

## ASX ANNOUNCEMENT

28 September 2021

# Conference Presentation

Chris Hulls, Co-Founder and CEO of San Francisco-based Life360, Inc. (Life360 or the Company) (ASX:360) will today participate in Credit Suisse's Great Reopening Conference. The conference presentation is attached.

**Ends**

### Authorisation

Chris Hulls, Director, Co-Founder and Chief Executive Officer of Life360 authorised this announcement being given to ASX.

### About Life360

Life360 operates a platform for today's busy families, bringing them closer together by helping them better know, communicate with and protect the people they care about most. The Company's core offering, the Life360 mobile app, is a market leading app for families, with features that range from communications to driving safety and location sharing. Life360 is based in San Francisco and had more than 32 million monthly active users (MAU) as at June 2021, located in more than 195 countries.

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# Investor Presentation

Credit Suisse Great Reopening Conference

28 September 2021



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Investors should note that this document may contain 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 direct revenue, indirect revenue, average revenue per paying circle (ARPPC), average revenue per User (ARPU) and annualised monthly revenue (AMR) 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 US Securities exchange Act of 1934. Note that the Company is not required to comply with Regulation G, and it does not provide a reconciliation and other disclosures about its non-IFRS information or non-GAAP financial measures that would be required by Regulation G. All values are stated in US dollars unless otherwise stated.



# Agenda

## Life360 Overview

### US movement patterns 2019-2021

Federal Reserve Bank data series

### Life360 US user movement patterns 2019-2021

Life360 proprietary data series

### Life360 US user metrics

Life360 proprietary data series

## Q&A

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

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

## Key Metrics



**32.3 million**

Monthly Active Users (MAU) in 195 countries



**San Francisco**

Based



**1 million +**

Paying Circles (subscribers)



**~300**

Employees



**\$100 million +**

June 2021 Annualised Monthly Revenue (AMR)



**~A\$1.5 billion**

Market Capitalisation



**\$50.6 million**

Cash



**ASX 300**

Index constituent

# Connecting families and saving lives

## Free crash detection user

“

360 told us my grandson was in a motorcycle accident as soon as it happened.

We were able to get to him as soon as the ambulance got the hospital by following the 360 app, we know exactly where he was. 35 miles away... 45 minutes before the police called to notify us of the accident, we were sitting in the waiting room when the call came in.

If you don't have it... Get it. Everyone I know has it now. I would not feel comfortable, if my loved ones and friends left home without it.

”

## Paid Member user

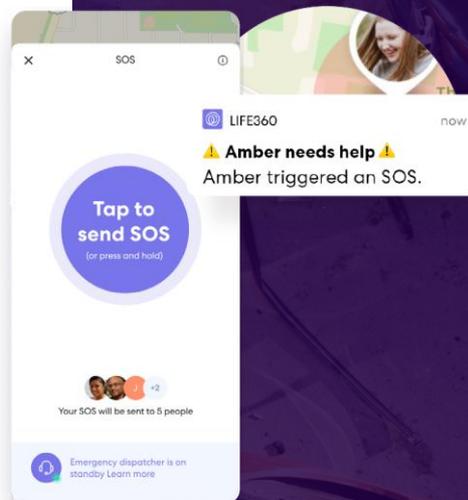
“

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 of happened if we didn't have this app!

Thank you again your all HEROES!

”



