Q2'26

Investor Presentation

10 August 2026 U.S. PT | 11 August 2026 AEST

Life360

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Contents

01

Life360 Overview

Life360 at a glance

Global scale, durable growth, expanding profitability

~102.4M
Global Monthly Active Users

180+
Countries

639 billion
Miles driven with Life360 Crash Detection[2]

#7
Top Social Networking App[3]

$159.0m
+38% YoY
Q2'26 Revenue

~3.2M
Global Paying Circles

17%
U.S. Penetration[1]

99 billion
Safe arrival notifications[2]

10.9M+
Monthly active Tile devices

$31.1m
20% Margin
Q2'26 Adjusted EBITDA[4]

Note: As of June 30, 2026 unless otherwise stated. [1] U.S. smartphone penetration based on approximately 54.0 million U.S. MAU as of June 2026 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. [2] LTM as of June 30, 2026. [3] By DAU in the U.S. as of June 30, 2026. Source: Sensor Tower. [4] Adjusted EBITDA is a non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income to Adjusted EBITDA see Appendix 3.

Busy families want peace of mind - Life360 makes everyday family life better through safety and connection

Location sharing for the whole family

Private map for your inner circle

Free to use

Built for families

...with safety top of mind

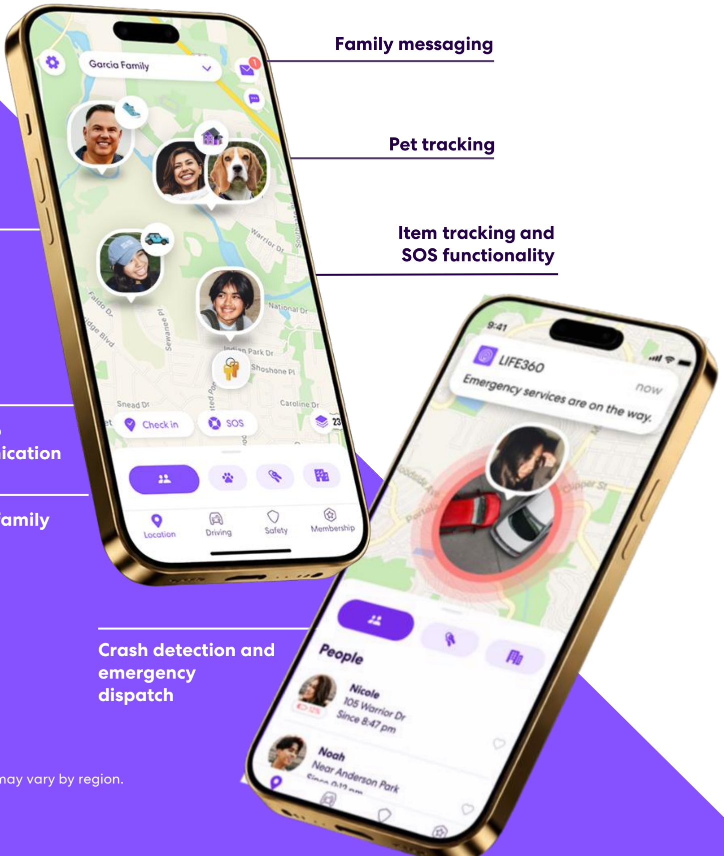
Market leading driving safety

Devices for people, pets, and things

Premium safety services

Keeping people close to the ones they love

The super-app serving families of all types through a distinctive product offering



Location Sharing and Item Tracking
Effortless daily coordination with advanced location sharing and item tracking

Driving Safety
24/7 support with crash detection, emergency dispatch, roadside assistance and more

Digital Safety
Protection and prevention for each family member

Emergency Dispatch
Expert assistance any time, anywhere

Pet Finder Network
Real-Time tracking, escape alerts, and a community-powered Pet Finding Network

Comprehensive Offering
All-in-one solution for real life

Note: Features may vary by region.

Life360 is uniquely focused on family safety

Providing peace of mind and connection for families creates a competitive moat

Engaging family focus

Safety Solutions

Devices

Cross-Platform

Proprietary Technology Platform

1 in 6
U.S. Smartphone Owners Use Life360[1]

6x
App Opens per Day[1]

#1 Brand Attribute[2]
"Peace of mind"

60
NPS Score
Considered "Excellent" by NPS Creator, Bain & Co.[3]

$650+ Million
in R&D investment since 2016

[1] As of June 30, 2026. [2] Life360 Brand Tracking research - April 2024 Fielding (based out of the 23 brand attributes tested). [3] According to December 2025 NPS creator, Bain & Co. for U.S. Adults aged 31-60.

A one-stop holistic experience vs. competitor offerings

Life360 provides the only feature set that combines available isolated point solutions

	Mobile	Devices	Premium Services
Life360	**4.8** Life360 App Rating *(vs. Find My at 2.8)* **46%** of Total Paying Circles are cross-platform	 **10.9M+** Monthly active Tile devices[1] **65%** of surveyed U.S. pet owner member base has interest in a pet tracker	**Emergency assistance** + **Digital safety** + **Additional safety features**
Competitors		chipolo ANKER AirTag fi	LifeLock by Norton

Note: Features may vary by region.
[1] As of June 30, 2026.

One of the highest DAUs across Social Networking Apps Worldwide

U.S. Social Networking App Rankings by DAU[1]

1	Facebook	Meta Platforms
2	WhatsApp Messenger	Meta Platforms
3	Messenger	Meta Platforms
4	Discord	Discord Inc.
5	Threads	Meta Platforms
6	Telegram	Telegram
7	Life360: Stay Connected & Safe	Life360

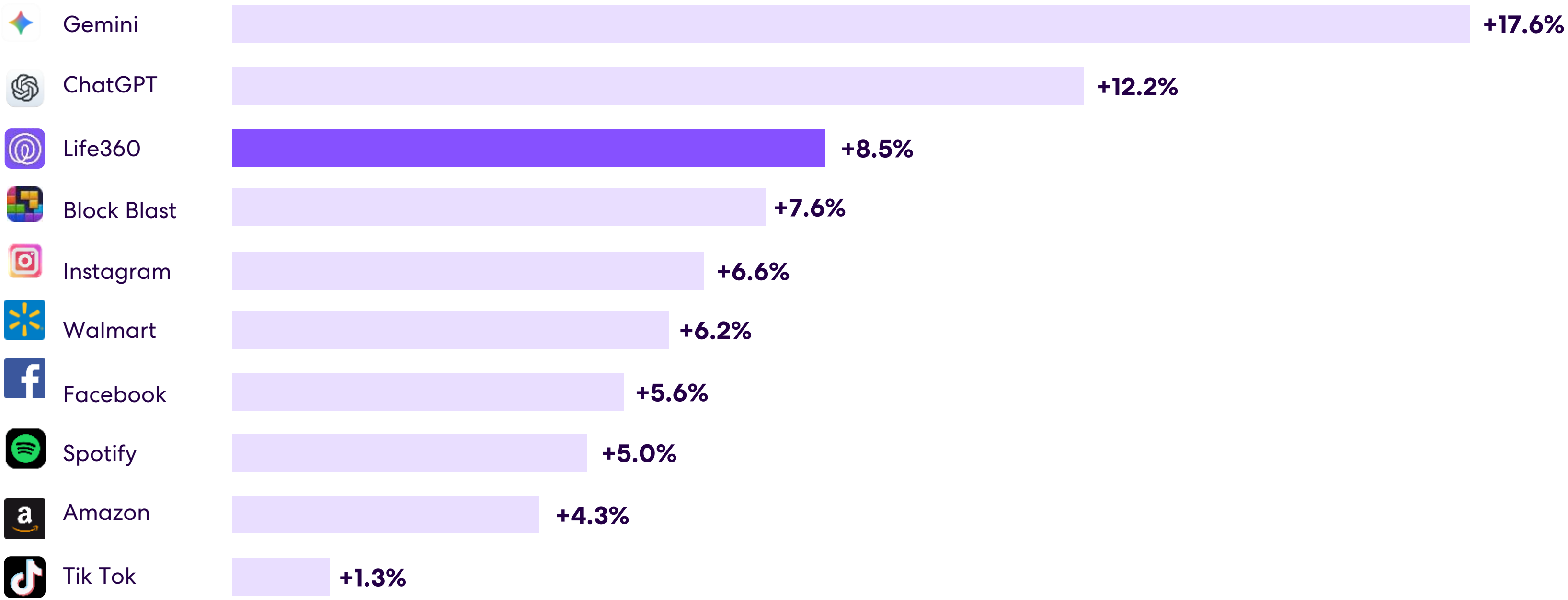
Triple Tier Social Networking App Rankings by DAU[1]

6	Life360: Stay Connected & Safe	Life360
7	Life360: Stay Connected & Safe	Life360
8	Life360: Stay Connected & Safe	Life360

Source: Sensor Tower
Note: DAUs (Daily Active Users) defined as devices having 1 or more foreground sessions within an app in a day. [1] As of June 2026.

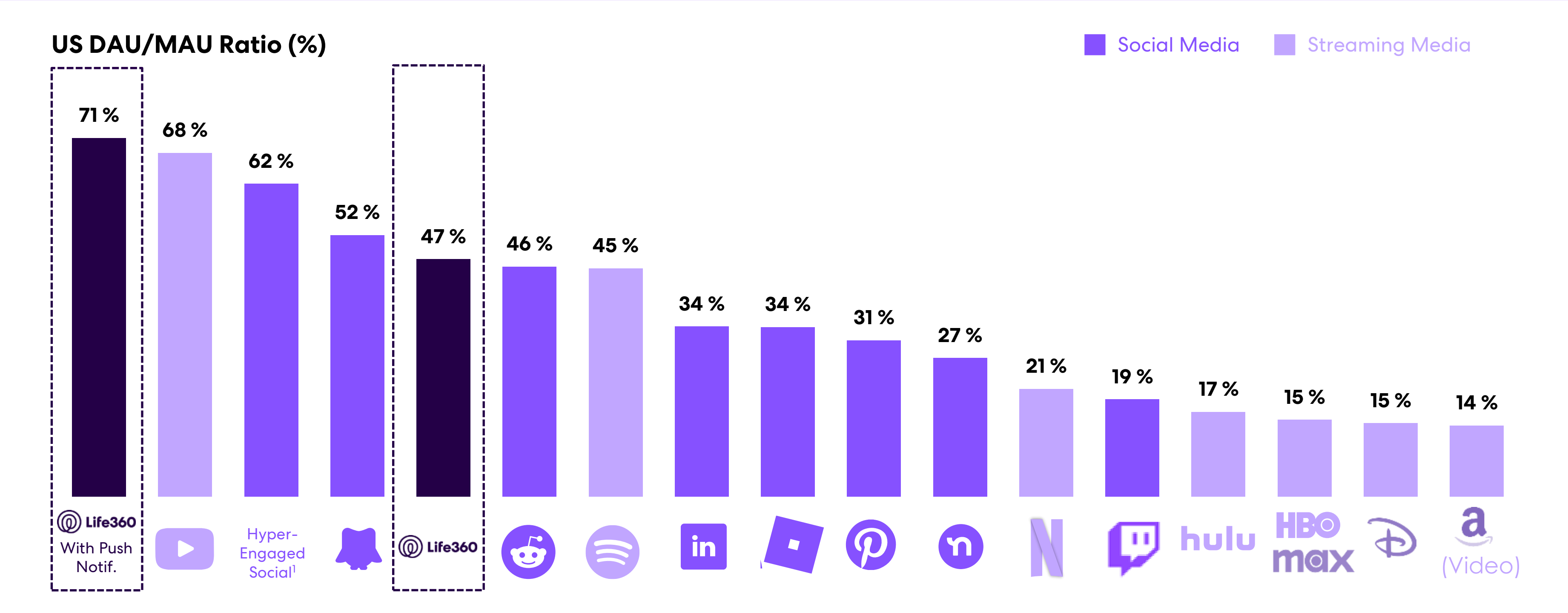
One of the fastest growing apps for Parents

Top Growing Apps for Parents[1]



Source: Sensor Tower
[1]Audience insights as of December 2025.

Strong U.S. Engagement – rivals the biggest names in social and streaming media

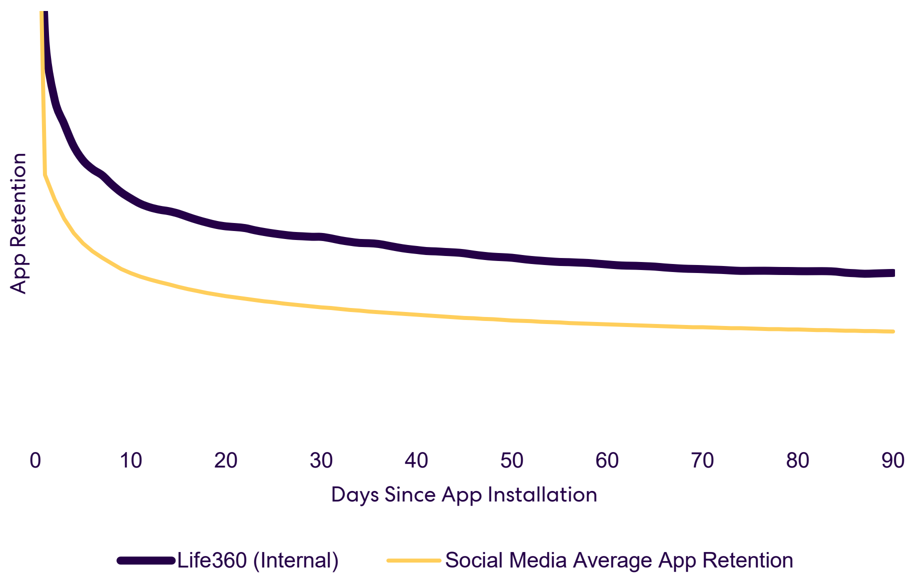


Source: Sensor Tower company as of June 30, 2026; Company Data for Life360 metrics.
[1] Hyper-Engaged Social represents the average DAU/MAU of Facebook, Instagram, Snapchat, TikTok, and X (formerly Twitter).

