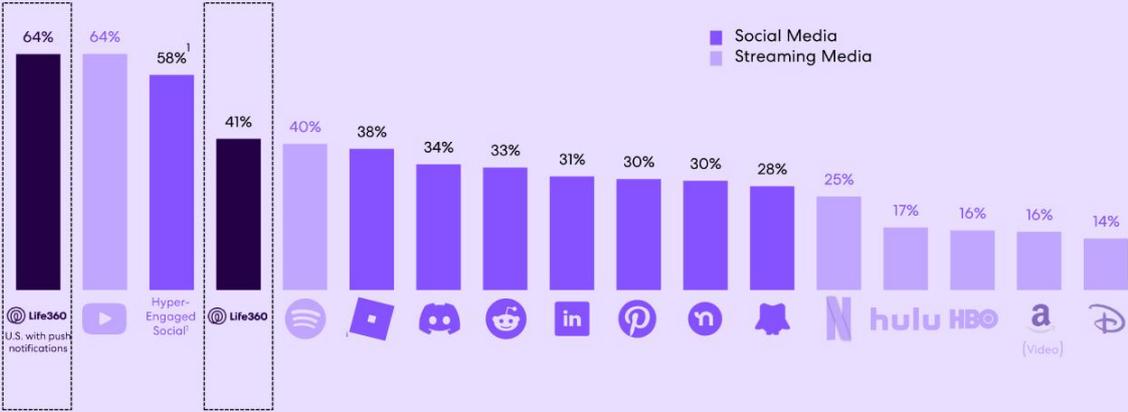
1	Facebook Meta	11	WeChat Tencent	21	Messenger Kids Meta
2	Facebook Messenger Meta	12	TextNow TextNow	22	Signal Private Messenger Open Whisper Systems
3	WhatsApp Messenger WhatsApp	13	Telegram Telegram	23	Grindr Grindr
4	BeReal BeReal	14	sendit Iconic Hearts	24	BAND NAVER
5	Life360 Family Locator Life360	15	Wizz VLB	25	HoYoLAB miHoYo
6	Discord Discord	16	Locket Widget Locket Labs	26	IMYU Mobile Together Labs
7	Threads Instagram	17	Marco Polo Video Walkie Joya Communications	27	KakaoTalk Kakao
8	Google Duo Google	18	Tumblr Tumblr	28	Kik Messenger Kik
9	GroupMe Skype	19	Viber Viber Media	29	PCF Online Dating Match Group
10	LINE LINE	20	Skype Skype	30	Timehop Timehop

¹ In June 2023; data.ai.



Rivals the biggest names in social and streaming media

Global Daily Active Users (DAU)/Monthly Active Users (MAU) Ratio (%)



Source: data.ai
1. Hyper-Engaged Social represents the average DAU/MAU of Facebook, Instagram, Snapchat, TikTok, and Twitter.



02

**CY23 H1
Results
Overview**



Cementing our position as the market-leading family safety membership service



*For month of June 2023. **June 2023 Annualized Monthly Revenue (AMR)

Delivering on growth

\$M	CY22 H1	CY23 H1	% ch YoY	CY23 Full Year Guidance
Revenue				
Subscription	69.1	104.4	+51%	
Hardware	16.5	21.6	+31%	
Other	14.3	13.0	(9)%	
Total revenue	99.8	138.9	+39%	300-310
Annualized Monthly Revenue (AMR) (excluding Hardware)	174.4	248.7	+43%	
Non-GAAP Operating Expenses	99.8	99.6	0%	
Adjusted* EBITDA	(32.3)	6.2		9-14
Net loss	(58.2)	(18.5)		
Cash and cash equivalents**	79.3	64.2		

Note: Tables may not add due to rounding.

*Adjusted EBITDA was previously referred to as Underlying EBITDA. For definitions of EBITDA and Adjusted EBITDA and the use of these non-GAAP measures, as well as a reconciliation of Net Loss to EBITDA and Adjusted EBITDA see Appendix 3

