

A photograph of a woman with long, wavy brown hair and a young boy. The woman is wearing a grey and white plaid shirt and a thick orange knit scarf. The boy is wearing a red, white, and blue plaid shirt. They are both smiling and looking at each other. They appear to be standing near the open trunk of a car. The background is a bright, outdoor setting with a grassy field and hills in the distance.

Investor Presentation

Bell Potter Emerging Leaders Conference

15 September 2021



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Agenda

Introduction to Life360

CY21 H1 Results Highlights

Current strategic initiatives

- Launch of free data breach alerts
- Brand campaign

Q3 Update

Q&A

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



Introduction to Life360

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

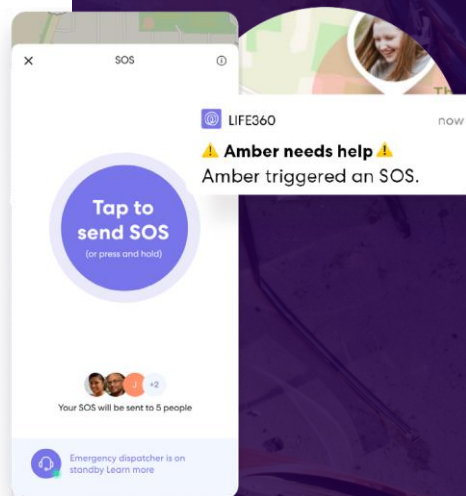
“

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



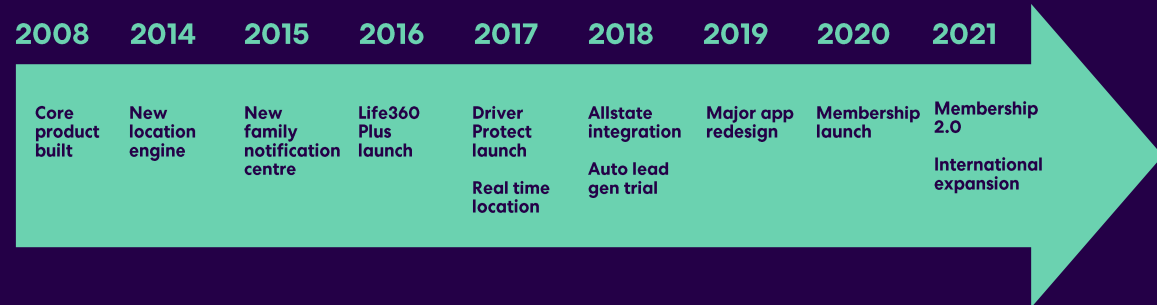
7,484,544,144

Safe arrival notifications

Life360's technology platform

10 + years of investment and innovation

Timeline of key developments



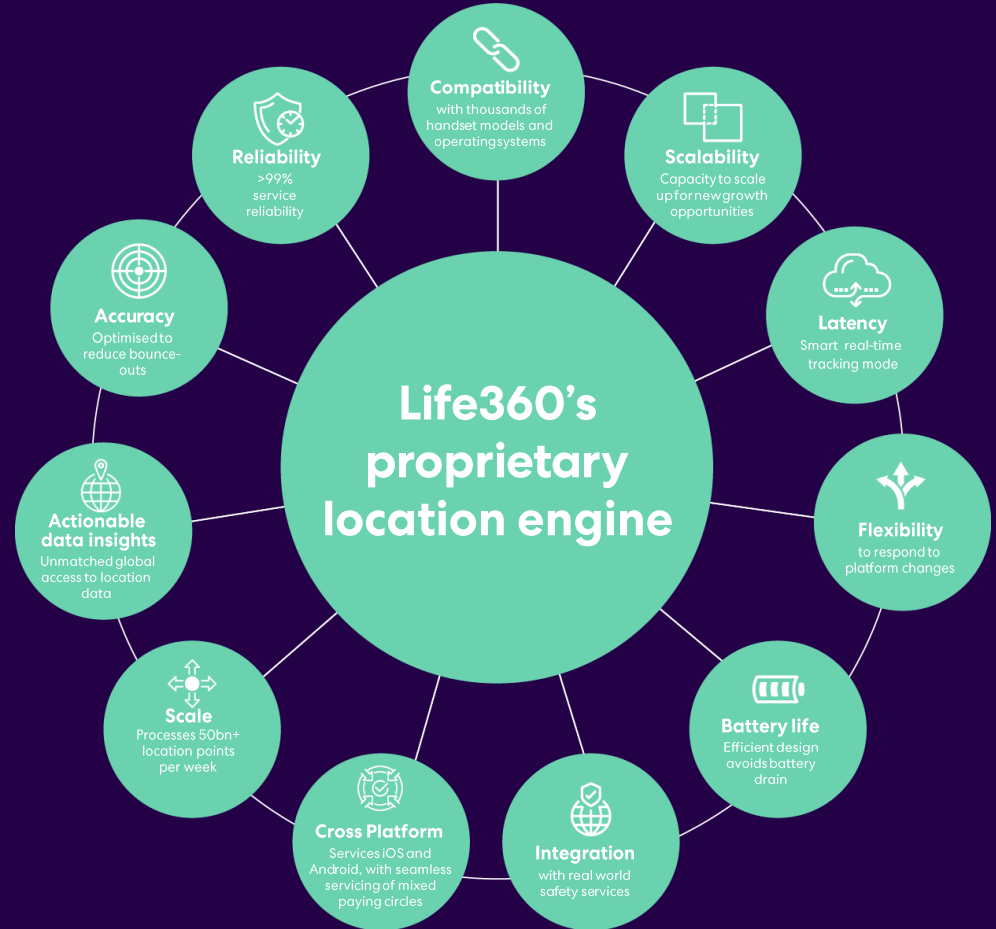
R&D investment since 2016



* 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.