Life360 has industry-leading user retention

Everyday safety and delight keep families engaged daily

App Retention by Days Since App Installation[1,2]

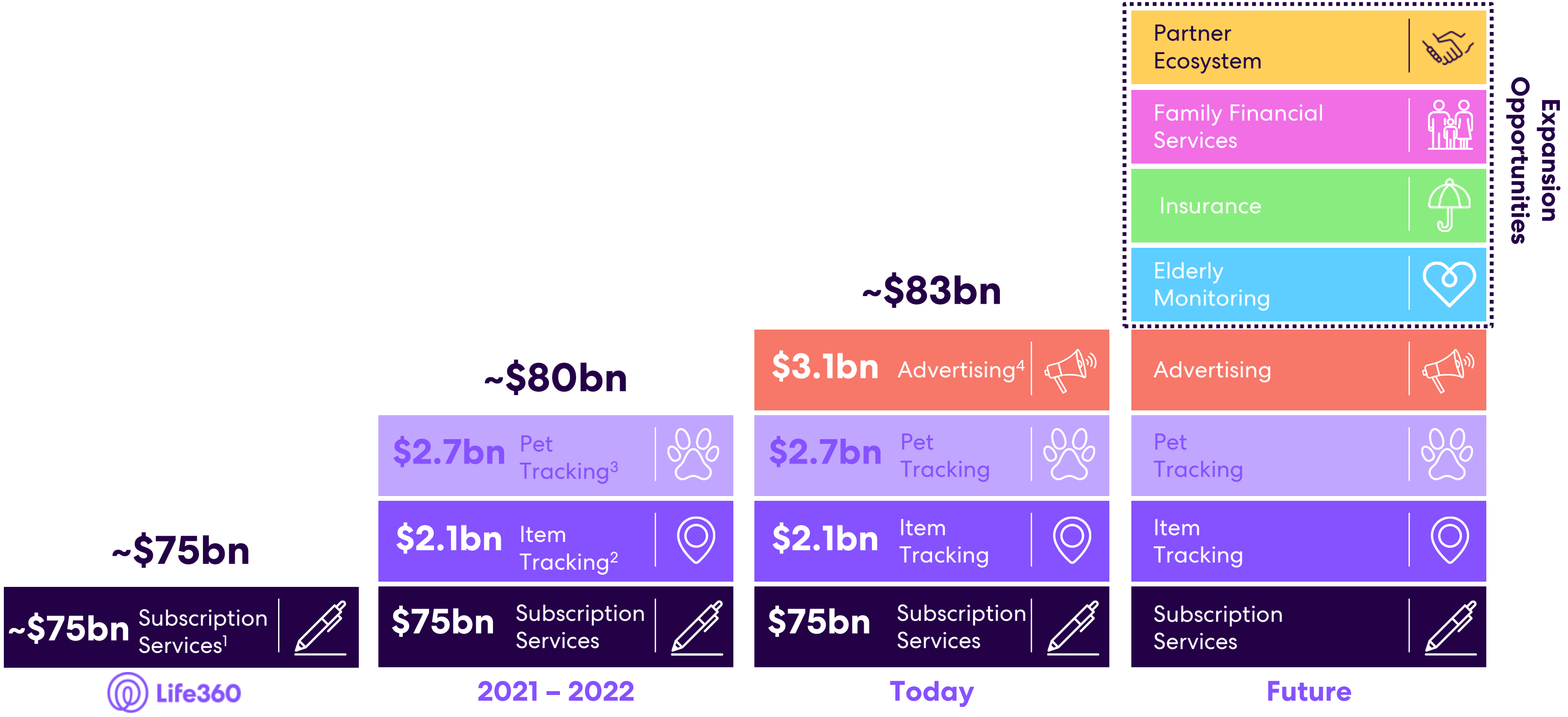


Life360's strong value proposition and core feature set **provides its users with peace of mind** that drives consistent daily app usage and fuels product stickiness

Life360 app retention consistently **outperforms peers – outperforming the social media average by 1.6x** following the first 90 days since app installation, with a widening gap **after the first weeks as families settle into daily use**

Source: Sensor Tower company as of June 30, 2026; Peer group data represents U.S. App Store only; Company Data for Life360 metrics.
[1] Social media average represents the average app retention of Linkedin, Pinterest, Duolingo, Reddit, Twitch, Nextdoor, Roblox.
[2] App retention defined as the percentage of users still using an app at a particular time interval after initial installation.

Life360's addressable market opportunities are substantial



Acquisition of jiobit + tile **Acquisition of FANTIX + Nativo**

Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, International Monetary Fund (IMF), Public Company Filings, and Company Data
[1] Smartphone-Equipped Population of Asia Pacific excluding China, Eurasia excluding Russia, Middle East and North Africa, United States, and Canada (Total Population × Smartphone Adoption Rate), divided by People Per Paying Circle to derive Total Paying Circles, multiplied by Q1'24 Average Revenue Per Paying Circle. [2] Intellectual Market Insights Research – AirTag Market Overview. [3] Grandview Research – Pet Wearables Market
[4] 2023 Average Advertising Revenue Per User of Meta, Snap, Uber, Spotify, Reddit, and Duolingo, multiplied by Smartphone-Equipped Population across the U.S. (Total Population × Smartphone Adoption Rate).

Monetizing our addressable markets

Future Opportunity

Subscription Services	Devices	Indirect	Advertising	Adjacent Markets

Subscription Services

- ✓ Roadside Assistance
- ✓ Medical Assistance
- ✓ SOS
- ✓ Driver Reports
- ✓ Stolen Phone Protection
- ✓ ID Theft Protection
- ✓ Crash Detection
- ✓ Emergency Dispatch
- ✓ Disaster Response
- ✓ Travel Support
- ✓ Pet Finder Network & More…

Devices

Indirect

First Party Data Monetization

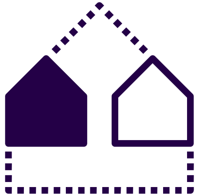
Hubble Partnership

Advertising

Ads for Free Members

Access unique audiences based on First Party Data

Adjacent Markets



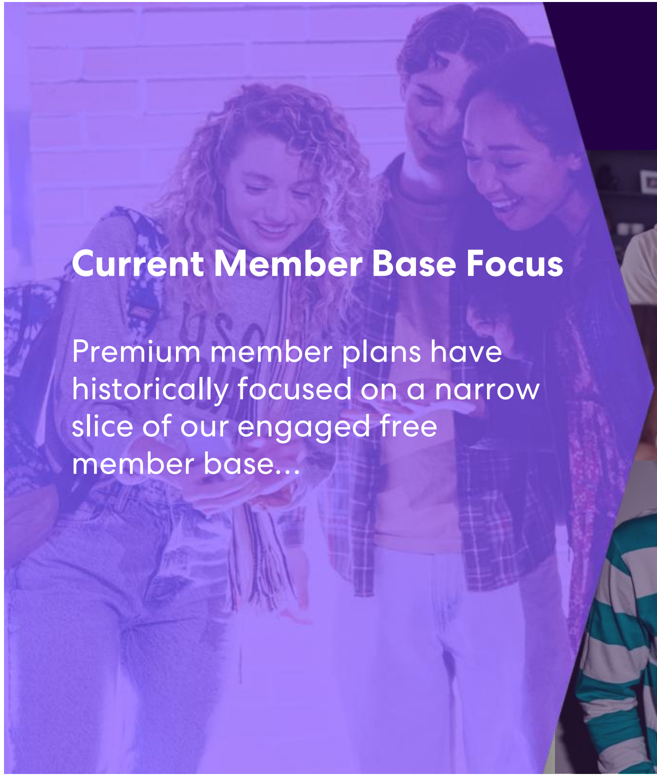
Elderly Monitoring

Insurance

Family Financial Services

Partner Ecosystem

Expanding reach beyond parents with teens

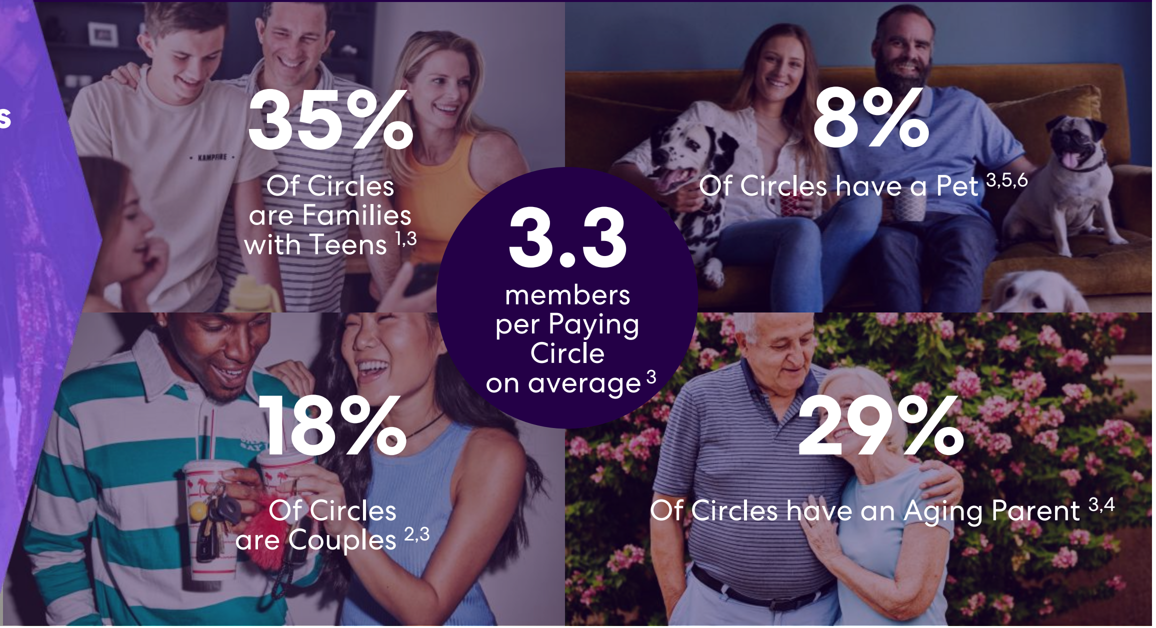


Current Member Base Focus

Premium member plans have historically focused on a narrow slice of our engaged free member base...

Member Base Expansion

... with an opportunity to expand within our current member base



35% Of Circles are Families with Teens [1,3]

8% Of Circles have a Pet [3,5,6]

3.3 members per Paying Circle on average [3]

18% Of Circles are Couples [2,3]

29% Of Circles have an Aging Parent [3,4]

Note: The Circle percentages referenced reflect data for free Circles, not Paying Circles. [1] Defined as Circles with at least one member being a parent and one or more teens. [2] Defined as Circles of two members who are spouses or partners. [3] Reflects Circles on a global basis as of June 30, 2026. [4] Defined as Circles with at least one member being a parent aged 50+. [5] Defined as Circles with at least one pet. [6] Pet stats are based on a percentage of all active Circles whereas all other stats presented on this page are limited to active Circles with complete age and/or role demographic data.

Pet GPS and the Pet Finder Network extend the family map

Pets are becoming the most checked-on members of the family

Free

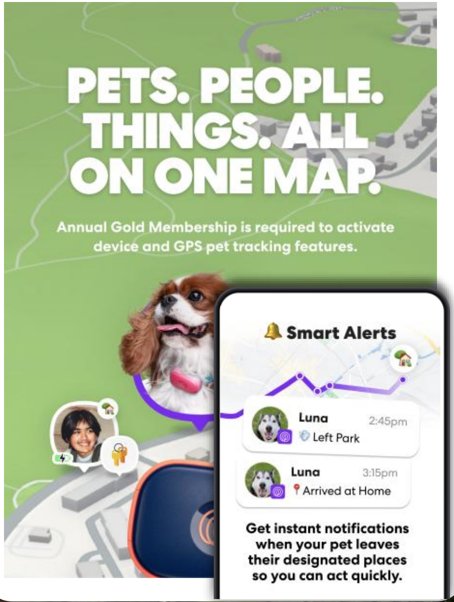
Pet Finder Network

8M pet profiles worldwide

120K+ new pet profiles created every week[2]

Paid

Your Pet on the Life360 Map



Paid

Life360 Pet GPS

- → Real-time tracking via GPS, BLE, and WiFi
- → Up to 14 day battery life per charge + 6 month Reserve Mode
- → $99 bundled with an annual Silver subscription
- → Safety light
- → Water-resistant
- → Georeferences and escape alerts
- → Universal attachment fits most standard collars
- → Escaped Pet instantly notifies your Circle, with optional safety light & audible ring

86%
of couples with a pet and without children consider their pet their child[1]

75%
of pet-parent daily routines are shaped by their pet[1]

[1] Life360 Global Pet Parenthood Report, May 2026. Survey of 6,000 single income pet parents and double income pet parents without children across the UK, USA, and Australia conducted between April 8, 2026 and April 14, 2026. [2] Based on average new weekly pet profile created from January 2026 to June 2026.

Freemium membership model to support families' needs and enable monetization

Life360's premium services provide benefits focused on driving and digital safety

Current Triple Tier Membership Bundles (U.S., UK, Canada, ANZ)

FREE MEMBERSHIP
$0.00/mo

✓ SOS
✓ Place Alerts (2 places)
✓ Location History (2 days)
✓ Crash Detection
✓ Family Driving Summary
✓ Battery Monitoring
✓ Pet Profile & Pet Finder Network
✓ Live Progress
✓ Morning Check-In

SILVER MEMBERSHIP
$9.99/mo

+ Place Alerts (5 places)
+ Location History (7 days)
+ Stolen Phone Protection ($100)
+ Ad-Free Experience
+ Real-Time Pet Tracking

11% of U.S. Paying Circles[1]

GOLD MEMBERSHIP
$16.99/mo

+ Place Alerts (unlimited)
+ Location History (30 days)
+ Individual Driver Reports
+ Roadside Assistance
+ 24/7 Emergency Dispatch
+ ID Theft Protection
+ Free Towing (5mi Radius)
+ Stolen Funds Reimbursement ($25K)
+ Stolen Phone Protection ($250)

85% of U.S. Paying Circles[1]

PLATINUM MEMBERSHIP
$24.99/mo

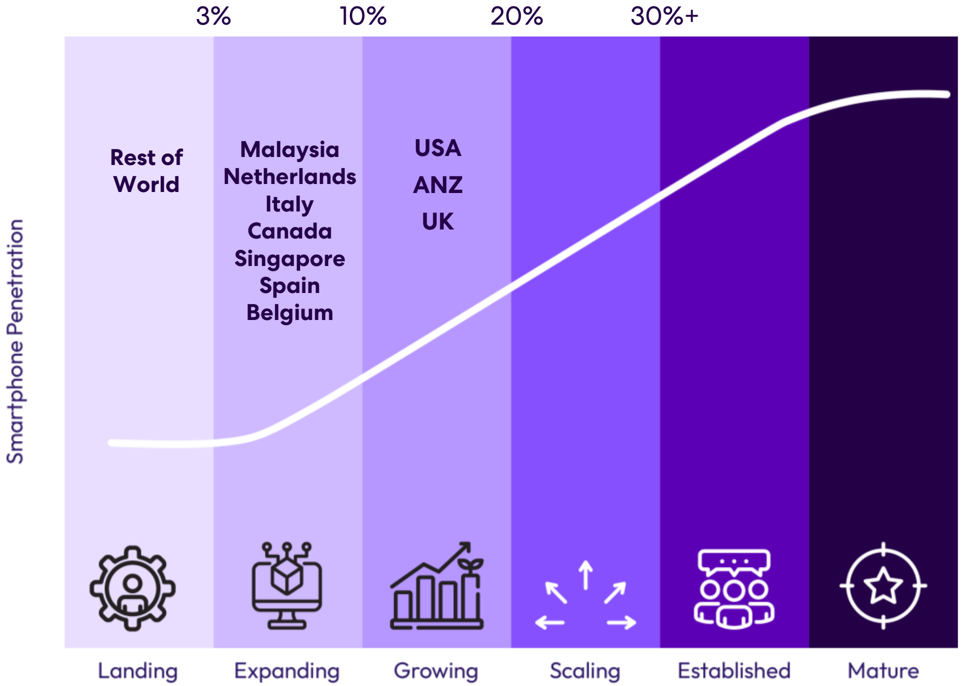
+ Credit Monitoring
+ Disaster Response
+ Medical Assistance
+ Travel Support
+ Free Towing (50mi Radius)
+ Stolen Funds Reimbursement ($1M)
+ Stolen Phone Protection ($500)

4% of U.S. Paying Circles[1]

[1]As of June 30, 2026. Note: Membership bundles shown represent U.S. offering. Services and pricing differ slightly by region.