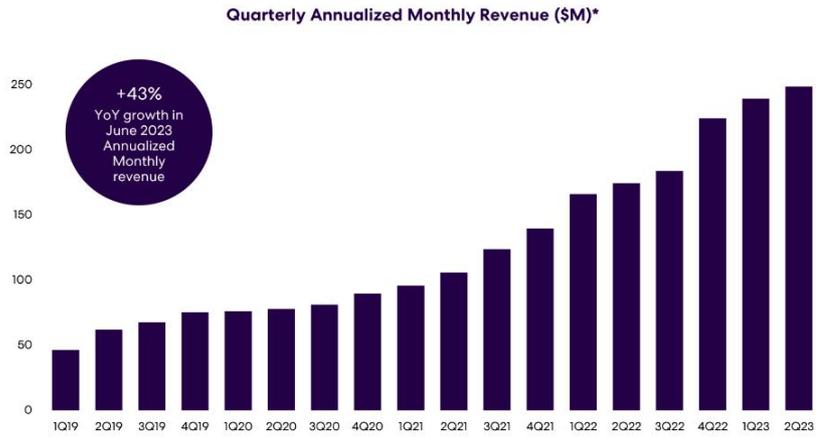
** Cash and cash equivalents includes Restricted Cash.



Commentary

- Strong subscription revenue momentum, up 51% including hardware subscriptions, and 61% for Life360 subscriptions
- Hardware revenue benefited from higher unit sales and increased Average Sale Price (ASP) reflecting previous strategic initiatives to clear channel inventory and prioritize higher margin sales channels
- Annualized Monthly Revenue up 43% to \$248.7 million
- Stable non-GAAP operating expenses
- Positive Adjusted EBITDA for the second consecutive quarter, in line with prior guidance

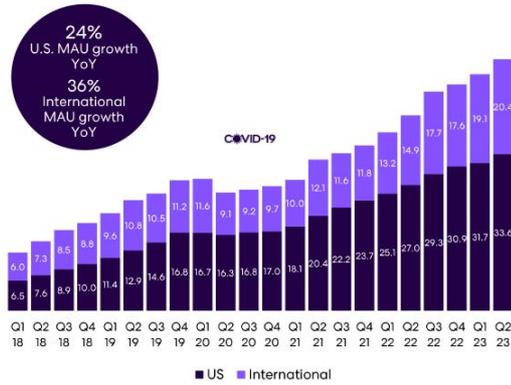
Quarterly AMR has more than tripled since our IPO in May 2019



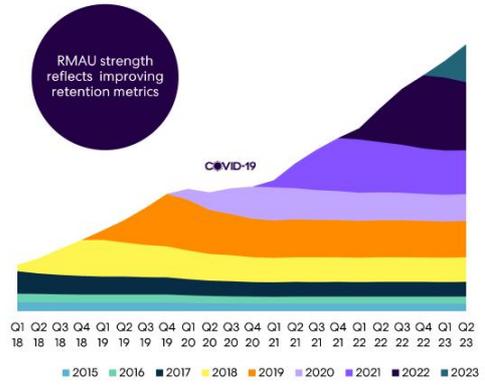
*Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period.

MAU year-on-year growth of 29%

Life360 Core Monthly Active Users (MAU)(M)



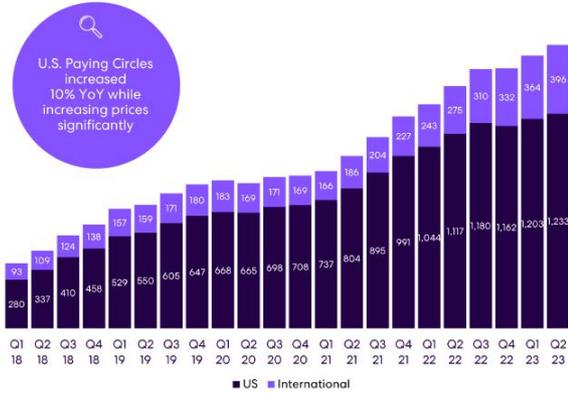
Life360 Core Returning Monthly Active Users by cohort (RMAU)*(M)



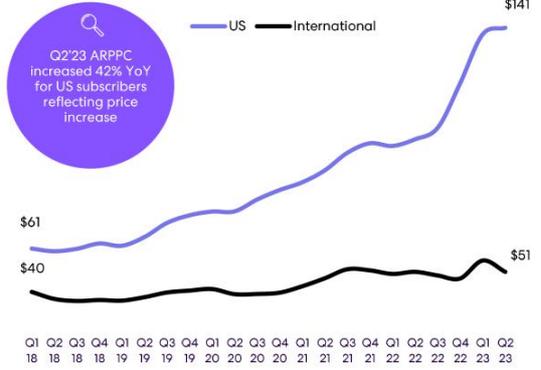
*Returning Monthly Active Users are defined as users that are active in a given month who have registered more than 30 days ago