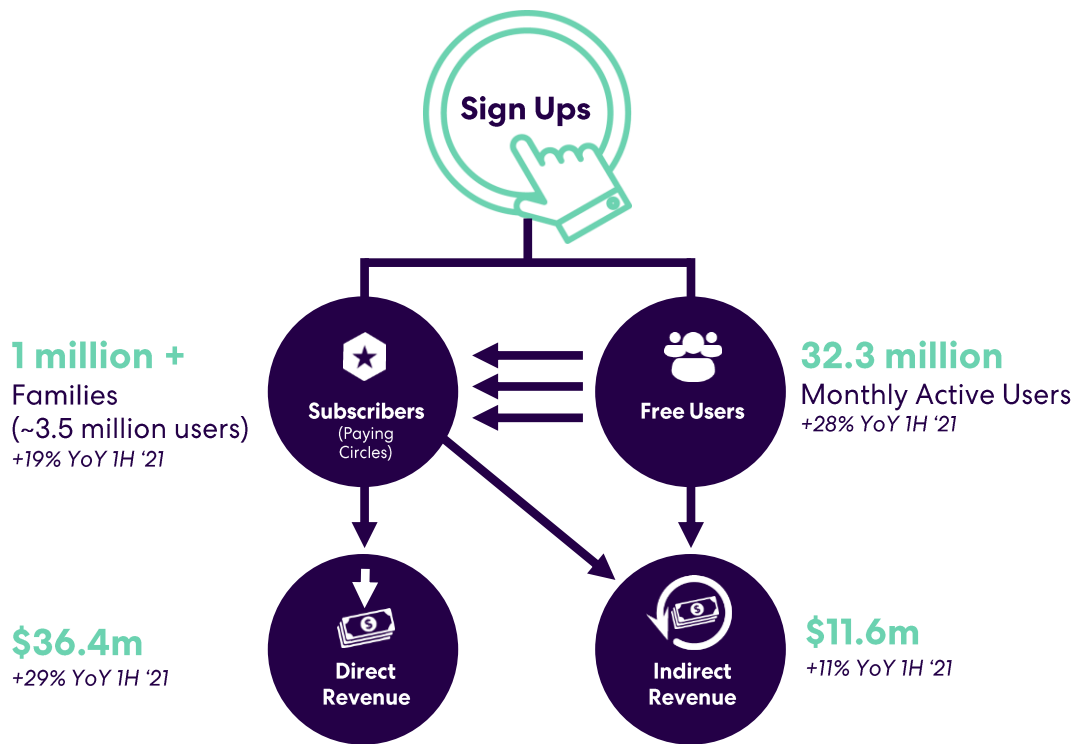
Life360's technology platform

A unique and proprietary technology engine operating at global scale







“Freemium” model

Monetises free users and subscribers



Life360 Membership offering

Membership tiers

	\$4.99/mo	\$9.99/mo	\$19.99/mo
			
<ul style="list-style-type: none">✓ 2 days of Location History✓ 2 Place Alerts✓ Family Driving Summary✓ Crash Detection✓ SOS Help Alert	<ul style="list-style-type: none">✓ 7 days of Location History✓ 5 Place Alerts✓ Family Driving Summary✓ Crash Detection✓ \$100 in Stolen Phone Coverage✓ Crime Reports✓ SOS Help Alert	<ul style="list-style-type: none">✓ 30 days of Location History✓ Unlimited Place Alerts✓ Family Driving Summary & Individual Driver Reports✓ Crash Detection with Emergency Dispatch✓ 24/7 Roadside Assistance✓ \$250 in Stolen Phone Coverage✓ Crime Reports✓ SOS Help Alert with 24/7 Dispatchers✓ ID Theft Protection & Restoration; with \$25k in coverage per person	<ul style="list-style-type: none">✓ 30 days of Location History✓ Unlimited Place Alerts✓ Family Driving Summary & Individual Driver Reports✓ Crash Detection with Emergency Dispatch✓ 24/7 Roadside Assistance✓ \$500 in Stolen Phone Coverage✓ Crime Reports✓ SOS Help Alert with 24/7 Dispatchers✓ ID Theft Protection & Restoration; with \$1M in coverage per person✓ Credit Monitoring✓ Family Safety Assist: includes Disaster Response, Medical Assistance and Travel Support with a team of live agents

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

*Assuming family household of four people. Prices may vary.