Significant runway for growth across all markets along the penetration curve

Life360 Penetration Stages Along the S-Curve[1]:



Penetration Stages Definitions:

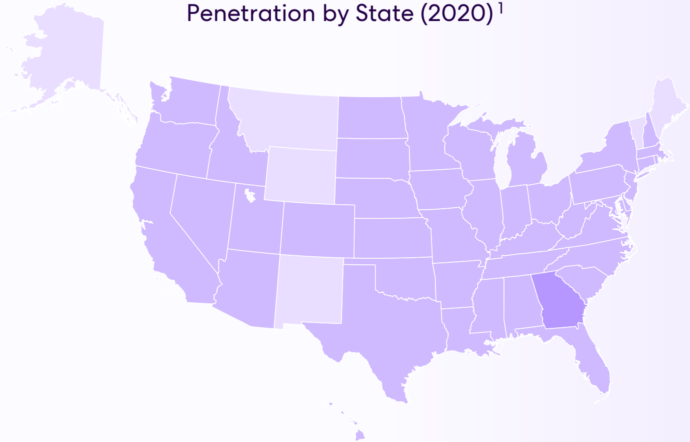
Landing	<3%	Early market entry. Building initial user base, establishing brand awareness.
Expanding	3-10%	Accelerating user acquisition, building infrastructure, expanding distribution channels.
Growing	10-20%	Sustained momentum. Strong organic growth, word-of-mouth effects accelerating, brand recognition building.
Scaling	20-30%	Proven model accelerating. Network effects compounding, conversion optimization driving efficiency, pressing accelerator on validated approach.
Established	30%+	Entrenched market position. Embedded in market infrastructure, defensible competitive moats, families assume you exist.
Mature		Majority of addressable market penetrated, growth driven by household formation rather than share gains, focus shifts to retention and optimization.

[1] Includes Top 10 international countries only.

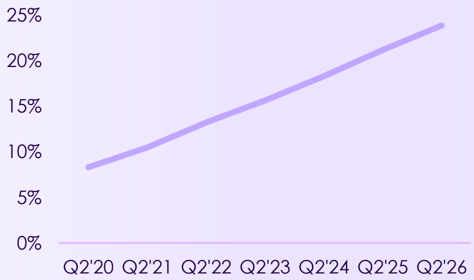
Long remaining runway in U.S. penetration

Majority of states are in the Growing and Scaling phases of the S-Curve with the largest states adding the highest absolute growth and significant runway before achieving Established status

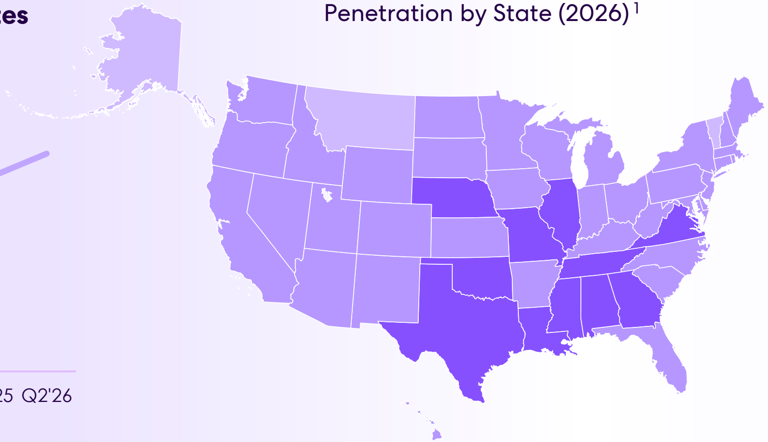
Penetration by State (2020) [1]



U.S. Top 5 penetrated states penetration rate trend



Penetration by State (2026) [1]



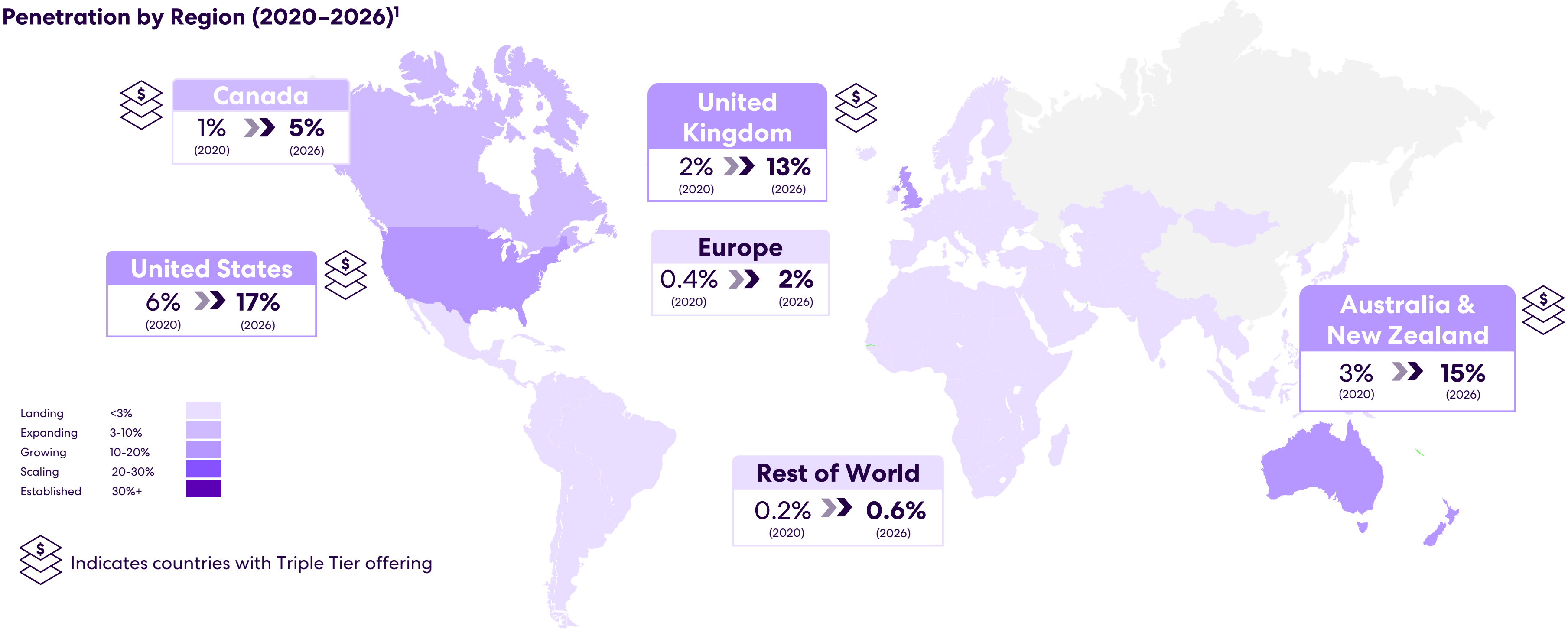
Legend Landing <3% · Expanding 3-10% · Growing 10-20% · Scaling 20-30% · Established 30%+

Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, and Company Data.
[1] Estimated number of Life360 members as a percentage of smartphone-enabled population by state; Penetration rates of June 30, 2026 unless otherwise noted.

Large global opportunity for membership

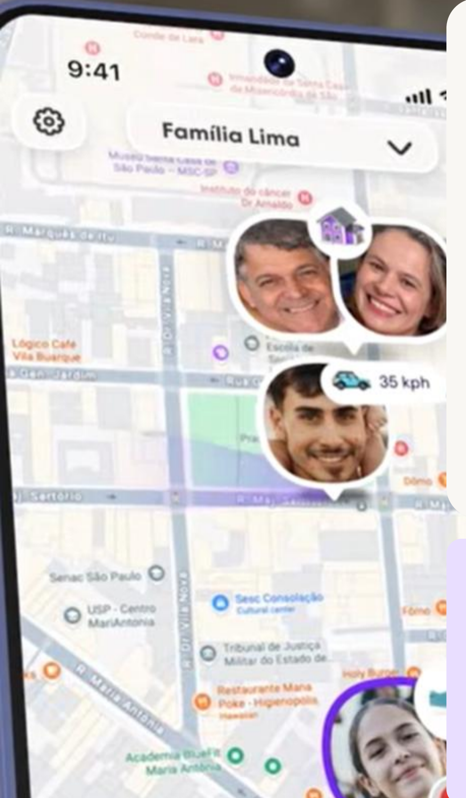
International penetration, while expanding, trails the U.S., with large upside opportunity

Penetration by Region (2020–2026)[1]



Source: GSMA Mobile Economy Report, Pew Research Center, International Monetary Fund (IMF), and Company Data.
[1] Estimated number of Life360 members as a percentage of smartphone-enabled population by region; Rest of World excludes Russia and China; Penetration rates of June 30, 2026 unless otherwise noted.

Scaling the international opportunity



Top 10 International MAU countries[1]
(66% of total International)

1. United Kingdom
2. Brazil
3. Mexico
4. Australia
5. Italy
6. Malaysia
7. Philippines
8. Canada
9. Spain
10. Germany

Top 10 International Penetration countries[1]

Growing:
1. Australia
2. United Kingdom

Expanding:
3. Malaysia
4. Netherlands
5. New Zealand
6. Italy
7. Canada
8. Singapore
9. Spain
10. Belgium

Top 10 International Revenue countries[1]
(77% of total International)

1. United Kingdom
2. Australia
3. Canada
4. Brazil
5. Mexico
6. Germany
7. South Africa
8. Netherlands
9. Malaysia
10. Italy

Global expansion playbook delivers registration and awareness gains
Targeted market entry in Germany, Brazil, and Mexico fueled record single-day registrations and measurable national brand awareness lifts and boosted engagement

Broadening our international base
Canada, Spain and Malaysia are growing MAU 30% YoY, the fastest pace in our top 10 - proof that new-user growth is not confined to our most established markets

Monetization continues to scale ahead of user growth
Revenue grew 79% YoY across our top international markets, more than double the pace of MAU growth - a clear signal that paying circles and triple-tier pricing are driving greater value per user

[1] Data as of Q2'26

Monetization opportunities from free user base

Our differentiated audience can deliver value to brands and advertisers

Our differentiated audience…

~80%
U.S. MAU Are Ads Eligible

6x
U.S. App Opens per Day

46%
U.S. MAU Open the App Daily

1 in 6
U.S. Smartphone Owners Use Life360

Illustrative Customer Profiling & Audience Segment

*"U.S., 70th percentile **household income**, **Moms**, who have visited a **Walmart** in the last 30 days"*

*"**1 million users** visited **Walmart** in the course of the last 30 days"*

… has the potential to deliver significant value while maintaining privacy at the forefront of our member experience

Valuable Targeting Opportunities based on user insights

First Party Data Advantage based on location

Globally Recognized Brand Focused on safety and connection

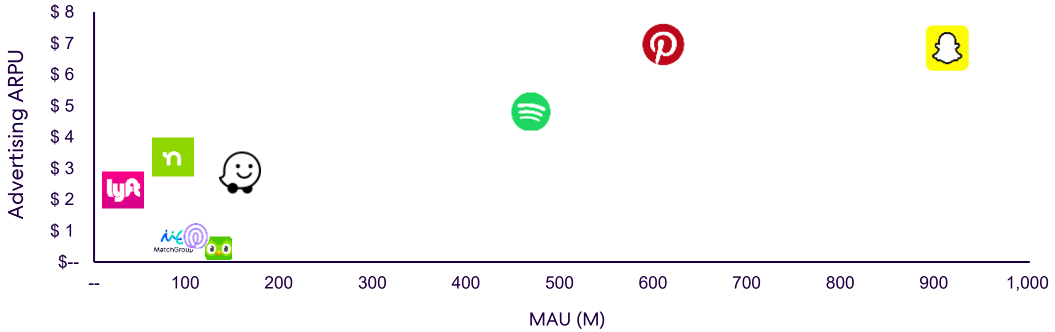
Loyal User Base of families that retain on the platform[1]

Note: All metrics as of June 30, 2026 unless otherwise noted. [1] Based on MAU and Paying Circles by Registration Year data.

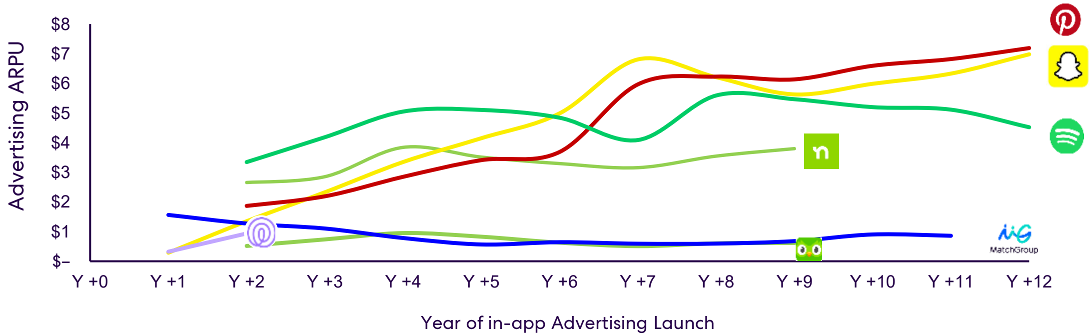
The advertising opportunity for Life360

Data indicates long-term growth potential in advertising revenue

Ad Revenue ARPU by MAU (M)[1,2,4]



Ad Revenue ARPU from Launch[1,3,4]



Expanded Market Opportunity with Nativo Acquisition

$1.25 trillion

Global Advertising Spend[5]
(2026 estimate)

[1]Based on public filings, Wall Street Journal, FactSet Consensus Estimates, Reuters, and Visible Alpha Consensus Estimates. Nextdoor MAU estimated using a WAU to MAU conversion rate of 0.63. Match Group MAU estimated using a Payer to MAU conversion rate of 0.177. Snapchat MAU estimated using a DAU to MAU conversion rate of 0.5058. [2]Waze MAU and ad revenue reflects estimated 2022 figures. Waze and Lyft data not available over time. [3]Limited Y + 0 and Y + 1 ARPU data is publicly available. [4]Life360 ARPU estimated based on ending MAU for the first full year of advertising revenue (FY 2025) for Y+1. Y+2 is based on the midpoint of advertising revenue and MAU guidance for FY 2026. [5]Source: Statista Market Insights: Advertising and Media.