Price increase accelerating ARPPC uplift

Paying Circles by product line (000s)



Average Revenue Per Paying Circle (ARPPC) (\$)*



*Price increase took effect across all Membership tiers from November 2022. Q2'23 International ARPPC QoQ decline due to currency translation impacts
 U.S. Membership plan subscribers % total comprise Silver (16%), Gold (80%) and Platinum (4%)

03

**Strategy
Update**

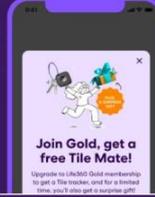


2023 Key Initiatives

Grow our Audience



Drive Membership



Expand Internationally



Maintain financial discipline



Grow our Audience

Continuing to improve the core experience and building user engagement for long-term growth



Bring the map to life



Amplify member communications to drive engagement



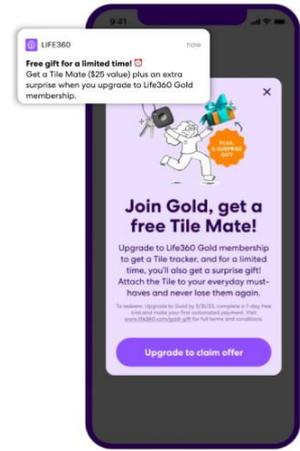
Feedback to encourage safer driving

STRATEGY UPDATE

Drive Membership

Leverage hardware bundling and feature-focused promotions to drive continued subscription revenue growth

In-app member experience
Enhanced in-app features to drive awareness of key value propositions, improving monetization



Tile bundling promotion
Improved early retention results for bundled subscriptions

STRATEGY UPDATE

Expand Internationally

Creating free international user experience parity to drive growth

International Free User Retention (Month 1)

Significantly improving international retention in line with investment with feature parity

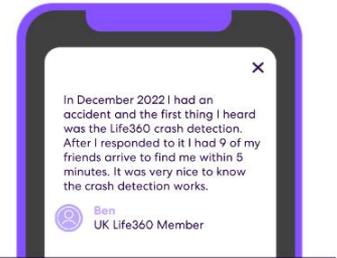


CY23 H1 achievements – performance and feature parity



- Launch of free crash detection and enhanced SOS features
- Global integration of Tile with Life360 map
- Significant improvements in App performance e.g. map load-time

CY23 H2 and beyond goals



- Additional languages and improved localization to establish beachheads for future triple tier launches
- Investment in international marketing to drive engagement and conversion
- Multi-country triple tier launch readiness in late CY24 and beyond

Expand internationally

Momentum ahead of Q4 UK launch

Mirror

The Browell family track each other with the Life360 app Image: John Browell

EXCLUSIVE: 'We track our kids during the school holidays - it gives them more freedom'

John Browell and his wife Emma from Leeds in Yorkshire, have been users of the Life360 app for the past six years, using it to keep track of their children Oliver and William

By Milo Boyd, Travel Reporter
10:57, 9 Aug 2023 | UPDATED: 10:30, 10 Aug 2023

A dad tracks his sons when they go on **school holidays** or indulge in their **transpotting** hobby. John Browell and his family have been users of the Life360 app for the past six years, with the Leeds dad installing the software when they were old enough to get phones.

school at the end of the day. The family used it to track William's location when he recently went on a school trip to **France**. They also use it with Oliver, who has a transpotting hobby.

The Telegraph

News Sport Business Opinion Ukraine Money Royals Life Style Travel Culture Puzzles

Family - Celebrities - Cookbook - Food & Drink - Health & Fitness - Hi Mag - Cars - Puzzle-News - Gardening - Recommended

'The anxiety had become a roar': how to survive when your teen's on a gap year

Worried about your teenager's upcoming trip? Here's how to remain calm and avoid catastrophising while they're off exploring the world

Find My Friends app or Life360

If your teen doesn't mind, it can be reassuring to have them connected to an app that offers GPS data that tells you where they are. Life360 has a family setting so you can all see where each other is in real time. Find My Friends is similar but less detailed and won't work if they don't have a signal. Use sparingly, but helpful if there is an emergency

so you can all see where each other is in real time

TV News Segment

OK TO TRACK YOUR KIDS?