## H1 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

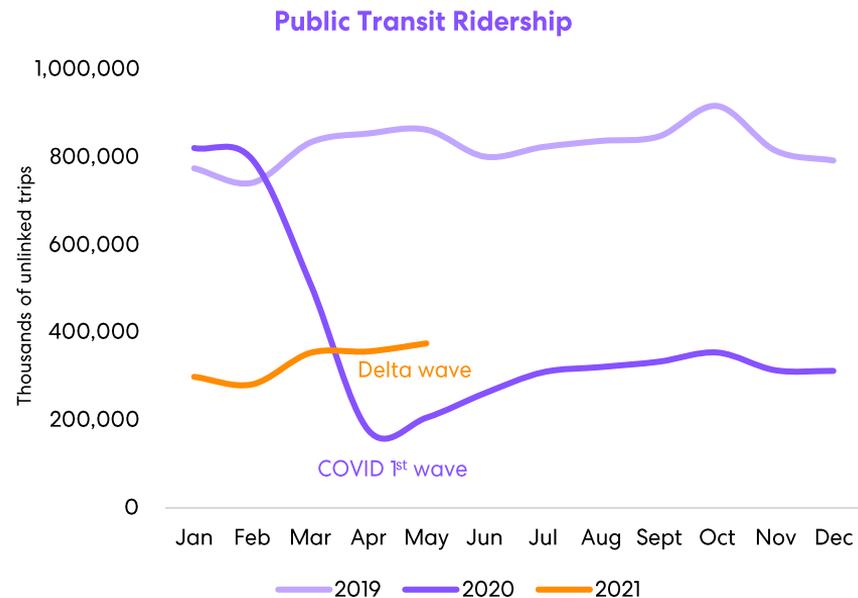
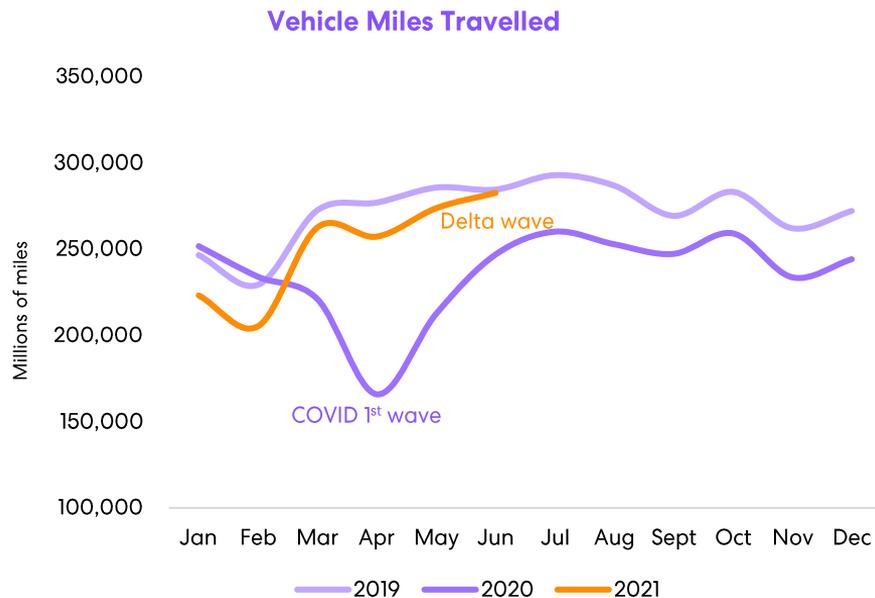
# US movement patterns 2019-2021:

Federal Reserve Bank  
data series



# US transportation modes

Uneven recovery with vehicle miles back to 2019 levels while public transit ridership remains depressed



Source: Federal Reserve Bank of St Louis

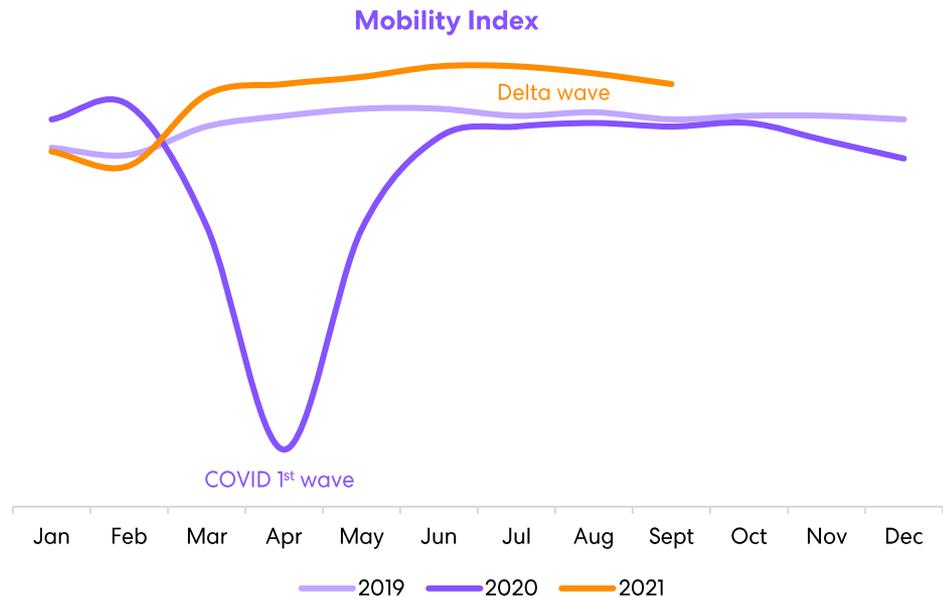
# Life360 user movement patterns 2019-2021:

Life360 proprietary  
data series



# US Mobility Index

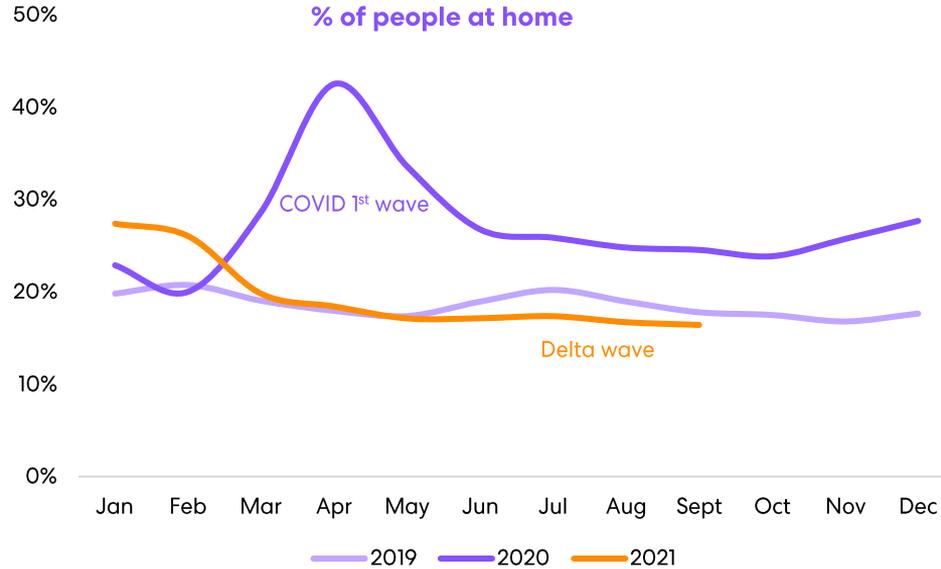
Life360 US user mobility has recovered to exceed 2019 levels



Source: Life360. Mobility index is a measure quantifying the average daily distance travelled by people in the area