Turning unique first-party signals into a scaled advertising business

Fantix and Nativo together give us the intelligence layer and the delivery engine, the same formula behind similar advertising businesses that have scaled

FANTIX

Turns real-life signals into usable audiences and insights

Connects members to relevant brands and businesses

Life360

Family structure

Location patterns

Driving behavior

Nativo

All advertising environments and formats

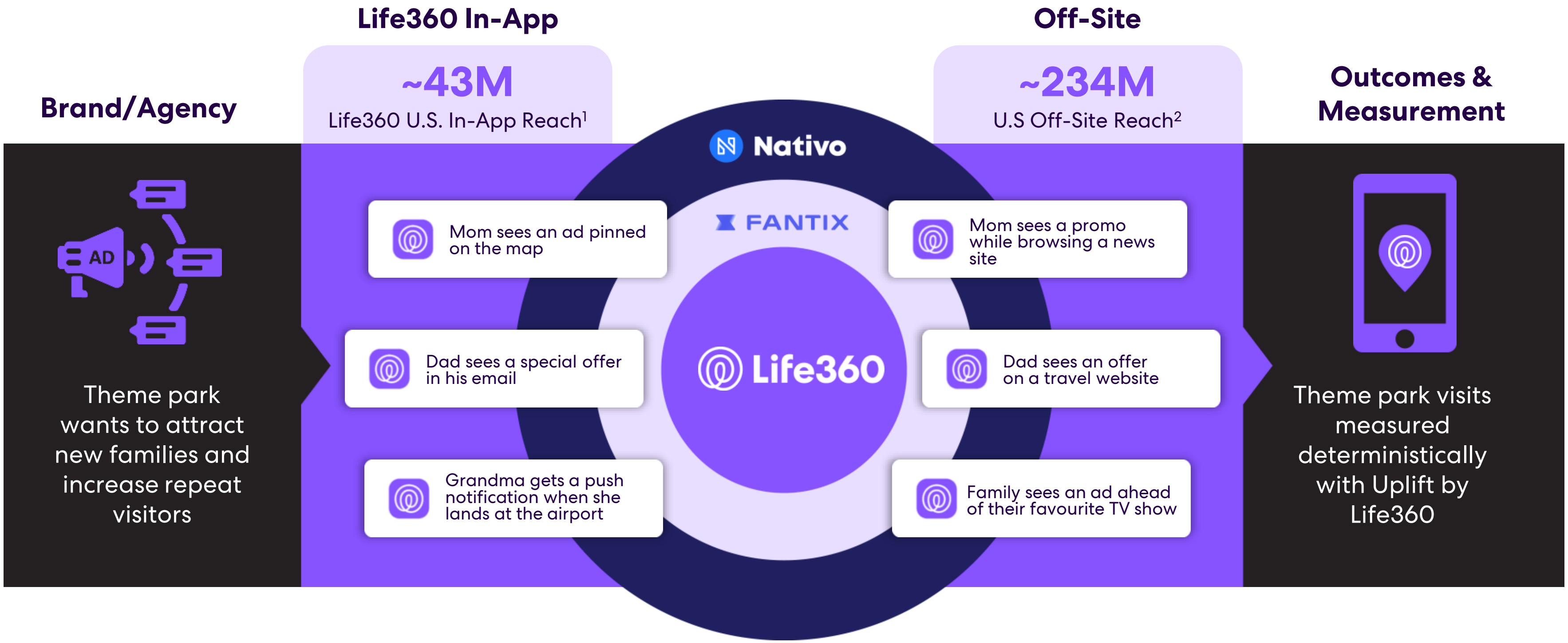
Direct access to premium brands and agencies

New and expanded sales channels with dedicated sales team

Advanced ad renderer technology

Life360 Ads Network Vision

The Family Ads Platform that delivers experiences and outcomes for brands, while offering benefits to members that make everyday family life better



[1]Represents U.S. Ads eligible MAU as of June 2026. [2]Source: Comscore. Data as of June 2026.

Real-World Scale, Real-World Proof

Case Study: How the Family Ads Platform turned real shopper intent into real store visits for a national grocer

The Advertiser Need

National Grocer losing basket share to mass-market giants and warehouse clubs

Needed to reach shoppers already defecting to competitors — not just run more mass-market ads

Why Choose Life360 Ads ?

Featuring Nativo

- Unique ability to leverage real, not probabilistic insights — no cookies, no modeling
- Multi-touch reach and high impact across 35K+ publishers to target customers multiple times
- Campaign validation through deterministic footfall measurement

The Campaign

- Reached former shoppers in specific locations who had churned as well as converted net new shoppers who frequented competitors
- Contextual creative across news and entertainment publishers, standard display and video
- Value messaging timed to Summer and Back-to-School
- Measured the real-world impact through verified store visitation

Outcomes & Measurement

132,000
total store visits driven

35,000
net-new incremental trips

+43.5%
blended in-store visit uplift

2x
visits from 21-24 year old demographic

02

Life360 Strategy

Life360 strategy

Powerful network effects driving significant long-term growth opportunity

Grow our audience

By building a leading position as a global family brand

Scale paid offerings

By driving higher retention and conversion through increased value for members

Create new revenue streams

By meeting family needs at every life stage and strengthening relationships with members

Expand profitability

By leveraging the expense base, and balancing growth investment with financial discipline

Four Levers Driving Sustained MAU Growth

Growth is not dependent on any single initiative; each lever addresses a distinct driver of the member flywheel

01 Top-of-Funnel Efficiency

Converting organic, word-of-mouth demand into active members by reducing registration friction.

02 Expanding to New Relationship Types

Extending the platform beyond the nuclear family to unlock a broader addressable user base.

03 International Market Activation

Shifting high-potential markets from organic-led growth to active development through full-funnel marketing and local partnerships.

04 Engagement Deepening and Re-engagement

Translating improving retention trends into compounding net adds across the installed base.

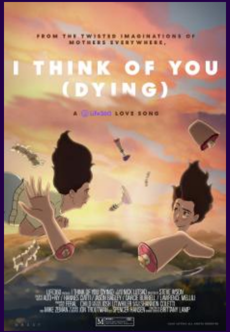
Delivering progress across all levers in Q2’26

01

Top-of-Funnel Efficiency

+22% QoQ

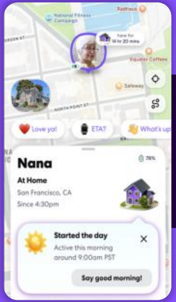
Q2 Unaided brand awareness[1]



4 Cannes Lions International Festival of Creativity awards

02

Expanding to New Relationship Types



New morning check-in feature

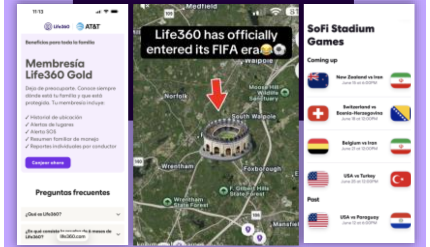
Apple Watch trial

03

International Market Activation

Launches in Brazil, Germany and Mexico

World Cup

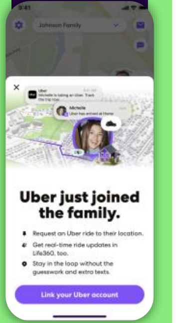


04

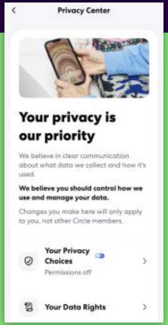
Engagement Deepening and Re-engagement

Temporary Location Sharing

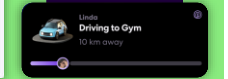
Uber Trip Tracking



Privacy Center



Live Progress



1 Survey conducted by Morning Consult

Life360's digital based freemium business

Freemium model becomes powerful at scale

Monetization:	Advertising + Data + Partnerships	Premium Subscription	Referral Fees Other Sales[1]
New Member Onboarding Frictionless download & registration	**Free Member** Experience features	**Paid Subscriber** Upsell to Paid Subscriber	**Paid Subscriber** Upsell to higher tier + Other products

Marketing Efforts | **Free Member to Paid Conversion** | **Retention initiatives**

Member Experience & Product Efforts

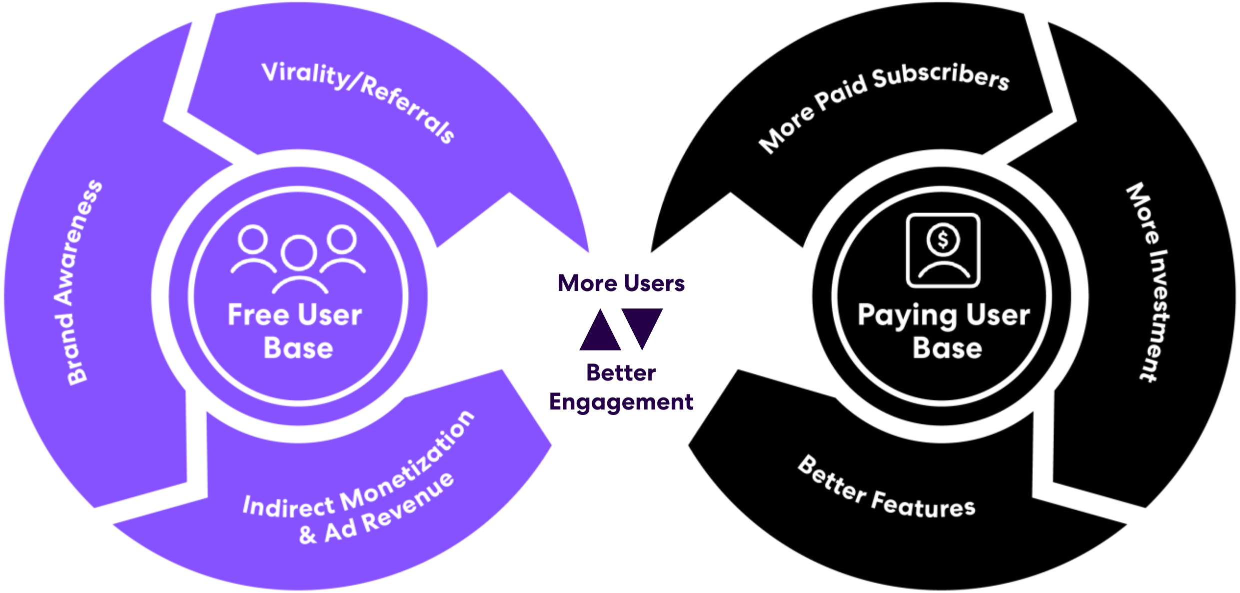
Cost to provide:	Hosting & other technology costs	Membership benefit costs + app store commissions	Referral costs[1]

- Strong word of mouth drives organic growth, supporting efficient customer acquisition spend
- Digital economics enables efficient scaling of user base, with low cost/high margin subscription services
- Growing free member base:
  - Creates a competitive moat
  - Increases premium member acquisition pool and
  - Provides indirect monetization opportunities, including advertising

[1] Represents potential revenue and costs associated with future opportunities. This statement is forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the "Risk Factors" section in our most recent Annual Report on Form 10-K, as well as any updates thereto reflected in subsequent Quarterly Reports on Form 10-Q and other filings with the SEC.

Our freemium flywheel drives our growth

Network effects enhance new member acquisition and fuel competitive advantages



AI makes Life360 stronger, faster and more competitive

Life360 Wins with AI by building on the foundation of family trust, real-world data and platform at scale

Durable use case anchored in the physical world

- Our core use case has no AI substitute — it is anchored in real people moving through the physical world
- Our real world partnerships, tow truck networks and emergency services can't be shortcut with new developer tools
- With 102M+ users, 60 NPS, and a 4.8 app rating, we provide peace of mind families rely on us to deliver

AI makes our data more valuable

- Our first-party family data is real-time, continuous and perishable. It is not synthetic and can't be scraped by LLMs — it gets more scarce and more valuable as AI advances
- Richer behavioral signals let AI optimize targeting, fill rates, and attribution across every campaign, with multiple optimization paths unique to Life360. The gap widens over time

AI enhances our ability to delight customers

- AI moves us from reactive dashboard to proactive family platform. Today we tell you your teen left — tomorrow we connect every dot: kids have a game, who's driving, when to leave, before you ask
- From teen safety anomaly detection to proactive monitoring of aging parents, AI creates compounding value that deepens lock-in and builds pricing power

AI is improving our execution

- Organization-wide AI adoption of ~95% is enabling efficiencies across the organization, resulting in faster R&D releases and customer support automation without additional headcount
- AI is allowing us to grow revenue faster than headcount, enabling us to invest more into product capabilities and experiences that drive growth

Life360's data, relationships, and scale: AI-proof and AI-powered.

AI accelerates our flywheel and deepens our moats

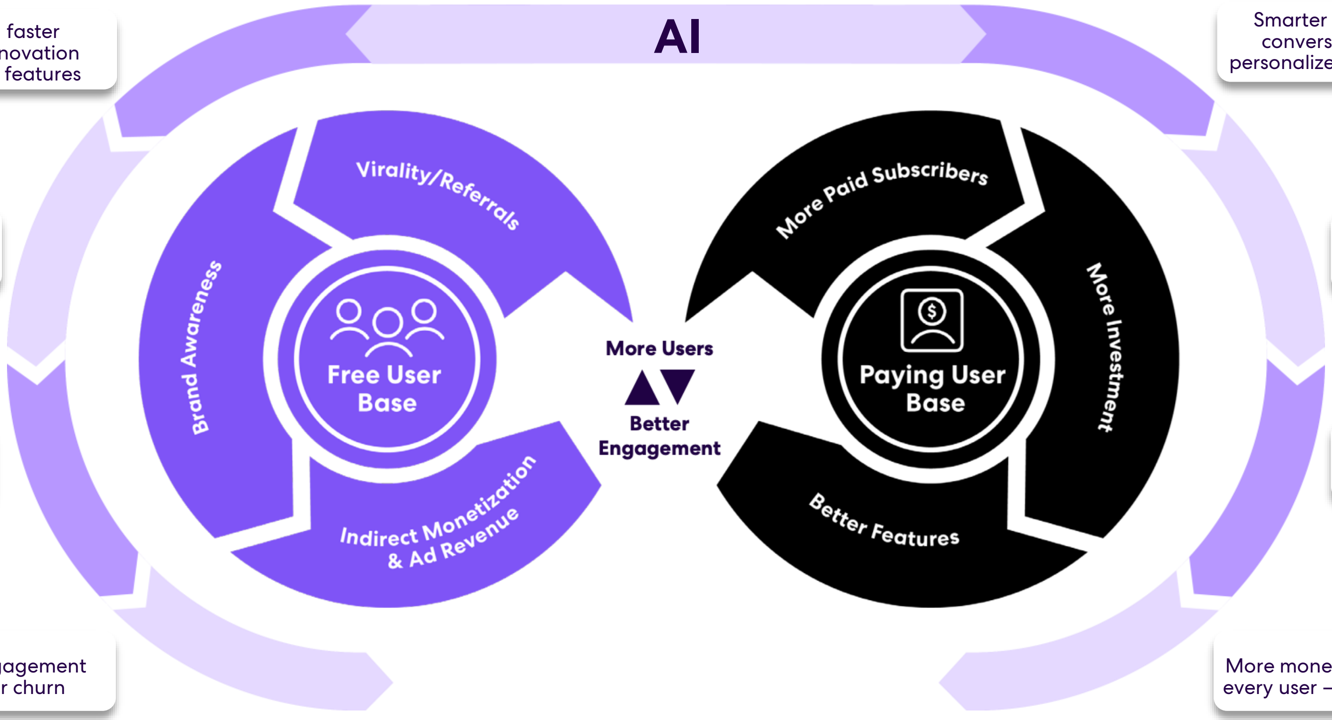
AI enhances our relationships and advantages without replicating or replacing them

Smarter, faster product innovation and safety features

Richer first-party data for targeting and measurement

Stronger platform with more reasons to engage

Deeper engagement and lower churn



Smarter free-to-paid conversion through personalized engagement

Revenue growing faster than headcount

Network effects that compound with scale

More monetization from every user — free or paid

The aspirational goals that drive our strategy

#1
Brand for everyday family life

150M+
Monthly Active Users

$1B+
Revenue

35%+
AEBITDA margins

Note: Long-term targets are not projections; they are goals and are forward-looking, subject to significant business, economic, regulatory and competitive uncertainties and contingencies, many of which are beyond the control of the Company and its management, and are based upon assumptions with respect to future decisions, which are subject to change. Actual results will vary and those variations may be material. For discussion of some of the important factors that could cause these variations, please consult the "Risk Factors" section in our most recent Annual Report on Form 10-K, as well as any updates thereto reflected in subsequent Quarterly Reports on Form 10-Q and other filings with the SEC. Nothing in this presentation should be regarded as a representation by any person that these goals will be achieved and the Company undertakes no duty to update its goals.