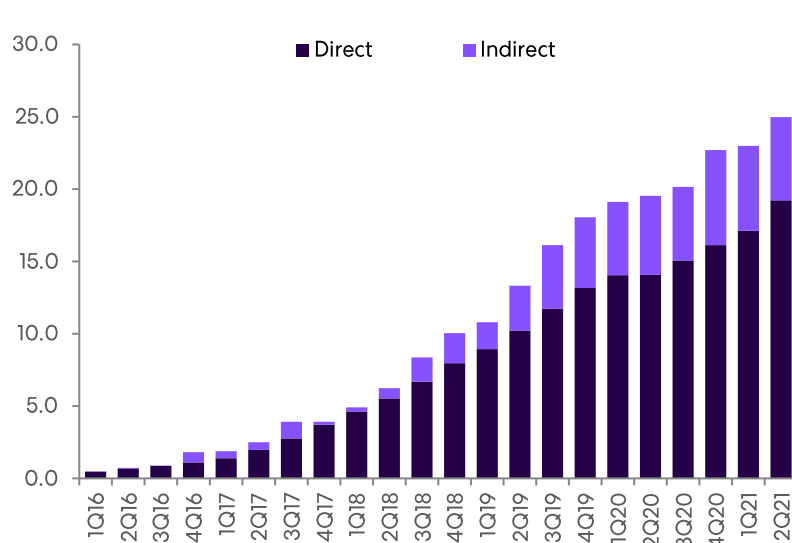


CY21 H1 Results Highlights

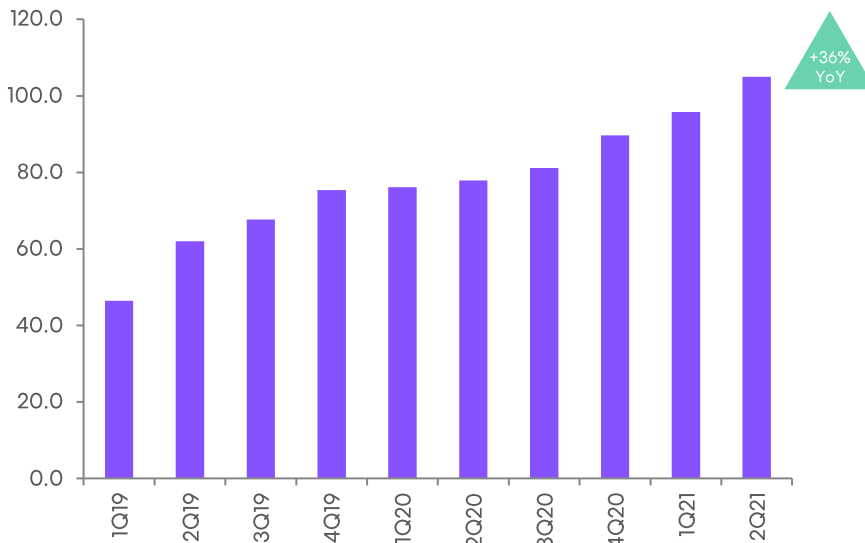
Accelerating revenue growth post COVID-19

Growth in every quarter through COVID, accelerating in 2Q21

Quarterly Revenue* (\$M)



Quarterly Annualised Monthly Revenue (\$M)



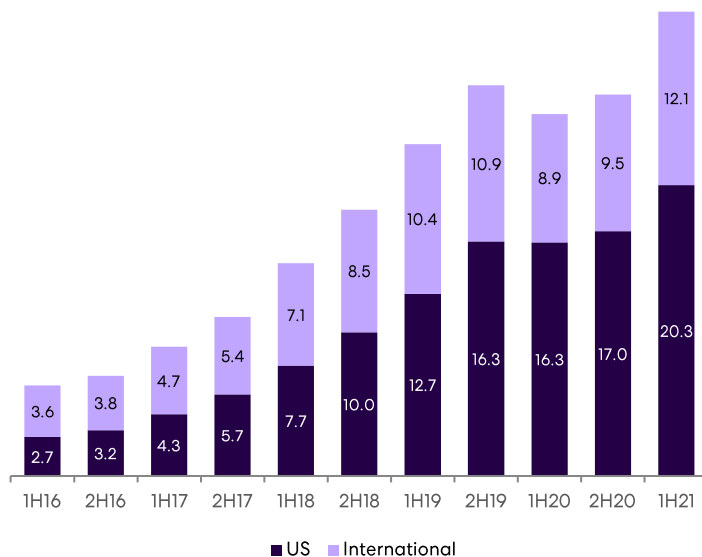
*Note:

- Direct revenue comprises subscription fees paid by Paying Circles for subscription products. 2Q20 Revenue is normalised revenue including non-recurring adjustment
- Indirect revenue is revenue generated from the sale of third party products and services in partnerships, and anonymised insights into the data we collect from our user base
- Excludes ADT partnership revenue. December 2018 excludes revenue generated by the proof of concept trial

