



# Investor Presentation

ASX CEO Connect Conference  
7 December 2021



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# Agenda

Life360 Overview

Overview of Tile acquisition

Strategic rationale

Q&A

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

# Life360 Overview

Why we exist

# Life360 is on a mission to simplify safety so families can live fully

Safety and security is a multi-billion dollar category and the incumbents have not adapted to the needs of digitally native consumers. Life360 is taking a mobile and family first approach to disrupt the market.

# Life360 is the world's leading family safety services membership

## Key Metrics



**33.8 million**

Monthly Active Users (MAU) in 195 countries



**San Francisco**

Based



**1.1 million+**

Paying Circles (subscribers)



**~330**

Headcount<sup>(1)</sup>



**\$120 million+ (up +48% YoY)**

September 2021 Annualised Monthly Revenue (AMR)



**~A\$2.1 billion<sup>(2)</sup>**

Market Capitalisation



**\$50.4 million**

Cash



**ASX 300**

Index constituent

Note: Figures as of 30 September 2021.

(1) Includes contractors and full-time equivalent employees.

(2) Market data as at 22 November 2021.

# Life360 is a membership that includes 24/7 live support



## Location Safety

Effortless daily coordination with advanced location sharing



## Driving Safety

24/7 support with crash detection, roadside assistance and more



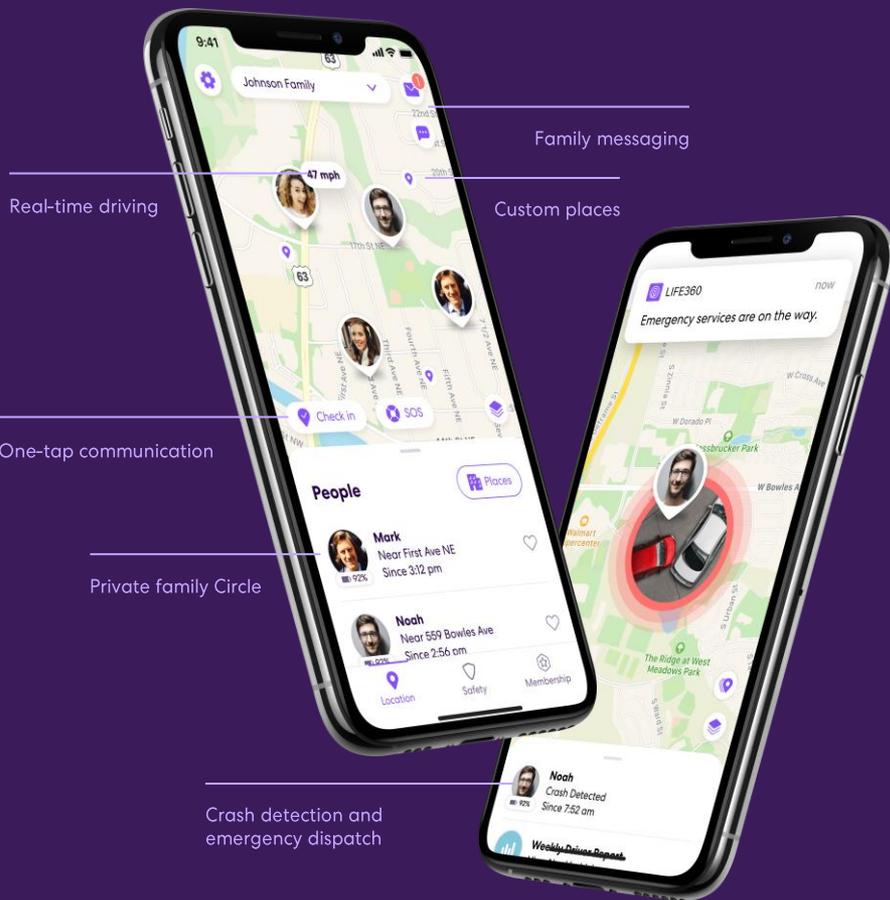
## Digital Safety

Protection and prevention for each family member



## Emergency Assistance

Expert assistance any time, anywhere



# Connecting families and saving lives

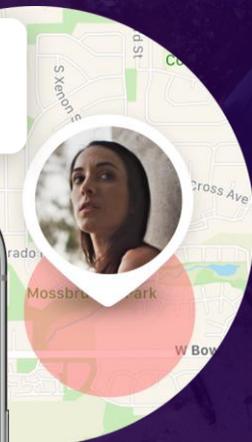