03

Financial Update Q2'26

Q2'26 Achievements

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

Growing our audience

~102.4m

Global Monthly Active Users (MAU)
+16% YoY

20%

YoY growth in International MAU

Scaling paid offerings

~3.2m

Global Paying Circles
+27% YoY

185k

Quarterly net adds, +36% YoY

Creating new revenue streams

Growing advertising revenue stream

hubble AURA Uber AccuWeather

Establishing new B2B partnerships to drive indirect monetization

Expanding profitability

$159.0m

Q2'26 Revenue
+38% YoY

$31.1m

Q2'26 Adjusted EBITDA[1]
20% Margin

[1] Adjusted EBITDA is a non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income to Adjusted EBITDA see Appendix 3.

Q2'26 Results Summary

Delivering on growth

$M	Q2'25	Q2'26	$ Change	% YoY
Revenue				
Subscription	88.6	115.6	27.1	31 %
Hardware	12.3	9.8	(2.5)	(20)%
Advertising	5.3	22.0	16.7	315 %
Other	9.2	11.6	2.3	25 %
Total revenue	**115.4**	**159.0**	43.6	38 %
Annualized Monthly Revenue (AMR)[1]	416.1	537.2	121.1	29 %
Operating expenses	88.5	127.0	38.5	43 %
Net Income	7.0	5.1	(1.9)	(28%)
Adjusted EBITDA (Non-GAAP)[2]	20.3	31.1	10.8	53%
Adjusted EBITDA Margin	18 %	20 %		2 %
Cash and cash equivalents[3]	434.2	269.8	(164.4)	(38%)
Operating cash flow	13.3	23.8	10.5	79%

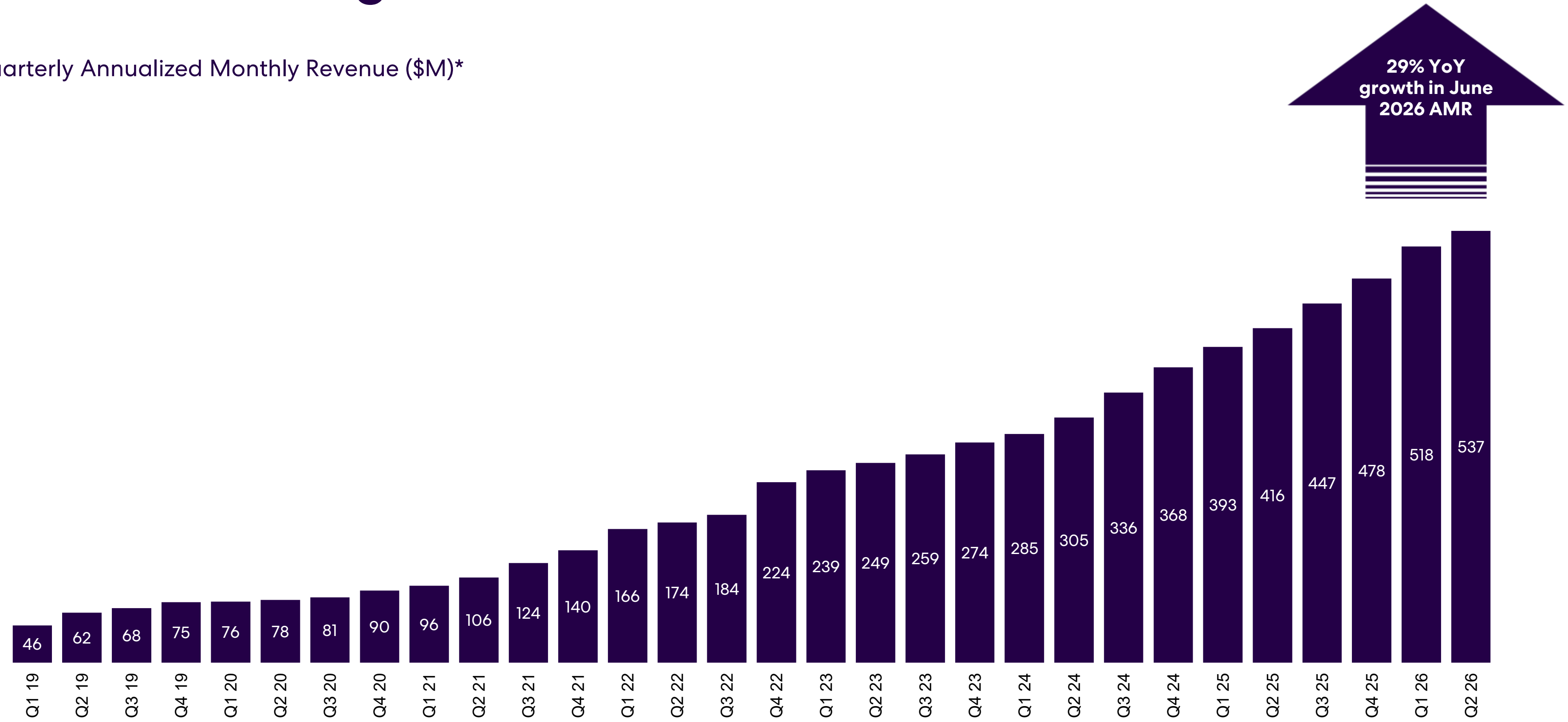
Note: Numbers may not add or recalculate due to rounding.
[1]AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements that are not expected to recur are excluded.
[2] Adjusted EBITDA is a non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income to Adjusted EBITDA see Appendix 3.
[3] Cash and cash equivalents includes Restricted Cash. $21.4 million in cash and cash equivalents was moved to short term investments.

Commentary

- Continued strong subscription revenue momentum, up 31% YoY, primarily driven by 27% growth in Paying Circles and a 5% uplift in ARPPC
- Hardware revenue decreased 20% YoY, primarily driven by a 18% decrease in Net Hardware Units Shipped related to the strategic exit of the brick-and-mortar retail channel
- Advertising revenue increased 315% YoY, primarily driven by new advertising offerings following the acquisition of Nativo
- Other revenue increased 25% YoY due to increased data volumes resulting from user growth, as well as higher revenue share from existing partners
- Annualized Monthly Revenue up 29% YoY to $537.2 million
- Operating expenses increased 43% YoY to $127.0 million, primarily driven by higher R&D and S&M investment supporting advertising platform scaling and international expansion
- Net income of $5.1 million; income before income taxes of $1.1 million, with $4.0 million non-cash income tax benefit
- Adjusted EBITDA grew 53% YoY, driven by strong subscription and advertising revenue growth

Continued Strong Revenue Momentum

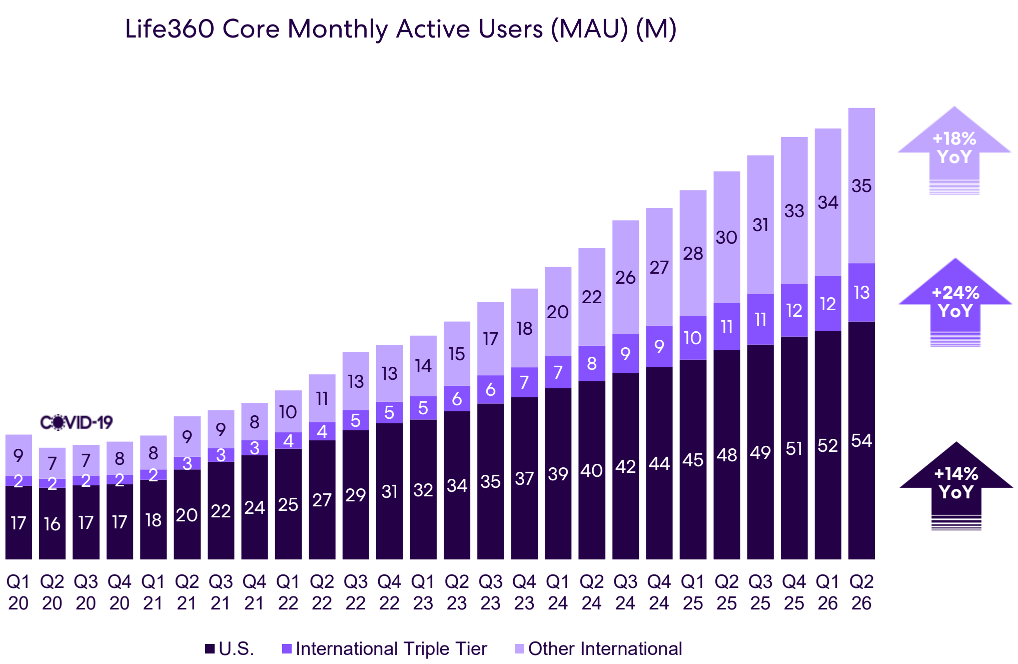
Quarterly Annualized Monthly Revenue ($M)*

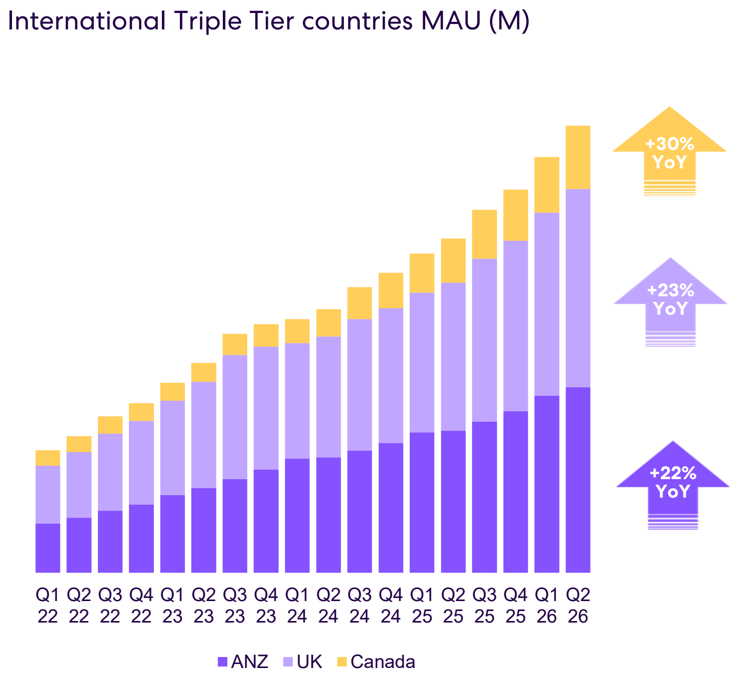


*Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements that are not expected to recur are excluded.

Global MAU

Q2'26 year over year growth of 16%, with consistent performance in key monetization countries



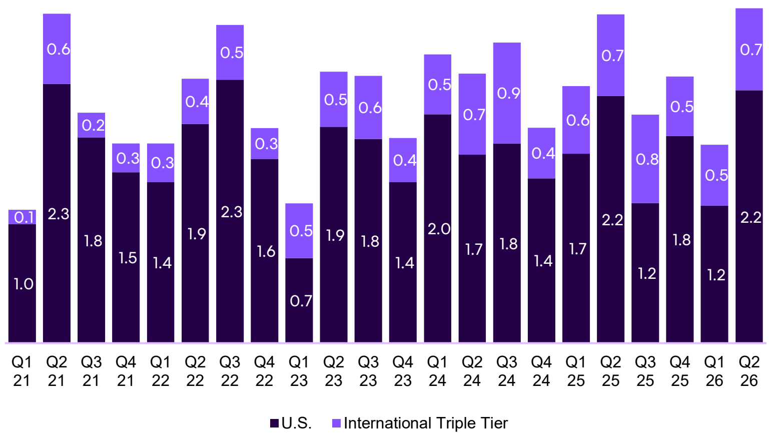


Note: Numbers may not add or recalculate due to rounding.

Global MAU Net Additions

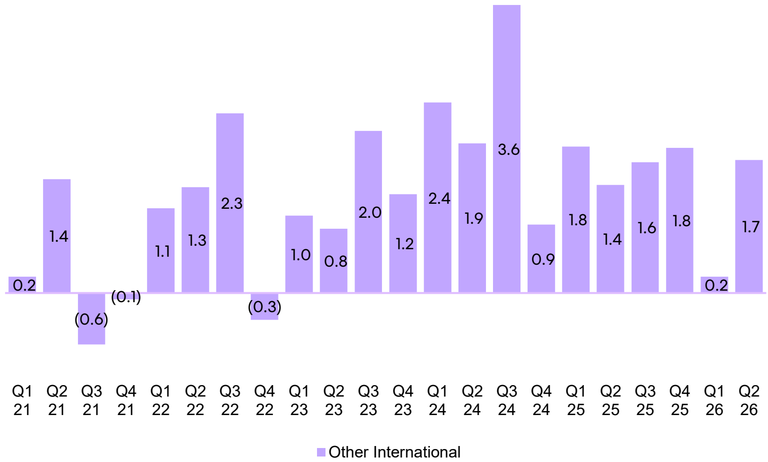
Q2'26 year over year growth of 16%, with 24% growth in International Triple Tier

U.S. & International Triple Tier MAU Net Additions (M)



- Net quarterly MAU additions in U.S. and International Triple Tier markets have historically been in a relatively narrow range

Other International MAU Net Additions (M)



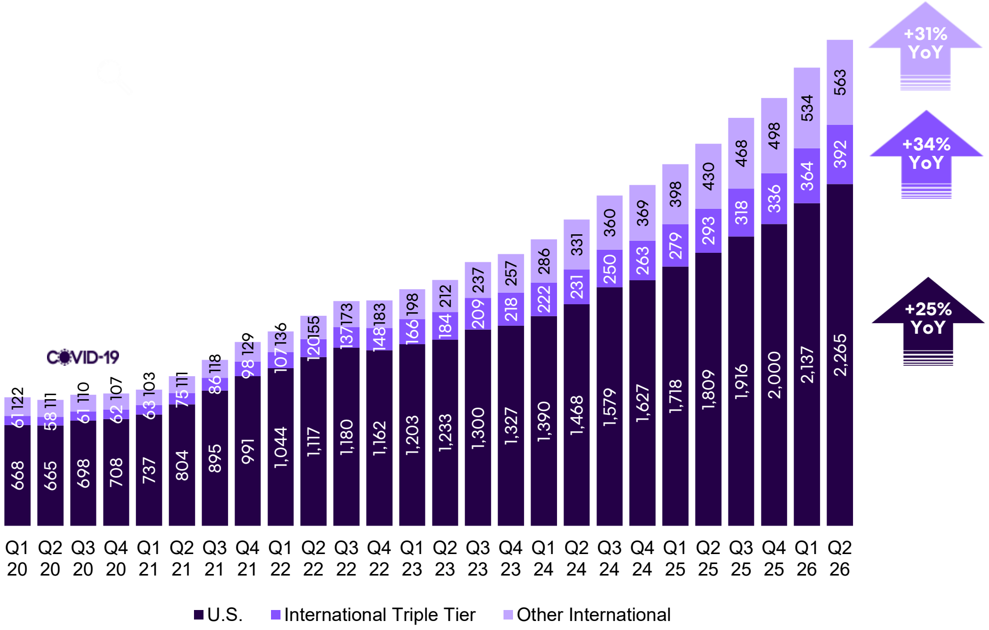
- Net quarterly MAU additions in Other International markets have experienced highly varied outcomes due to viral surges related to safety and other issues

Note: Numbers may not add or recalculate due to rounding.