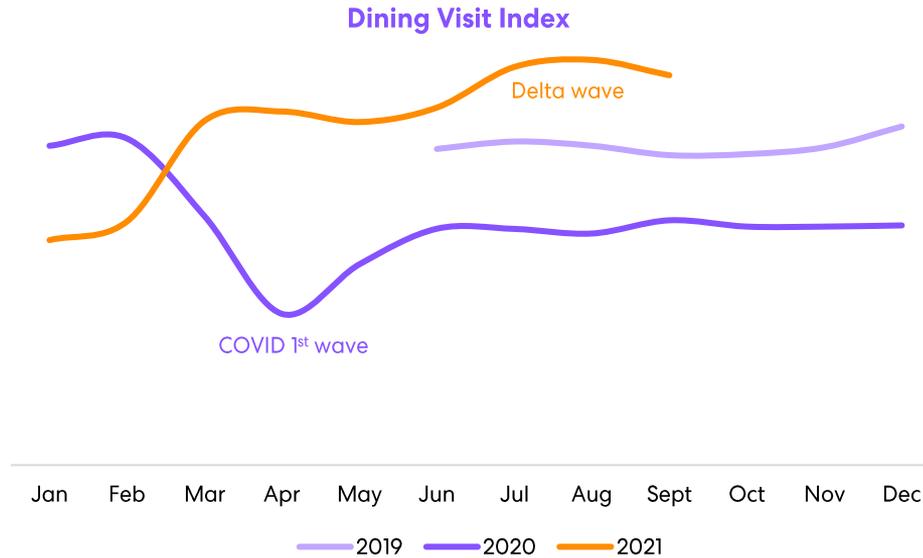
# People at home

Percentage of people at home has fallen below 2019 levels



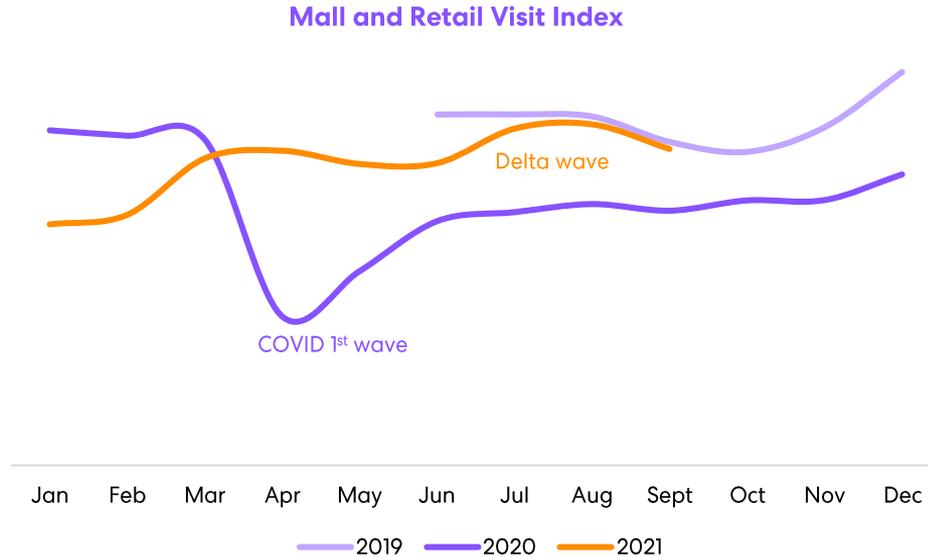
# People dining out

Dining visit index has recovered to exceed 2019 levels



# Malls and retail visits

Mall and retail visit index has recovered to match 2019 levels



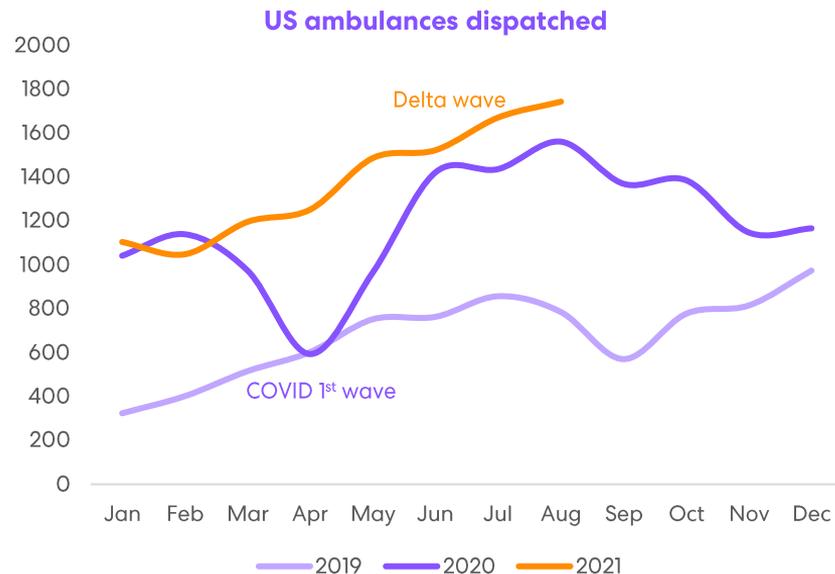
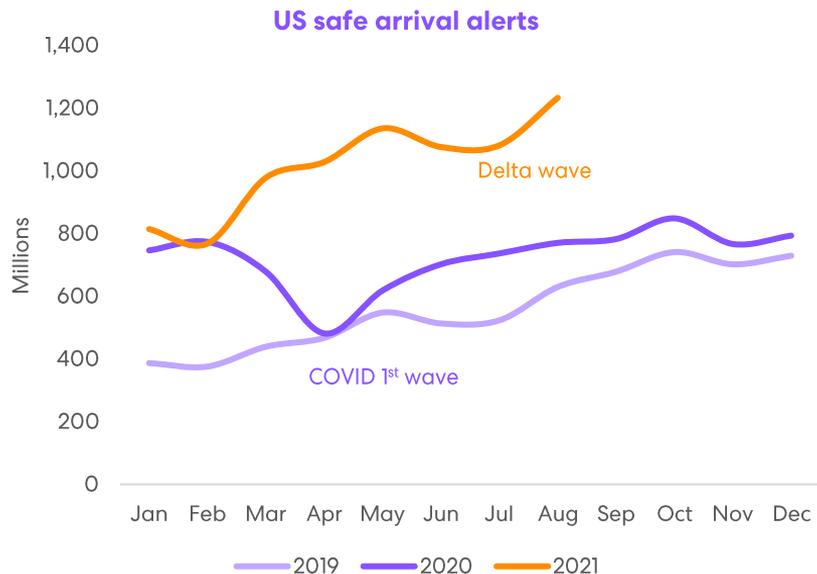
# Life360 user metrics