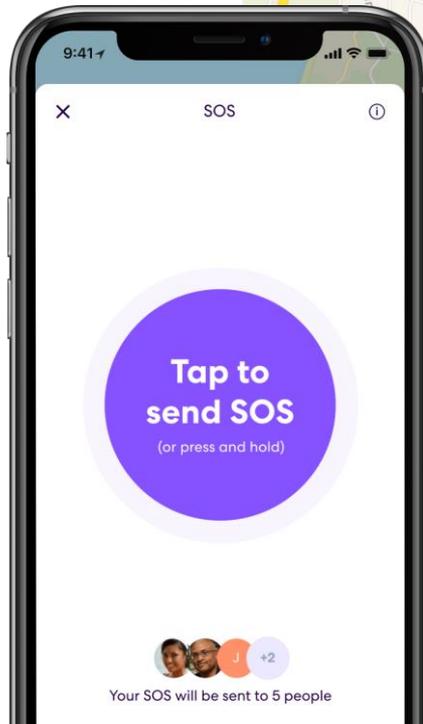
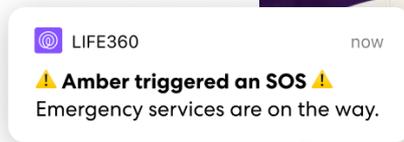
“

Just wanted to say thank you to the operator that helped me last night. My girlfriend was having a medical emergency 2 hours away from me and thanks to the app and the emergency operator, EMS was dispatched to her location and saved her.

I don't know what would've happened if we didn't have this app!

Thank you again, you're all HEROES!

– Life360 Member



## 1H21 user metrics



1,437,571

Help alerts sent



39,848,170,398

Miles driven with Life360  
Crash Detection



7,610

Ambulances dispatched



7,484,544,144

Safe arrival notifications

# Life360's technology platform

10+ years of investment and innovation

## Timeline of key developments



## R&D investment since 2016



(1) Patents cover the following areas: Battery Power Conservation; Location Fixing and Tracking; Behavioural Pattern Assessment in the Use of a Mobile Device; User Safety; Notification Management; Usage Monitoring and Access Control of Applications; Generation of Notifications in a Workout Group; Generation and Sending of Prepopulated Messages to a Selected Group of Mobile Devices.

# “Freemium” model

Monetises free users and subscribers

**1 million+**  
Families  
(~4 million users)  
+26% YoY 3Q '21

**\$22.8M**  
+51% YoY 3Q '21



**33.8 million**  
Monthly Active Users  
+31% YoY 3Q '21

**\$6.5M**  
+28% YoY 3Q'21

# Membership offering

## Competitive landscape



- ✓ Roadside Assistance
- ✓ Nurse Helpline
- ✓ SOS Alert
- ✓ Driver Reports
- ✓ Stolen Phone Reimbursement
- ✓ ID Theft Protection
- ✓ Crash Detection
- ✓ Disaster Assistance
- ✓ Travel Assistance
- ✓ Location Sharing And more...