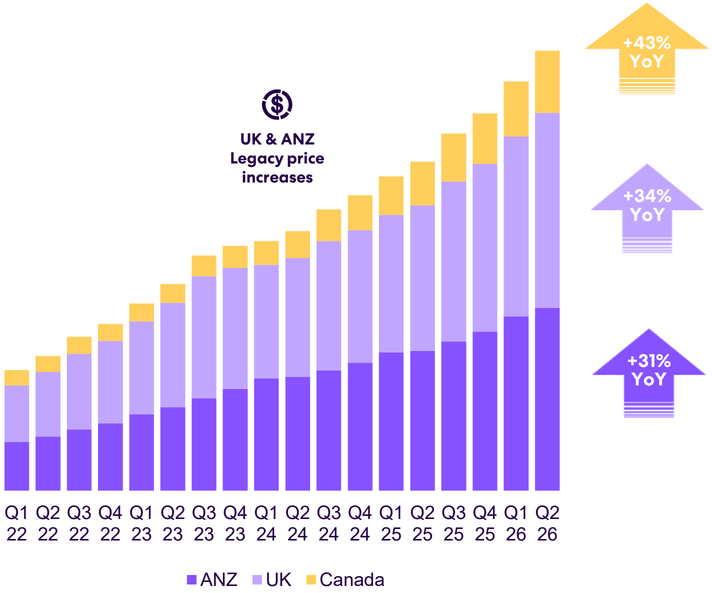
Paying Circles

Q2'26 year over year growth of 27%, while raising prices and improving customer value

Paying Circles by Geography (000s)



International Triple Tier Countries Paying Circles (000s)

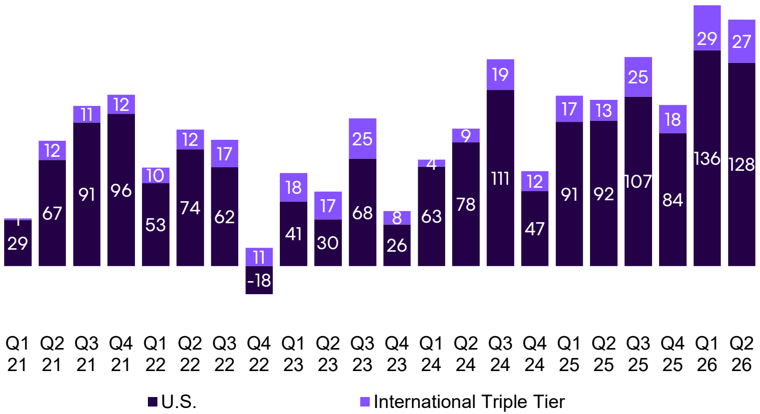


Note: Numbers may not add or recalculate due to rounding.

Global Paying Circle Net Additions

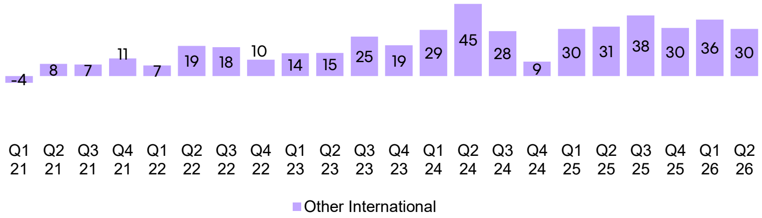
Q2'26 year over year growth of 36%, with 106% growth in International Triple Tier

Life360 US & International Triple Tier Paying Circle Net Additions (M)



- U.S. and International triple tier Paying Circle net adds increased 40% and 106% YoY, respectively, due to improved quality of new users with higher likelihood to convert to paid

Other International Paying Circle Net Additions (M)

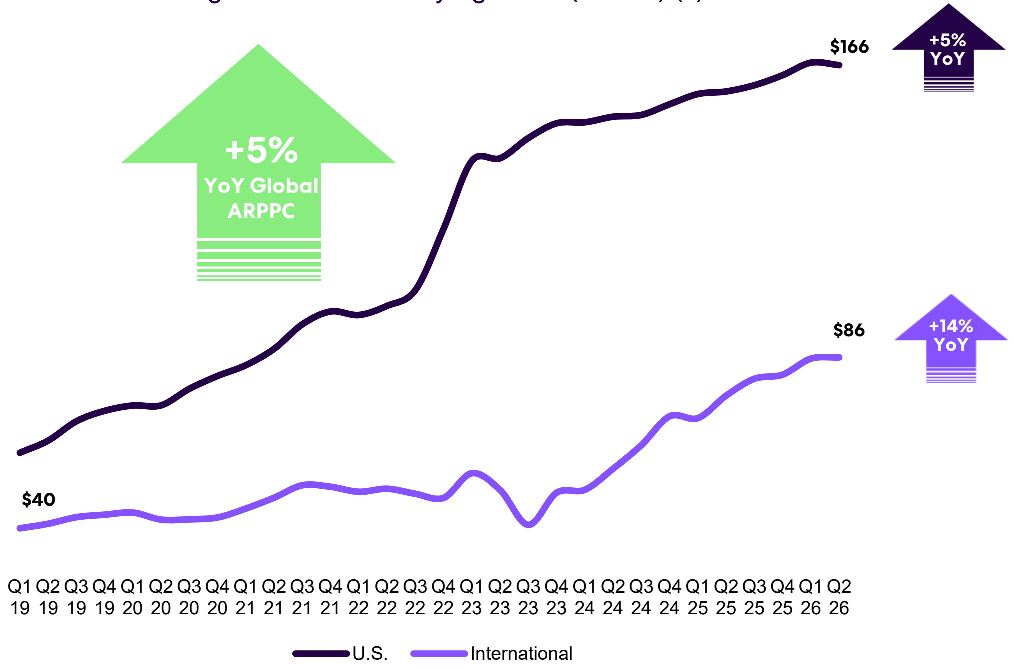


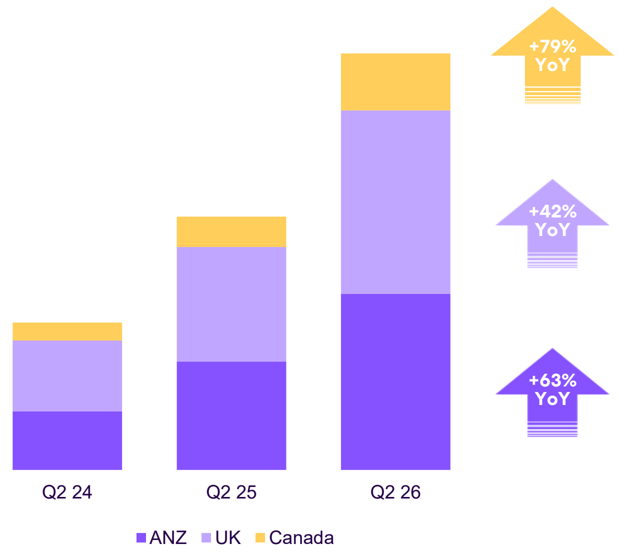
- Other International Paying Circle net adds slightly decreased YoY despite 23% MAU net adds growth. This trend is not unusual following a quarter of strong growth

Note: Numbers may not add or recalculate due to rounding.

Average Revenue Per Paying Circle (ARPPC)

Triple Tier launches and annual subscription price increases driving ARPPC in the U.S. and internationally



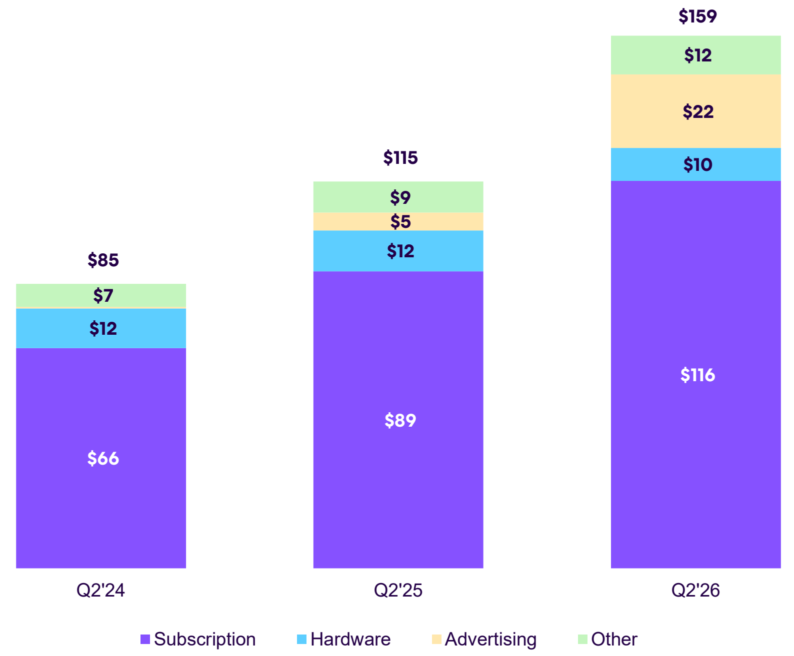


[1] U.S. Price increase took effect across all Membership tiers starting in August 2022.

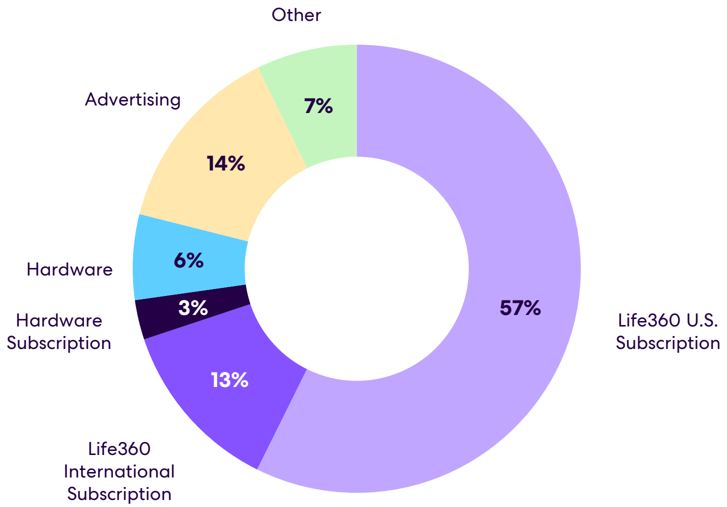
Consolidated Revenue

Q2'26 year over year growth of 38%

Q2 Revenue ($M)



Total Consolidated Revenue Breakdown (Q2'26)

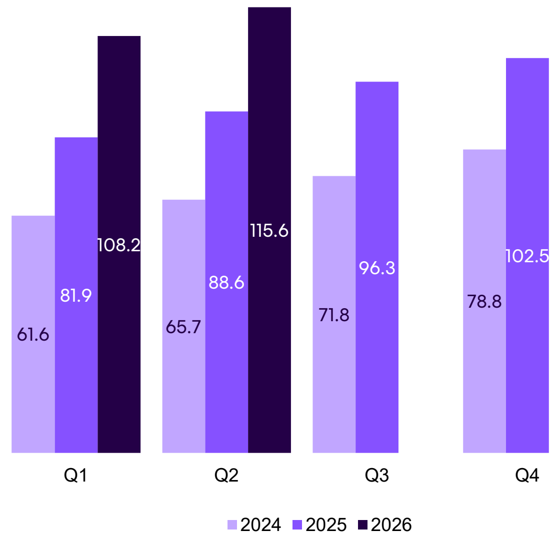


Note: Numbers may not add or recalculate due to rounding.

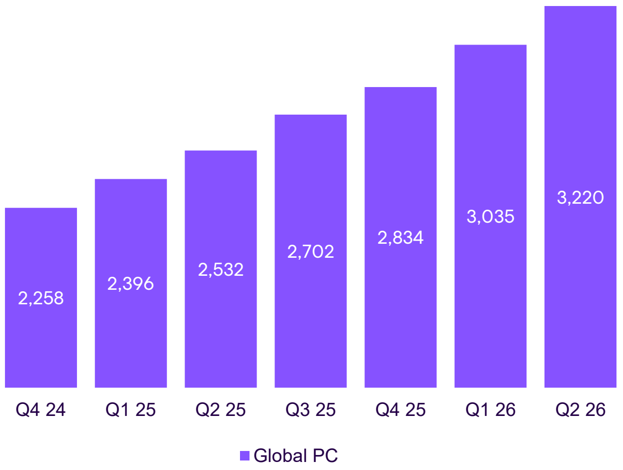
Subscription Revenue

Q2'26 revenue growth of 31% underpinned by 27% YoY uplift in Paying Circles

Consolidated Quarterly Subscription Revenue ($M)



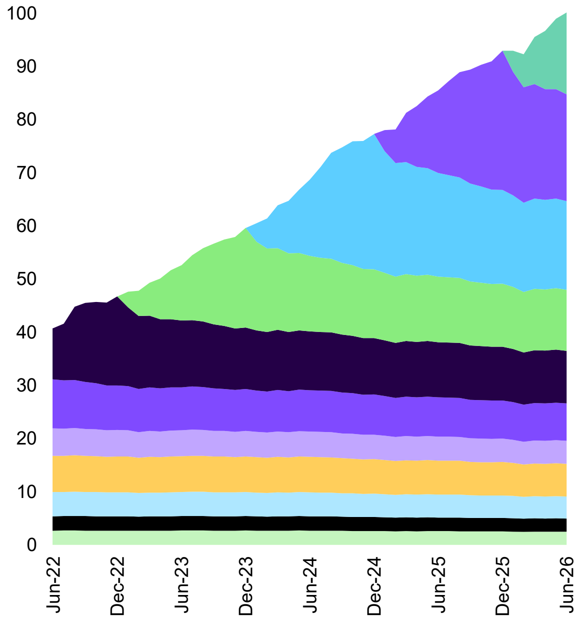
Global Paying Circles (000s)