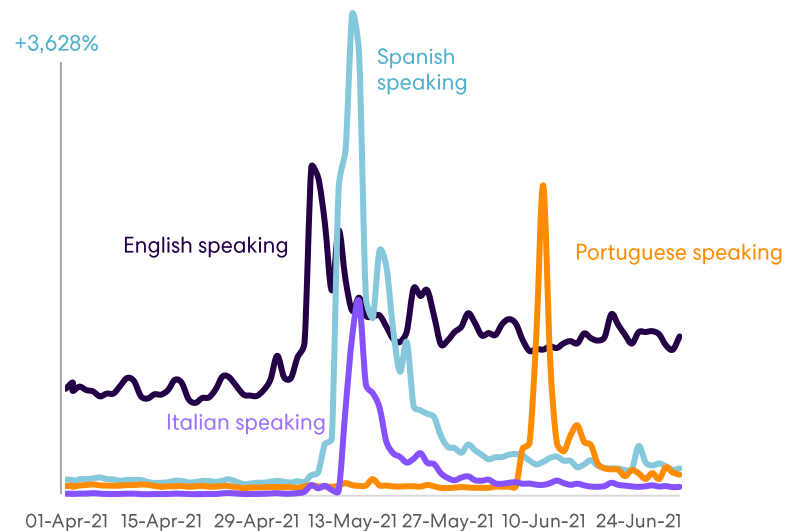
Global MAU reaching new peak

Strong underlying trends accelerated by Q2 TikTok surge

Monthly Active Users (MAU)(M)

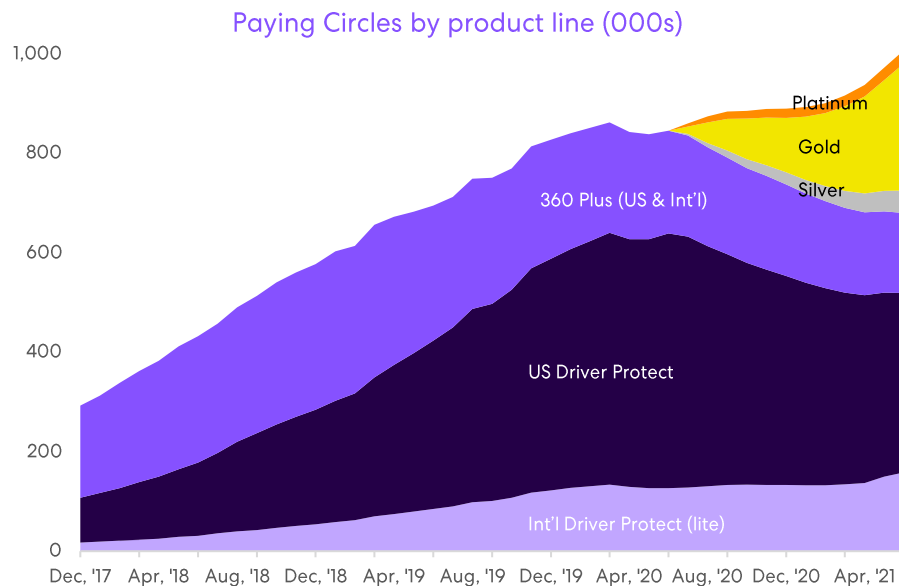


Q2 21 total registration surges from TikTok

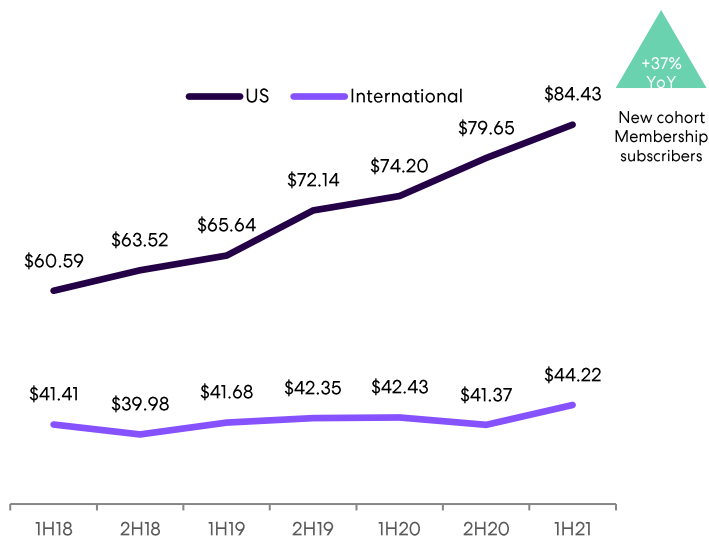


Accelerating Paying Circle growth

Paying Circle acceleration combining with higher ARPPC to drive Direct Revenue



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



- Cumulative new and upsell subscribers in the Membership plans of 327,000, comprising Silver (14%), Gold (78%) and Platinum (8%)

- 1H'21 ARPPC for new cohort Membership subscribers was a 37% uplift from 1H'20

* ARPPC by region for prior periods has been reclassified to conform with new methodology