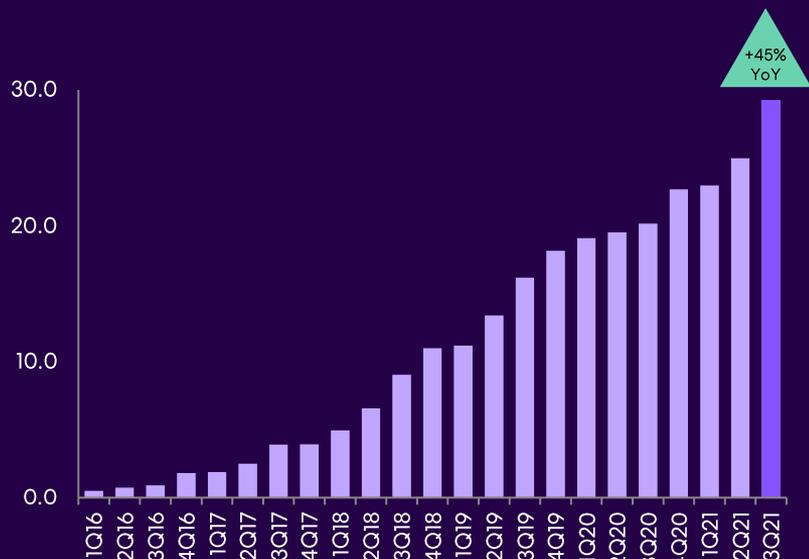
**Life360 Cost**  
**\$19.99/month**



(1) Assuming family household of four people. Prices may vary.

# We're rapidly growing as the world emerges from COVID-19 and safety on the go once again becomes front of mind

Quarterly Revenue (\$M)



Monthly Active Users (MAU) (M)



# Tile overview



# Tile at a glance

Global leader in finding things



**2012**

Year Founded



**>45M**

Tiles Sold to Date



**190**

Headcount<sup>(1)</sup>



**440K**

Total Subscribers<sup>(2)</sup>



**\$103M**

Revenue  
(CY21F)