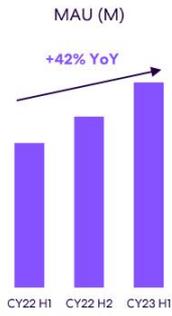
Leading behaviour expert's warning to parents taking their children

APRIL DOCTORS IN ENGLAND ARE STRIKING A FOUR-DAY STRIKE

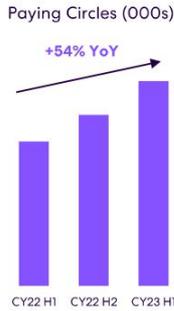
Expand Internationally

Monetizing free user base through Membership in key regions

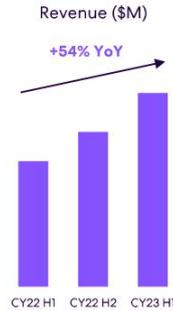
Canada, UK, Australia Performance



User retention is approaching U.S. levels, supporting top of funnel growth



Significant growth in Paying Circles with minimal marketing investment to date



Improving conversion driving revenue growth, with ARPPC upside opportunity following Membership tier launches

Predominantly English-speaking country performance (Canada, UK, Australia)

- Represents a highly attractive market. Key performance indicators are approaching the U.S. levels prior to the Membership launch
 - Engagement
 - User Retention
 - Brand awareness
- Significant CY23 H1 YoY growth despite minimal marketing investment to date
- Triple tier Membership launched in Canada in November 2021, with 120% uplift in ARPPC and 72% increase in revenue. This forms the initial playbook for the international rollout
- UK triple tier Membership on track for CY23 Q4 launch. To include hardware bundling, in line with U.S. Membership experience

04

Outlook

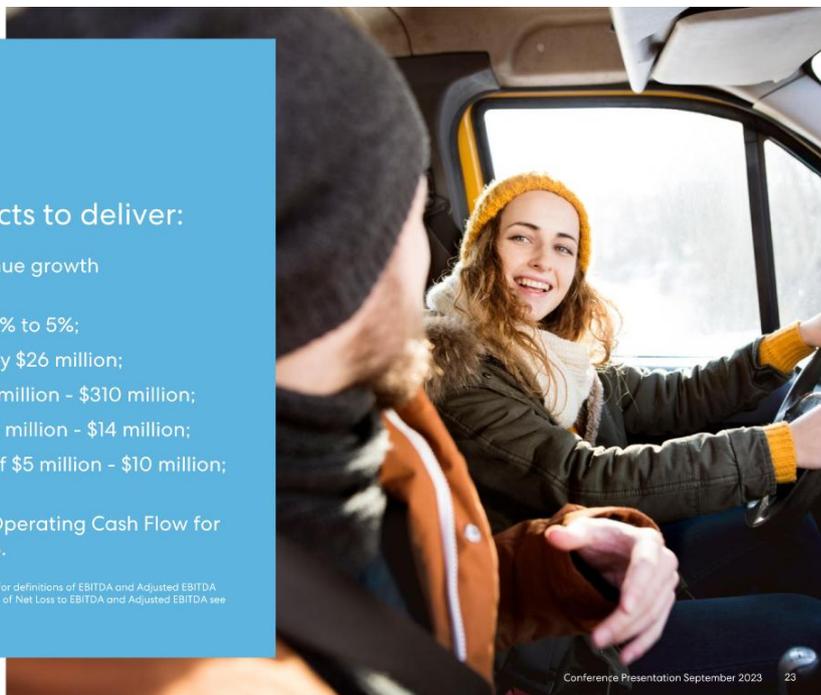


Outlook

For CY23 Life360 expects to deliver:

- Core Life360 subscription revenue growth in excess of 50% YoY;
- Hardware revenue growth of 0% to 5%;
- Other revenue of approximately \$26 million;
- Consolidated revenue of \$300 million - \$310 million;
- Positive Adjusted EBITDA* of \$9 million - \$14 million;
- Positive Operating Cash Flow of \$5 million - \$10 million; and
- Positive Adjusted EBITDA and Operating Cash Flow for the remaining quarters of CY23.

*Adjusted EBITDA was previously referred to as Underlying EBITDA. For definitions of EBITDA and Adjusted EBITDA and the use of these non-GAAP measures, as well as a reconciliation of Net Loss to EBITDA and Adjusted EBITDA see Appendix 3



05

Q&A





Thank you

@ Life360