Accelerating Paying Circle net additions

Increasing conversion despite low levels of marketing spend

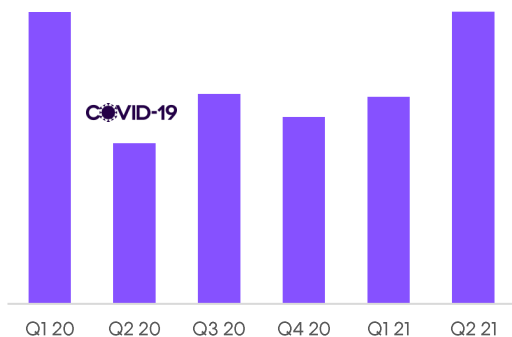
Recovering US registrations

+

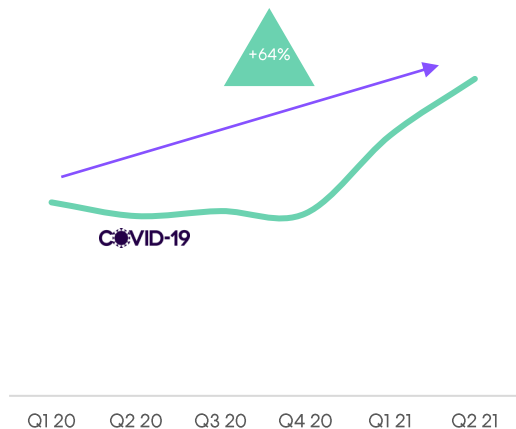
Improving conversion

=

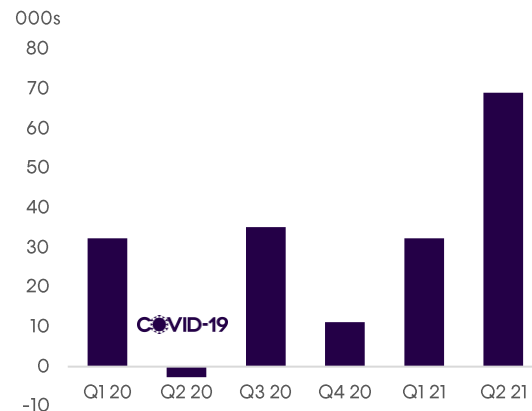
Accelerating Paying Circle net additions



- Q2'21 new US registrations matched pre-COVID Q1'20 levels with significantly lower paid acquisition spend



- Improving user experience is encouraging conversion to paid

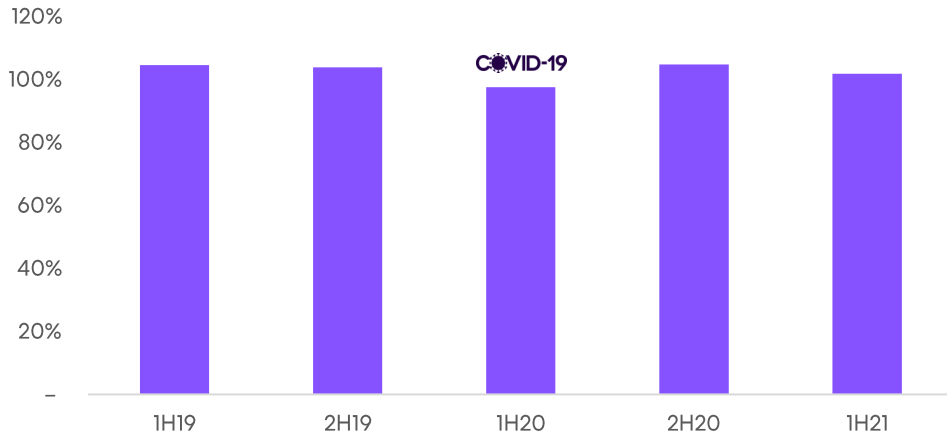


- Q2'21 delivered record Paying Circle net additions

Unit Economics

Net subscription revenue retention exceeds 100%

Net Revenue Retention - Subscription (vs Previous Half)*



- The strength of Life360's freemium model is reflected in net subscription revenue retention exceeding 100%. This is supported by success in driving free users to paid subscriptions, and paid subscribers into higher price plans
- In each half year period (excluding 1H20), net revenue retention is above 100% across the cohort of users who had signed up by the end of the previous period
- In 1H20, there was a modest COVID-related decline in revenue retention, with a full recovery to historic levels in 2H20 and ongoing strong performance in 1H21

Net revenue retention is measured based on the revenue in the final month of the previous period compared to the revenue from the same set of users earned over the next six months e.g. for 1H19, revenue retention is calculated as the average monthly revenue over the period vs. the revenue earned in December 2018

A photograph of three young women outdoors. The woman in the foreground is looking down at a smartphone held in her hands. She has long red hair and is wearing a dark jacket. Behind her, another woman with long blonde hair is looking towards the right. A third woman is partially visible on the left side of the frame, looking towards the center. The background shows a brick building with a window. The text 'Current Strategic Initiatives' is overlaid in the bottom left corner.