**6.6M / 2.8M**

Monthly Active Tiles<sup>(2)</sup> /  
MAU<sup>(2)</sup>



**30+**

Product partners

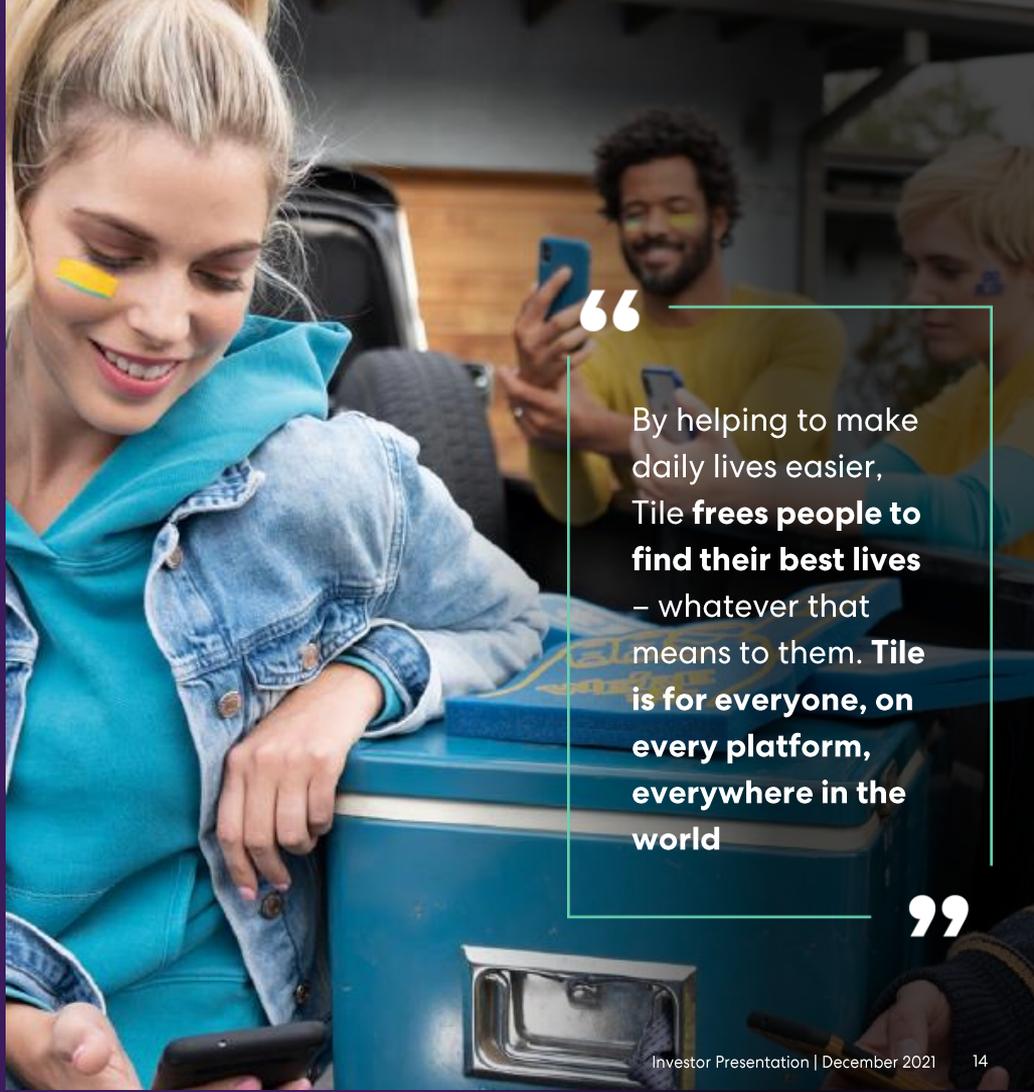


**\$15M**

ARR<sup>(2)</sup>

(1) Includes full time employees, contractors, and project employees.

(2) As of 30 September 2021.



“  
By helping to make daily lives easier, Tile **fre**s people to **find their best lives** – whatever that means to them. **Tile is for everyone, on every platform, everywhere in the world**  
”

# Tile products



## Hardware



- >45M devices sold
- #1 Lost Item tracker



## Embedded



- Embedded in HP laptops, Fitbit, Skullcandy & more



## Premium



Smart alerts



Worry-free warranty



Location history



Auto battery replacement



Premium care



Lost item reimbursement



Unlimited sharing

- 7 additional features
- ~440K subscribers

## Features



Find nearby



Find far away



Find your phone



Lost and found



# Strategic rationale

# A new category is being created

Apple AirTags validates the category that Tile pioneered in the same way that the launch of Apple's "Find My" propelled Life360 into the mainstream

Wall Street research estimates a current market size of \$2.0-2.5B for Apple AirTags<sup>(1)</sup>, and longer term \$10B opportunity<sup>(2)</sup>



“

RAYMOND  
JAMES®

*We wouldn't be surprised to see AirTags grow to be a \$10 billion business over time, putting that product close to AirPods in terms of revenue impact.*

- Chris Caso / Melissa Fairbanks  
(April 2021)

Apple AirTag Opportunity (\$B)



”

Source: Raymond James broker research.

(1) Assuming that AirTags sell at a similar unit volume as AirPods.

(2) As users buy multiple units to tag items such as wallets and keys.



(3) Represents midpoint of Wall Street estimates.

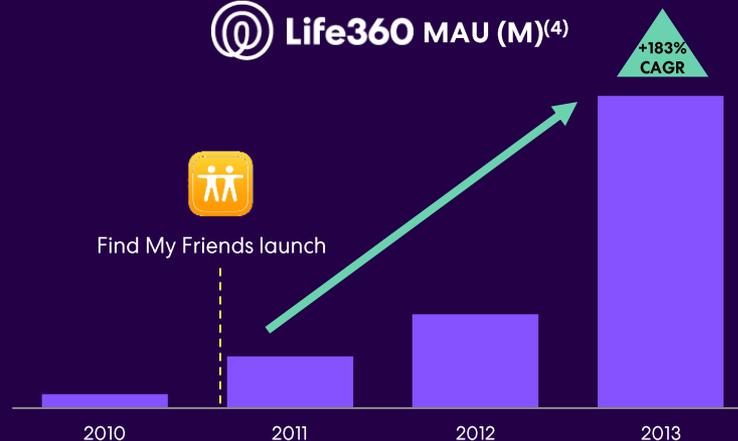
(4) Early data is approximate only.