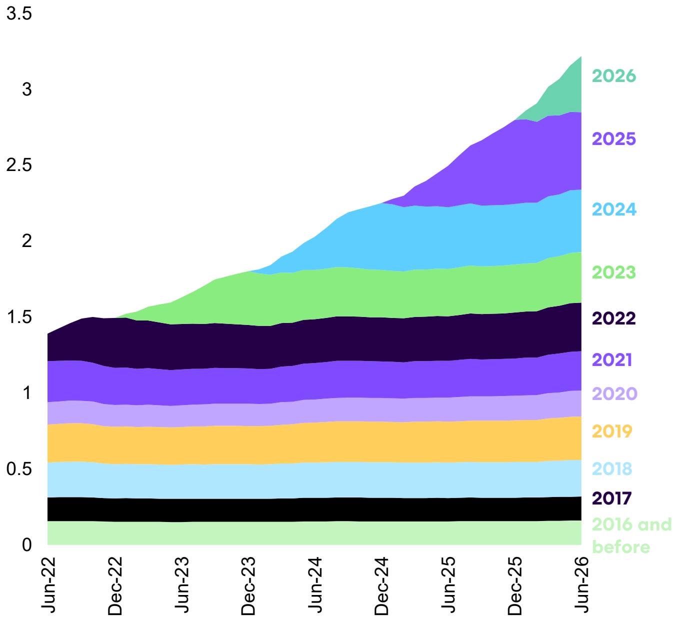
- Strong subscription revenue growth across U.S. and international, with consolidated subscription revenue uplift of 31% YoY in Q2'26
- Core Life360 subscription revenue growth of 34% YoY in Q2'26, benefitting from strong Paying Circles growth of 27% YoY
- Core Life360 Subscription revenue growth also supported by a shift in product mix towards higher priced products
- Additional uplift from international price increases implemented in mid to late 2025 for new and existing subscribers in Triple Tier markets

Strength of Free User Engagement Drives Consistent Net Subscriber Retention Over Time

Global MAU by Member Registration Year (M)



Global Paying Circles by Member Registration Year (M)



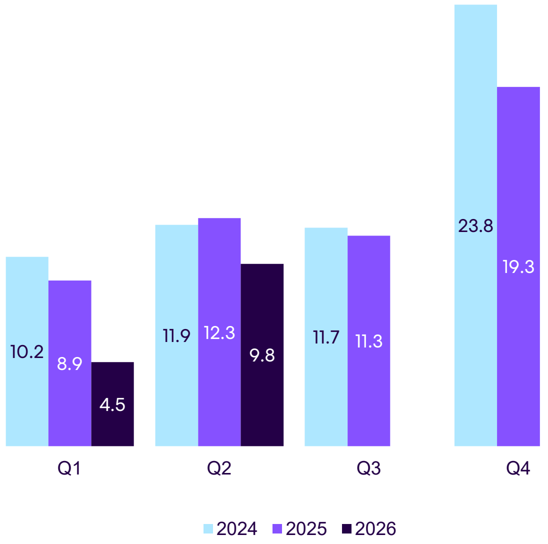
- MAU and Paying Circles by member registration year have **increased over time, demonstrating strong retention dynamics** and **ability to convert free members to paid over the long-term**
- Consistent historical net subscriber retention across member registration years, driving net **subscription revenue retention rate that is approximately 100%** [1]

[1] Based on the average monthly subscription revenue for the six months ended June 30, 2026 compared to the prior six-month period

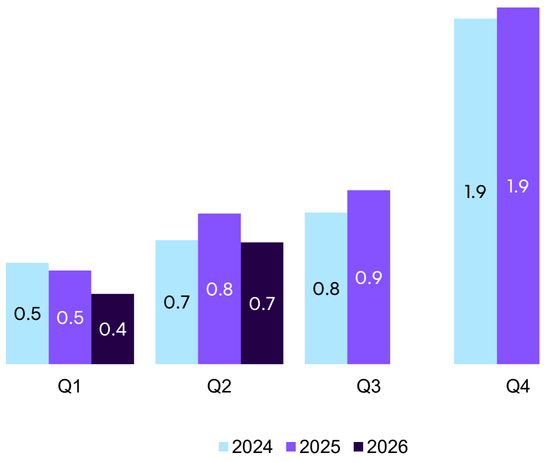
Hardware Revenue

Continued growth in percentage of Life360 subs with an active linked Tile and/or Pet GPS

Quarterly Hardware Revenue ($M)



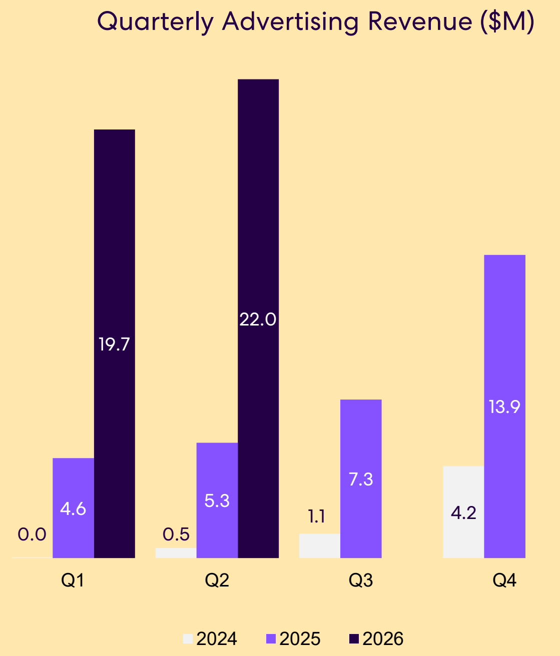
Quarterly Hardware Units Shipped (M)

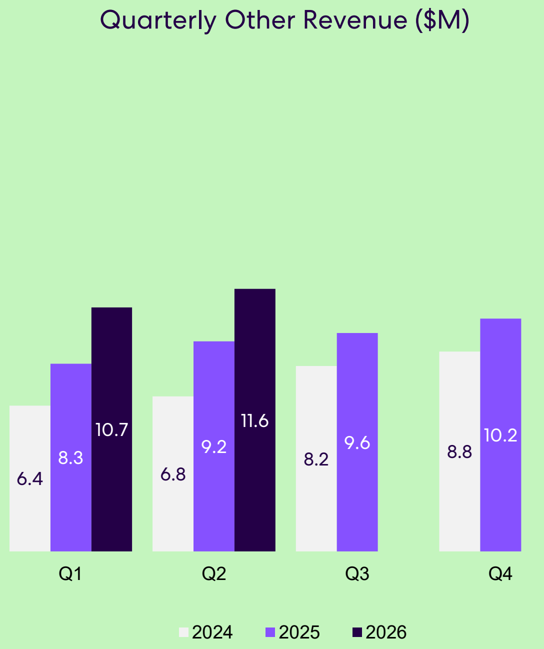


- Q2'26 hardware revenue decrease of 20% YoY, primarily driven by a 18% decrease in Net Hardware Units largely related to the strategic exit of the brick-and-mortar retail channel
- Continued growth in Tiles and Pet GPS sold into Life360 user base

Advertising & Other Revenue

Significant YoY revenue uplift driven by continued monetization of free user base and Nativo acquisition

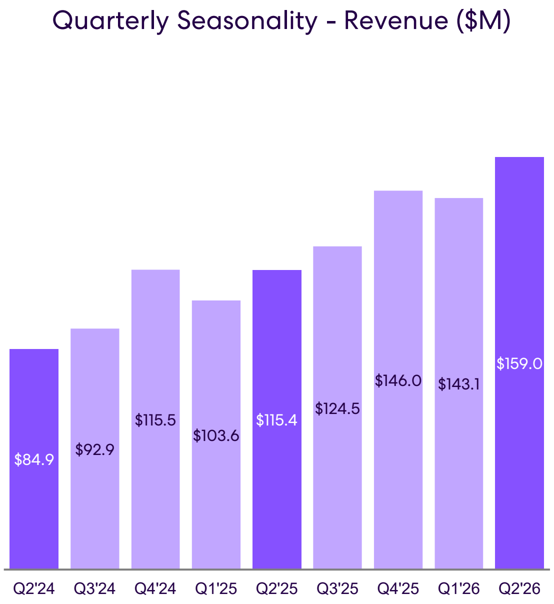


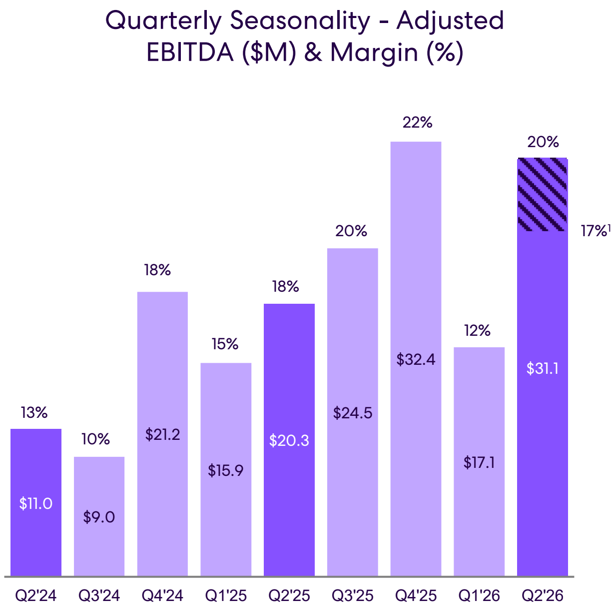


- Q2'26 Advertising revenue of $22.0 million represents 315% YoY growth, primarily driven by new advertising offerings following the acquisition of Nativo, as well as an increase in advertising activity on existing partners
- Significant long term growth potential as part of broader advertising and free user monetization strategy
- Q2'26 Other revenue growth of 25% YoY due to higher data revenue, primarily attributable to increased data volumes resulting from user growth, as well as an increase in partnership revenue, primarily driven by higher revenue share from existing partners

Revenue & Adjusted EBITDA Seasonality

AEBITDA up 53% YoY with Q2 margin reflecting strong subscription and advertising revenue growth





- Adjusted EBITDA of $31.1 million, up 53% YoY, with AEBITDA margin of 20% in Q2'26 driven by strong subscription and advertising revenue growth
- Adjusted EBITDA margin of 20% was impacted by +3% due to the one-time tariff benefit
- Adjusted EBITDA margin expected to expand YoY by Q4 driven by revenue seasonality and operating leverage

[1] Q2'26 AEBITDA margin was impacted by +3% due to a one-time tariff benefit.

04

FY2026 Outlook

Outlook

For FY'26, Life360 expects to deliver:

- MAU growth of 17% to 20%, weighted toward the second half of the year (unchanged);
- Consolidated revenue of $650 million to $685 million (YoY growth of 33% to 40%), comprised of:
  - Subscription revenue of $475 million to $480 million, increased from $470 million to $475 million;
  - Hardware revenue of $35 million to $45 million, reduced from $40 million to $50 million;
  - Advertising revenue of $98 million to $115 million (unchanged); and
  - Other revenue of $42 million to $45 million (unchanged);
- Adjusted EBITDA [1] of $130 million to $140 million (unchanged), which represents a margin of approximately 20%.

[1] Adjusted EBITDA is a non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income to Adjusted EBITDA, see Appendix 3.

05

Appendix

APPENDIX 1

Operating Metrics

(in millions, except ARPPC, ARPPS, ASP)	Q2 2026	Q1 2026	Q4 2025	Q3 2025	Q2 2025
Life360 Core[(1)]					
Monthly Active Users (MAU) - Global	102.4	97.8	95.8	91.6	88.0
U.S.	54.0	51.8	50.6	48.7	47.5
International	48.4	46.0	45.3	42.9	40.5
UK, CA, ANZ	13.2	12.5	12.0	11.4	10.7
Rest of World	35.2	33.5	33.3	31.5	29.8
Paying Circles - Global	3.2	3.0	2.8	2.7	2.5
U.S.	2.3	2.1	2.0	1.9	1.8
International	1.0	0.9	0.8	0.8	0.7
UK, CA, ANZ	0.4	0.4	0.3	0.3	0.3
Rest of World	0.6	0.5	0.5	0.5	0.4
Average Revenue per Paying Circle (ARPPC)	$ 142.56	$ 143.03	$ 139.54	$ 137.63	$ 135.42
Life360 Consolidated					
Subscriptions	3.7	3.5	3.4	3.3	3.1
Average Revenue per Paying Subscription (ARPPS)	$ 128.38	$ 127.15	$ 122.41	$ 119.33	$ 116.06
Net hardware units shipped	0.7	0.4	1.9	0.9	0.8
Average Selling Price (ASP)	$ 14.70	$ 11.88	$ 10.06	$ 11.99	$ 14.81
Annualized Monthly Revenue (AMR)	$ 537.2	$ 517.9	$ 478.0	$ 446.7	$ 416.1
Additional KPI Related Information					
Subscription revenue	$ 115.6	$ 108.2	$ 102.5	$ 96.3	$ 88.6
Non-Core subscription revenue	$ (4.5)	$ (4.7)	$ (5.2)	$ (5.6)	$ (5.7)
Core subscription revenue[(2)]	$ 111.1	$ 103.5	$ 97.3	$ 90.7	$ 82.9
Subscription revenue bundling related adjustment	$ (0.0)	$ (0.0)	$ (0.0)	$ (0.1)	$ (0.3)
Hardware revenue bundling related adjustment	$ 0.1	$ 0.0	$ 0.0	$ 0.1	$ 0.3

[1] Core metrics relate solely to the Life360 mobile application.
[2] Core subscription revenue is defined as subscription revenue derived from the Life360 mobile application and excludes non-core subscription revenue which relates to other hardware related subscription offerings. Beginning with the second quarter of 2024, this definition has been updated and calculated in accordance with GAAP.

APPENDIX 2

Income Statement

$ in millions, except share and per share data	Three Months Ended June 30, 2026	2025
Revenue		
Subscription revenue	$ 115.6	$ 88.6
Hardware revenue	9.8	12.3
Advertising revenue	22.0	5.3
Other revenue	11.6	9.2
Total revenue	**159.0**	**115.4**
Cost of Revenue		
Cost of subscription revenue	15.3	13.0
Cost of hardware revenue	5.6	10.2
Cost of advertising revenue	9.5	0.5
Cost of other revenue	1.7	1.1
Total cost of revenue	32.1	24.9
Gross Profit	**126.9**	**90.5**
Operating expenses		
Research and development	47.4	32.3
Sales and marketing	52.3	38.9
General and administrative	27.2	17.4
Total operating expenses	127.0	88.5
Income (loss) from operations	**(0.1)**	**2.0**
Other income (expense)		
Gain (loss) on change in fair value of investments	(0.9)	1.3
Interest income	4.2	2.5
Other income (expense), net	(2.2)	0.8
Total other income, net	1.1	4.6
Income before income taxes	**1.1**	**6.6**
Benefit from income taxes	(4.0)	(0.4)
Net income	**$ 5.1**	**$ 7.0**
Net income per share, basic	$ 0.06	$ 0.09
Net income per share, diluted	$ 0.06	$ 0.08
Weighted-average shares used in computing net income per share, basic	81,002,338	76,797,385
Weighted-average shares used in computing net income per share, diluted	85,594,461	84,476,048

Note: Numbers may not add or recalculate due to rounding.