Current Strategic Initiatives

Our strategic objectives



Build

Build a large base of engaged mobile users



Grow

Grow Membership to disrupt legacy incumbents



Expand

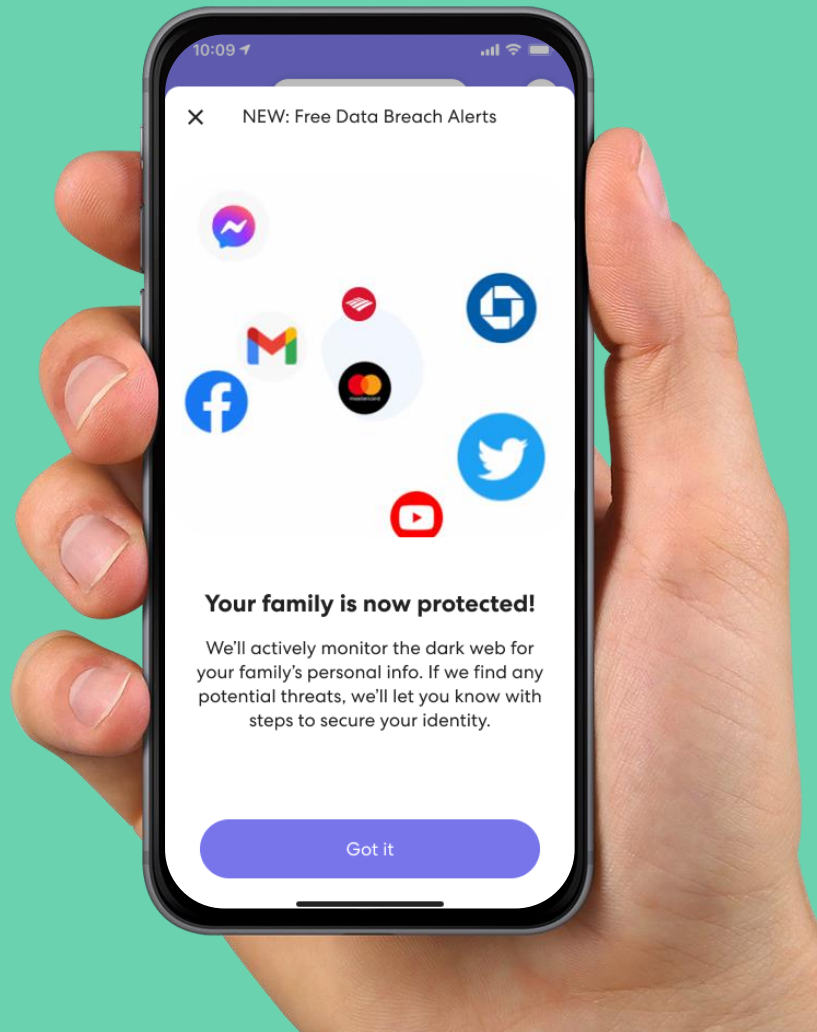
Expand reach and revenue through additional lead gen and new services

Launch of Data Breach Alerts

Supports the whole family to roam safely online

Why ID data breach alerts?

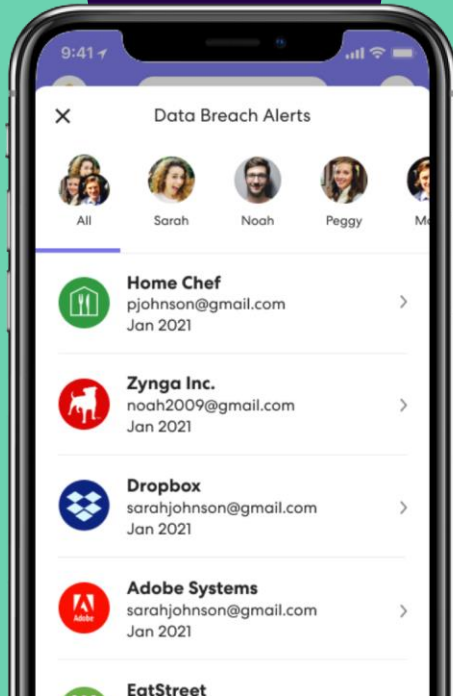
- **25%** more internet usage during the pandemic
- **1 in 3** surveyed Life360 members have experienced ID theft
- **1M+** children have their identities stolen each year
- **3x** higher cost for families with children to resolve fraud than those without