## Case Study: Apple Find My Friends Launch

The launch of "Find My Friends" in 2011 was a major catalyst for Life360's growth as it established location sharing as a major category

@ Life360 MAU (M)<sup>(4)</sup>



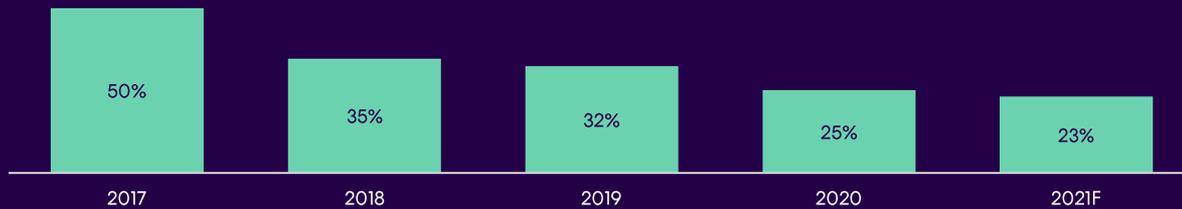
# AirPods case study: Category creation, not domination

We expect that Tile's differentiated product will allow it to capture significant market share as the category evolves

True wireless earphones market size over time (\$B)



Apple's market share over time (%)



“

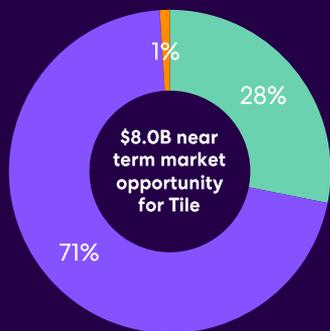
“Apple will reportedly make 25 million fewer AirPods this year as competitors saturate the market”

BUSINESS  
INSIDER

”

Source: Business Insider – ‘Apple will reportedly make 25 million fewer AirPods this year as competitors saturate the market’ (April 2021), Euromonitor – TWS Earbuds Retail Value RSP (2021).

# We will be the only vertically integrated, cross-platform solution of scale in the market



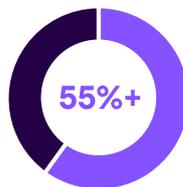
■ iOS 
■ Android 
■ Other

There is a major opportunity outside of iOS

Source: Raymond James broker research, Statcounter – Mobile Operating System Market Share Worldwide (Oct 2021), Insider Intelligence (eMarketer) – Smart Speaker Users by Brand (Nov 2021), CNET – Google Assistant now has 500 million monthly users (Jan 2020), CNET – Amazon sees Alexa devices more than double in just one year (Jan 2020).



Consumers are becoming increasingly cross and multi-platform



55%+ of Life360 international Paying Circles are Android or cross-platform



600M+

worldwide users of Google and Amazon voice assistants (already Tile + Life360 enabled)



5B

Bluetooth-enabled devices sold each year that are potentially Tile embedded partners

Our embedded partners don't want an iOS-only solution



# Tile completes our '360' vision of an integrated Membership offering that protects people, pets and things



## Leading family safety membership

Technology: Mobile

- 70%+ mobile market share<sup>(1)</sup>
- >33M MAU<sup>(2)</sup>
- Software leader

tile



## Leading platform for finding things

Technology: Bluetooth and Ultra-Wideband Tags

- >45 million devices sold
- #1 brand in category
- 50+ partner products

jiobit™



## Leading wearable for young kids + pets

Technology: Cellular + GPS Devices

- Leading wearable for kids
- Rapidly expanding to pets
- Patented Location Technology

(1) Based on App Annie family location sharing app revenue estimates (November 2021).