Life360  
proprietary data



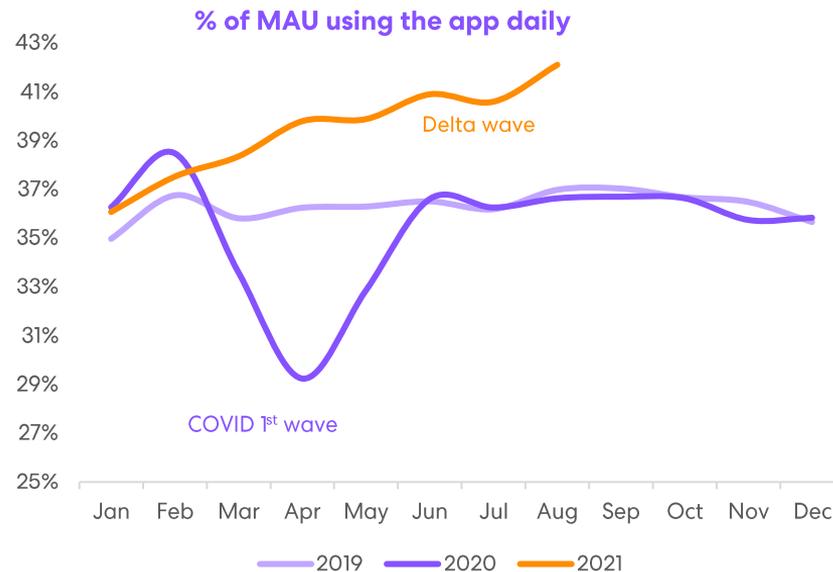
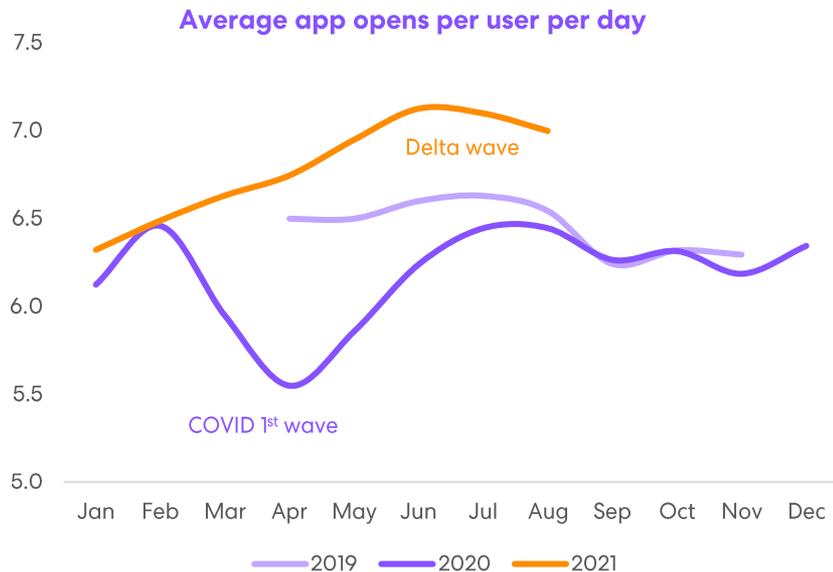
# Life360 usage metrics

Strong growth in metrics reflecting COVID recovery and increasing MAU and Paying Circles



# Life360 engagement metrics

User engagement growing strongly in 2021



Source: Life360



Q&A



# Thank you

Life360 Investor Relations

<https://investors.life360.com>