How Data Breach Alerts work

Detect

We actively scan the dark web where hackers sell stolen info



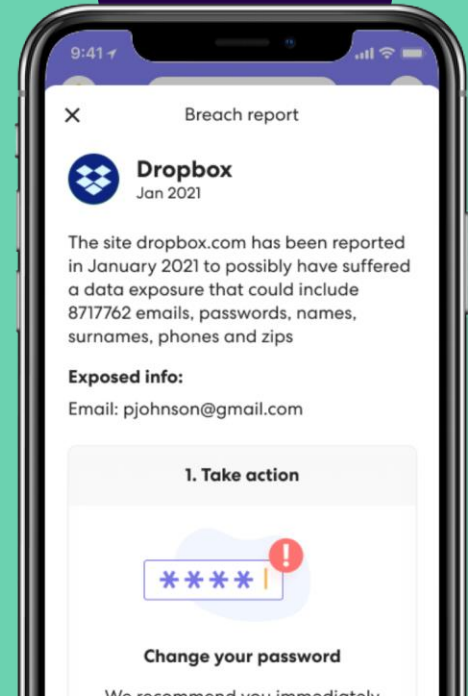
Alert

We alert users as soon as we detect a breach

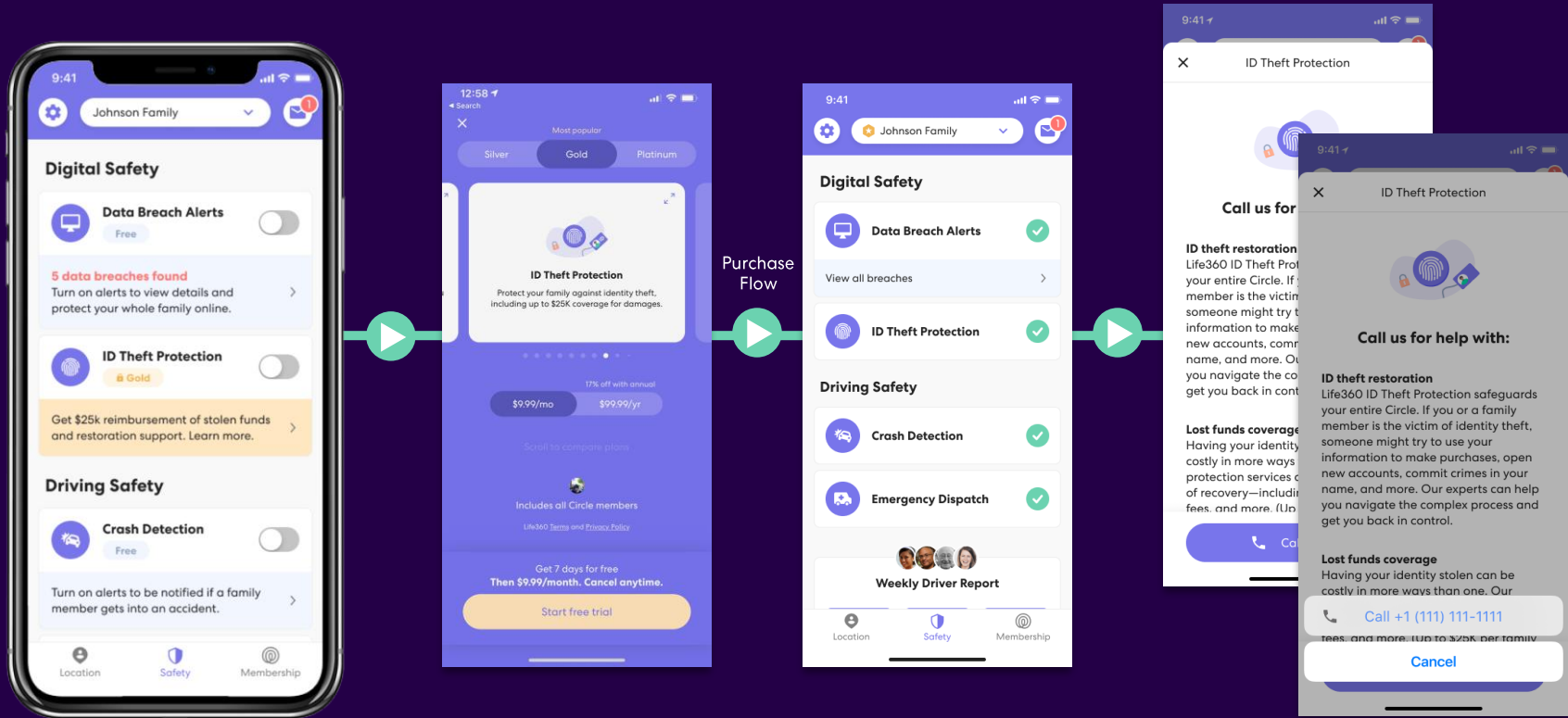


Resolve

We share next steps to secure user accounts and prevent ID theft



How free Data Breach Alerts drive conversion



New Brand Campaign

Strategy

Multiply existing lower funnel marketing efforts and tell the broader membership story beyond the location use case

Brand goal

Establish Life360 as the category leader in family coordination and safety solutions