APPENDIX 2

Balance Sheet

$M		June 30, 2026		December 31, 2025
Current Assets:				
Cash and cash equivalents	$	267.1	$	494.3
Restricted cash, current		1.0		—
Short-term investments		197.9		—
Accounts receivable, net		98.6		80.7
Inventory		14.7		9.9
Costs capitalized to obtain contracts, net		1.1		1.2
Prepaid expenses and other current assets		19.1		20.1
Total current assets		599.5		606.1
Restricted cash, noncurrent		1.7		1.6
Property and equipment, net		2.7		3.0
Costs capitalized to obtain contracts, noncurrent		0.8		0.9
Prepaid expenses and other assets, noncurrent		46.4		48.5
Operating lease right-of-use asset		0.2		0.3
Intangible assets, net		77.5		38.3
Goodwill		173.6		134.6
Deferred tax assets, net		149.5		126.4
Total Assets	**$**	**1,051.9**	**$**	**959.7**
Liabilities and Stockholders' Equity				
Current Liabilities:				
Accounts payable	$	15.5	$	8.4
Accrued expenses and other current liabilities		43.3		42.0
Deferred revenue, current		48.2		46.4
Total current liabilities		107.0		96.8
Convertible notes, net, noncurrent		311.5		310.4
Deferred revenue, noncurrent		3.3		4.3
Other liabilities, noncurrent		16.7		—
Total Liabilities	**$**	**438.5**	**$**	**411.5**
Stockholders' Equity				
Common stock		0.1		0.1
Additional paid-in capital		757.7		686.9
Accumulated deficit		(131.0)		(138.9)
Accumulated other comprehensive income (loss)		(0.1)		—
Treasury stock, at cost		(13.2)		—
Total stockholders' equity	**$**	**613.4**	**$**	**548.2**
Total Liabilities and Stockholders' Equity	**$**	**1,051.9**	**$**	**959.7**

Note: Numbers may not add or recalculate due to rounding.

Cash Flow

$M	Six Months Ended June 30,	2026		2025
Cash Flows from Operating Activities:				
Net income	$	7.8	$	11.4
Adjustments to reconcile net income to net cash provided by operating activities:				
Depreciation and amortization		11.1		5.9
Amortization of costs capitalized to obtain contracts		0.7		0.6
Amortization of operating lease right-of-use asset		0.2		0.2
Stock-based compensation expense, net of amounts capitalized		39.1		25.1
Non-cash interest expense, net		1.4		0.2
Loss (gain) on change in fair value of investments		4.7		(1.3)
Non-cash revenue from investments		(0.5)		(0.6)
Deferred income taxes		(16.4)		—
Accretion of discount on short-term investments		(1.1)		—
Loss on tariff refund monetization		1.3		—
Provision for credit losses		—		0.4
Changes in operating assets and liabilities, net of acquisition:				
Accounts receivable, net		13.2		(1.2)
Prepaid expenses and other assets		1.3		(5.5)
Inventory		(4.8)		(1.6)
Costs capitalized to obtain contracts, net		(0.6)		(0.6)
Accounts payable		(12.3)		(2.6)
Accrued expenses and other current liabilities		(5.4)		(7.5)
Deferred revenue		1.3		2.8
Other liabilities, noncurrent		—		(0.2)
Net cash provided by operating activities		**41.0**		**25.4**
Cash Flows from Investing Activities:				
Cash paid for acquisitions, net of cash acquired		(55.6)		(2.8)
Internally developed software		(2.5)		(3.5)
Purchase of property and equipment		—		(0.8)
Purchase of short-term investments		(214.1)		—
Proceeds from maturities of short-term investments		16.9		—
Purchase of other strategic investments		(1.0)		—
Convertible note investment		—		(25.0)
Net cash used in investing activities		**(256.3)**		**(32.1)**
Cash Flows from Financing Activities:				
Indemnity escrow payment in connection with the acquisition of Fantix, Inc.		(0.7)		—
Proceeds from monetization of tariff refund claims		2.3		—
Remittance of tariff refund claims		(1.9)		—
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants		27.2		29.6
Taxes paid related to net settlement of equity awards		(24.4)		(25.8)
Purchase of treasury stock		(13.2)		—
Proceeds from issuance of convertible senior notes		—		320.0
Payments of debt issuance costs		—		(9.6)
Purchase of capped calls		—		(33.7)
Net cash provided by (used in) financing activities		**(10.8)**		**280.5**
Net Increase (Decrease) in Cash, Cash Equivalents, and Restricted Cash		(226.1)		273.8
Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period		495.8		160.5
Cash, Cash Equivalents, and Restricted Cash at the End of the Period	**$**	**269.8**	**$**	**434.2**

APPENDIX 3

GAAP to Non-GAAP reconciliations

Cost of revenue

$M	Three Months Ended June 30, 2026		2025	
Cost of subscription revenue, GAAP	$	15.3	$	13.0
Less: Depreciation and amortization, GAAP		(1.2)		(0.9)
Less: Stock-based compensation, GAAP		(0.6)		(0.7)
Total cost of subscription revenue, Non-GAAP	**$**	**13.5**	**$**	**11.5**
Cost of hardware revenue, GAAP	$	5.6	$	10.2
Less: Depreciation and amortization, GAAP		(1.1)		(1.0)
Less: Stock-based compensation, GAAP		(0.3)		(0.4)
Total cost of hardware revenue, Non-GAAP	**$**	**4.2**	**$**	**8.8**
Cost of advertising revenue, GAAP		9.5		0.5
Less: Depreciation and amortization, GAAP		(0.5)		(0.2)
Less: Stock-based compensation, GAAP		(0.1)		—
Total cost of advertising revenue, Non-GAAP	**$**	**8.8**	**$**	**0.3**
Cost of other revenue, GAAP	$	1.7	$	1.1
Total cost of other revenue, Non-GAAP	**$**	**1.7**	**$**	**1.1**
Cost of revenue, GAAP	$	32.1	$	24.9
Less: Depreciation and amortization, GAAP		(2.8)		(2.0)
Less: Stock-based compensation, GAAP		(1.0)		(1.2)
Total cost of revenue, Non-GAAP	**$**	**28.2**	**$**	**21.7**

Operating expenses

$M	Three Months Ended June 30, 2026		2025	
Research and development expense, GAAP	$	47.4	$	32.3
Less: Stock-based compensation, GAAP		(9.7)		(7.8)
Less: Other, GAAP		(2.0)		—
Total Research and development, Non-GAAP	**$**	**35.8**	**$**	**24.5**
Sales and marketing expense, GAAP	$	52.3	$	38.9
Less: Depreciation and amortization, GAAP		(2.8)		(1.1)
Less: Stock-based compensation, GAAP		(3.4)		(2.0)
Total Sales and marketing expense, Non-GAAP	**$**	**46.1**	**$**	**35.8**
General and administrative expense, GAAP	$	27.2	$	17.4
Less: Stock-based compensation, GAAP		(8.8)		(4.2)
Less: Other, GAAP		(0.8)		(0.1)
Total General and administrative expense, Non-GAAP	**$**	**17.7**	**$**	**13.1**
Total Operating expenses, GAAP	$	127.0	$	88.5
Less: Depreciation and amortization, GAAP		(2.8)		(1.1)
Less: Stock-based compensation, GAAP		(21.8)		(14.1)
Less: Other, GAAP		(2.7)		(0.1)
Total Operating expenses, Non-GAAP	**$**	**99.6**	**$**	**73.3**

Note: Numbers may not add or recalculate due to rounding.

APPENDIX 3

Non-GAAP Financial Measures

$M	Three Months Ended June 30, 2026		2025	
Net income	$	5.1	$	7.0
Add (deduct):				
Gain (loss) on change in fair value of investments(1)		0.9		(1.3)
Benefit from income taxes		(4.0)		(0.4)
Depreciation and amortization(2)		5.6		3.1
Interest income		(4.2)		(2.5)
Other income (expense), net		2.2		(0.8)
Acquisition-related transaction and integration costs(3)		0.5		0.1
Stock-based compensation		22.8		15.2
Workplace restructuring costs(4)		1.7		—
Warehouse relocation costs(5)		0.6		—
Adjusted EBITDA	**$**	**31.1**	**$**	**20.3**

1 Relates to the changes in fair value of the Convertible Note Investment. Refer to the Q2 2026 10-Q for the definition and additional information on the Convertible Note Investment.

2 Includes depreciation on fixed assets and amortization of intangible assets.

3 Relates to costs incurred in connection with the acquisition of Nativo, Inc. and the asset acquisition of Fantix, Inc., including one-time bonus payments.

4 Relates to non-recurring workplace restructuring costs incurred in connection with the Company's transition to an AI-native organization.

5 Relates to non-recurring warehouse relocation costs associated with the move of certain hardware manufacturing operations.

Note: Numbers may not add or recalculate due to rounding.

We collect and analyze operating and financial data to evaluate the health of our business, allocate our resources and assess our performance.

Adjusted EBITDA

In addition to total revenue, net income and other results under GAAP, we utilize a non-GAAP calculation of adjusted earnings before interest, taxes, depreciation and amortization ("Adjusted EBITDA"). Adjusted EBITDA is defined as net income, excluding (i) gain (loss) on change in fair value of investments, (ii) benefit from income taxes, (iii) depreciation and amortization, (iv) interest income, (v) other income (expense), net, (vi) acquisition-related transaction and integration costs, (vii) stock-based compensation, (viii) workplace restructuring costs, and (ix) warehouse relocation costs.

These items are excluded from Adjusted EBITDA because they are non-cash in nature, because the amount and timing of these items are unpredictable, or because they are not driven by core results of operations and render comparisons with prior periods and competitors less meaningful. We believe Adjusted EBITDA provides useful information to investors and others in understanding and evaluating our results of operations, as well as providing useful measures for period-to-period comparisons of our business performance. Moreover, we have included Adjusted EBITDA in this presentation because it is a key measurement used by our management team internally to make operating decisions, including those related to operating expenses, evaluate performance, and perform strategic planning and annual budgeting. However, this non-GAAP financial measure is presented for supplemental informational purposes only, should not be considered a substitute for or superior to financial information presented in accordance with GAAP, and may be different from similarly titled non-GAAP financial measures used by other companies. As such, you should consider this non-GAAP financial measure in addition to other financial performance measures presented in accordance with GAAP, including various cash flow metrics, net income, and our other GAAP results.

The table presents a reconciliation of net income, the most directly comparable GAAP measure, to Adjusted EBITDA.

Beyond MAU: 121 million Total Users in the Life360 Ecosystem

~85% of total users open the app within a given month, with an additional ~19m passive users representing further monetization and reactivation potential

MAU (Monthly Active Users)

Users who opened the Life360 app at least once in the last calendar month

Parents who open the app

Passive Users

Users that that are actively receiving notifications or sharing their location, without opening the app in the last calendar month

Teenagers who see notifications and share locations without opening the app

~102m
Monthly Active Users

~19m
Passive Users

~121m
Member Value Universe

Total Users

All registered Life360 accounts: MAU + Passive.
Represents the full scale of Life360's user base and our addressable monetization & engagement opportunity

Note: As of June 30, 2026. Numbers may not add due to rounding

End to End Differentiated Ad Platform at Scale

Our combined tech stack accelerates Life360's advertising roadmap and creates value across the ad-tech value chain

High Level Ad-Tech Value Chain

Demand Side
- Brands
- Ad Agencies

Demand Side Platforms (DSPs)	Customer Data Platforms	Measurement Platforms	Supply Side Platforms (SSPs)*	Publishers
Integrations enable advertisers to buy digital ad inventory in an automated way (e.g. The Trade Desk & Amazon DSP)	Collect, unify, and organize first-party (1P) and third-party (3P) data signals	Unified layer of reporting into performance, ensuring safety, viewability, and attribution	Allow publishers to manage, optimize, and sell their ad inventory	Content creators and platforms that own the ad inventory (e.g. websites, apps, media outlets)
Direct integrations with key DSPs incl. Amazon, positioning Life360 as an attractive partner for large DSPs	Complementary custom audience creation based on 1P data at scale to drive outcome-based optimization	Complementary measurement tools at scale to capture full funnel performance	Full SSP capabilities incl. direct integrations with 400+ premium publishers and 20k+ websites and apps	Enable cross-format and cross-platform campaigns with premium publishers (e.g. premium display, CTV etc.)

Supply Side
- Consumers

Life360 + Nativo

APPENDIX 6

Life360 and Uber announce new integration to help families stay connected

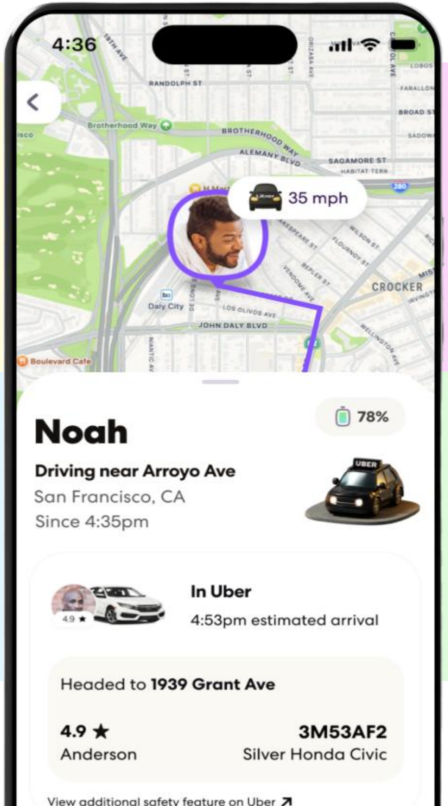
Deepens Life360's super app vision by embedding trusted third party services families already rely on

Integrated Super App Experience

Unlock real-time trip tracking, ride booking, in-app coordination and personalized safety alerts for parents

Uber Teen Accounts

Enabling teens to request rides with parental supervision, real-time notifications, and safety screened drivers



Membership

Shared value across Life360 and Uber memberships – building on an existing collaboration that delivers more value for Life360 members

Marketing & Advertising

In-kind marketing with always-on advertising support – signals Uber's continued investment in Life360 as a key advertising partner

Note: Product image is for illustrative purposes only; actual may vary. Integrated services will be available in 2026.

APPENDIX 7

Competitive Landscape

	Life360	AAA		AT&T	GeoZilla	LifeLock by norton		On			
Monthly Price	*$16.99*	*$10.00*	*Free*	*$7.99*	*$14.99*	*$79.99*	*Free*	*$34.99*	*Free*	*$10.00*	*$14.99*
Membership	Family circle	Individual	Individual	Family	Individual	Family	Individual	Family	Individual	Individual	Individual
Features											
Available on iOS & Android	✓	✓		✓	✓	✓		✓	✓	✓	✓
Roadside Assistance	✓	✓		✓				✓			✓
SOS Alert	✓							✓		✓	✓
Driver Reports	✓				✓						✓
Stolen Phone Reimbursement	✓			✓							
Credit Monitoring	*Platinum Only*	✓				✓					
ID Theft Protection	✓	✓				✓					
Crash Detection	✓				✓			✓			✓
Disaster Assistance	*Platinum Only*							✓			
Travel Assistance	*Platinum Only*	✓									
Location Sharing	✓		✓	✓	✓		✓	✓	✓	✓	✓
Stolen Funds Reimbursement	✓	✓				✓					
Item Tracking	✓		✓				✓				
In-App Messaging	✓								✓		
Pet Tracking	✓										

Note: Pricing and feature information sourced from publicly available data. Feature sets for cellular providers reflect those of their associated family safety apps. Life360 feature set and pricing represents the Gold Membership, with select features available at the Platinum Membership for $24.99.


Thank you.