(2) Monthly Active Users: equal to the number of Users who have opened the Life360 App over the last month.

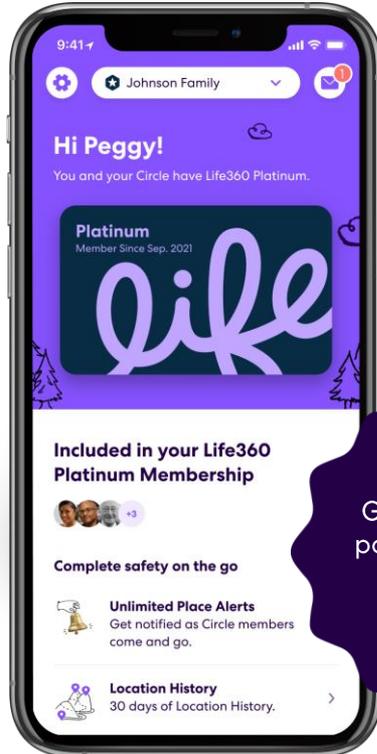
# Tile brings 'things' into our platform, dramatically expanding our use cases and addressable market

This will establish us as the only vertically integrated, cross-platform solution of scale in the market

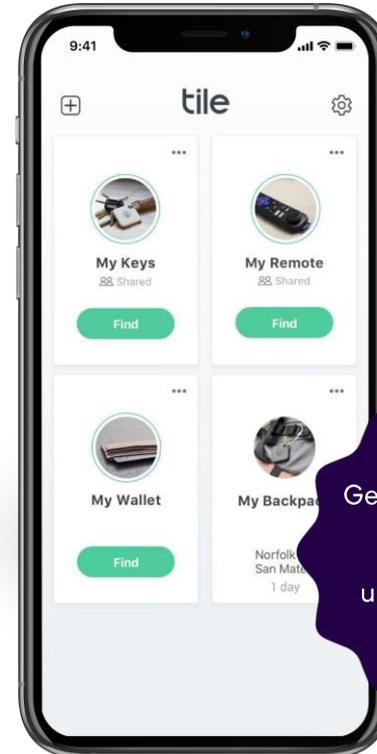


# Tile will supercharge Life360's Membership offering

And Life360 will accelerate Tile's rapid subscription growth by dramatically increasing the value proposition of its premium offering



Get a free Tile pack when you upgrade to Platinum



Get a free Life360 Membership when you upgrade to Tile Premium

# Together we have a powerful combination of online and offline distribution channels

The roll up of two leading brands across an integrated offering provides significant cross-sell opportunities unavailable to point-solution competitors

Note: LTM figures to 30 September 2021 unless noted otherwise.

(1) As of November 2021.



## Key statistics



1.4M

iOS monthly downloads



1.2M

Play monthly downloads



80%+

Word of mouth and organic

## tile



27.5K

Brick and Mortar Stores



15M

Visitors to Tile.com



>1M<sup>(1)</sup>

Tile-enabled third party devices activated

# Our strategic objectives



## Build

Build a large base of engaged mobile users



## Grow

Grow Membership to disrupt legacy incumbents



## Expand

Expand reach and revenue through additional lead gen and new services



# Q&A

A family of four (a man, a woman, and two young girls) are walking barefoot on a sandy beach at sunset. The man is on the left, wearing a light blue button-down shirt and dark jeans. The woman is next to him, wearing a maroon long-sleeved shirt and blue jeans. The two girls are on the right, both wearing blue denim shirts and dark jeans. The background shows the ocean with gentle waves and a hazy sky with mountains in the distance.

# Thank you

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<https://investors.life360.com>