US Target audience

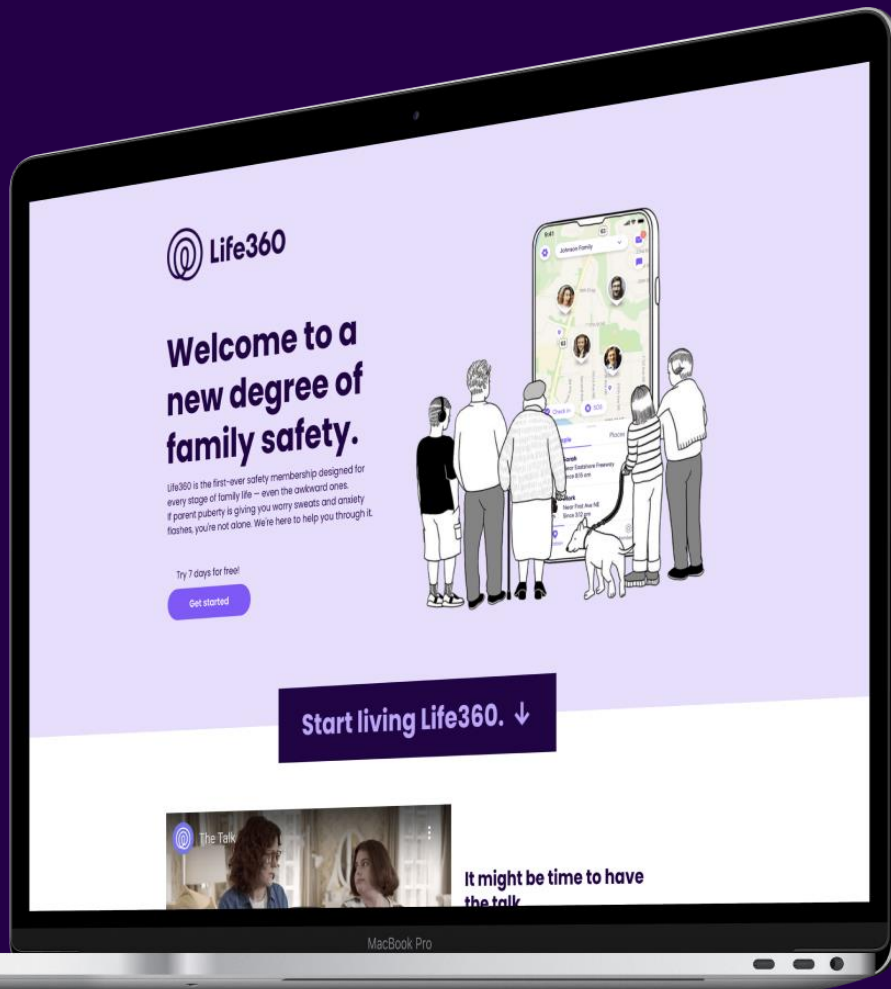
Parents with children aged 6-17

Channel Mix

Online video (Youtube), streaming TV and audio, social influencer, display

Timing

Early September to late November to leverage back-to-school reopening momentum



Full 360 Media Approach



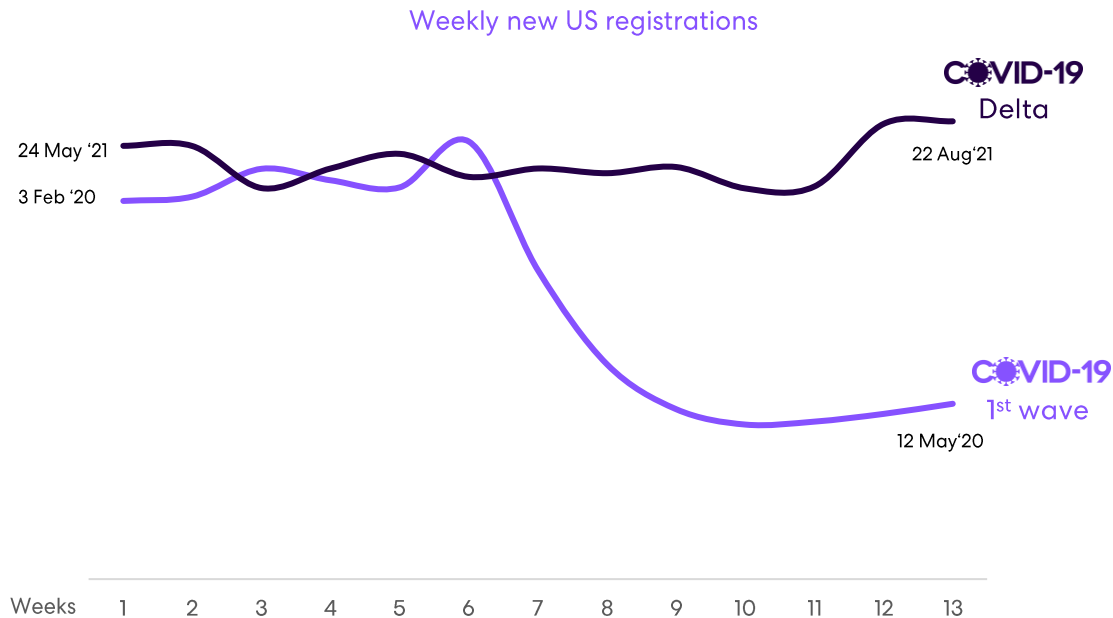
A diverse group of five young adults (three women and two men) are smiling and laughing together outdoors. They are wearing casual jackets. The background is a bright, hazy sky, suggesting a sunset or sunrise. The overall mood is joyful and positive.

Q3 Business Update

Q3 business update

Resilient performance in the face of COVID-19 Delta wave

- Q3 business update provided due to the recent rapid spread of the COVID-19 Delta variant
- Current US registrations are showing considerable resilience, significantly outperforming the first COVID wave and showing a recent uptick ahead of back-to-school
- The strong MAU and Paying Circles growth rates delivered in Q2 continue into Q3





Q&A



Thank you

Life360 Investor Relations

<https://investors.life360.com>