



Q2'24

Investor Presentation

8 August 2024 US PT

9 August 2024 AEST



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01

Life360 Overview

Life360's mission is to keep people close to the ones they love

Offering a holistic solution to improve everyday family life

Location sharing for the whole family

Private map for your inner circle



Free to use

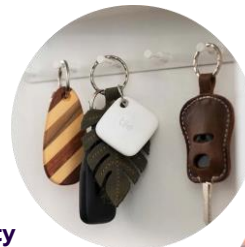


Built for families



...supercharged with safety

Devices for people, pets, and things



Market leading driving safety

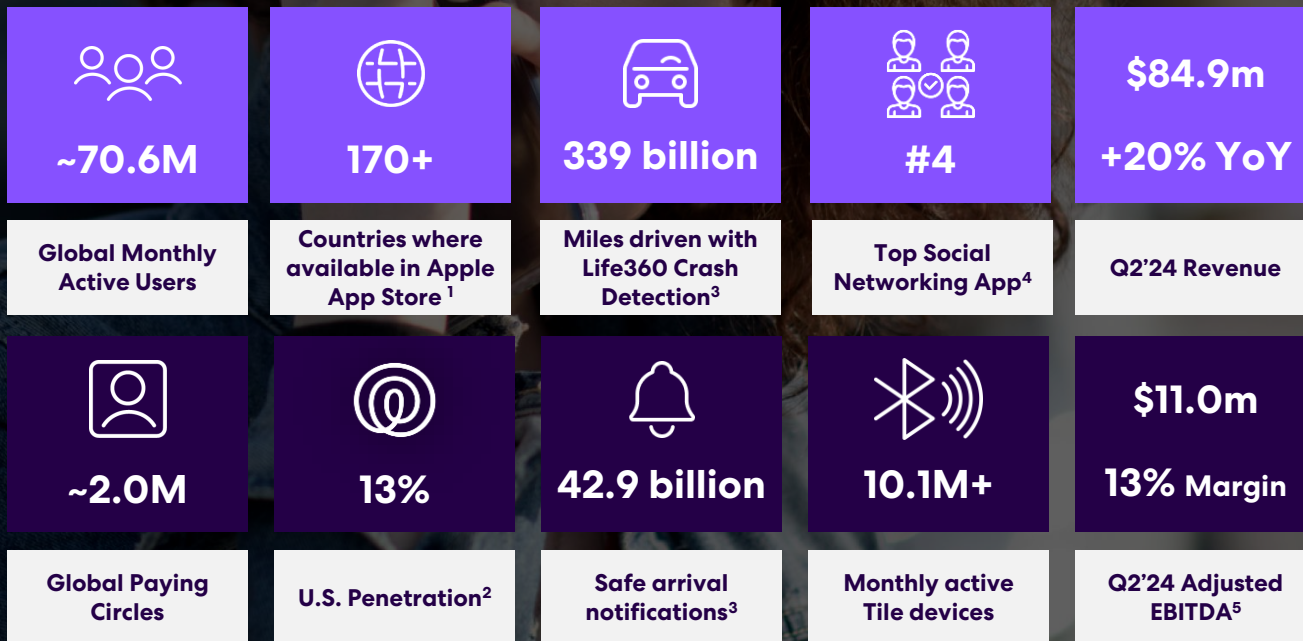


Premium safety services



Life360 at a glance

Global scale, durable growth, expanding profitability



Note: As of June 30, 2024 unless otherwise stated. ¹ Available in 133 countries through Google Play Store. ² U.S. smartphone penetration based on approximately 40.5 million U.S. MAUs as of June 2024 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. ³ LTM as of June 30, 2024. ⁴ By Daily Active Users on the Apple App Store in the U.S. as of June 2024. Source: data.ai, a Sensor Tower company ⁵ For the definition of Adjusted EBITDA, the use of this Non-GAAP measure, and a reconciliation of Net Loss to Adjusted EBITDA, see Appendix 3

Distinctive product offering

Serving families of all types



Location Sharing

Effortless daily coordination with advanced location sharing



Driving Safety

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



Digital Safety

Protection and prevention for each family member



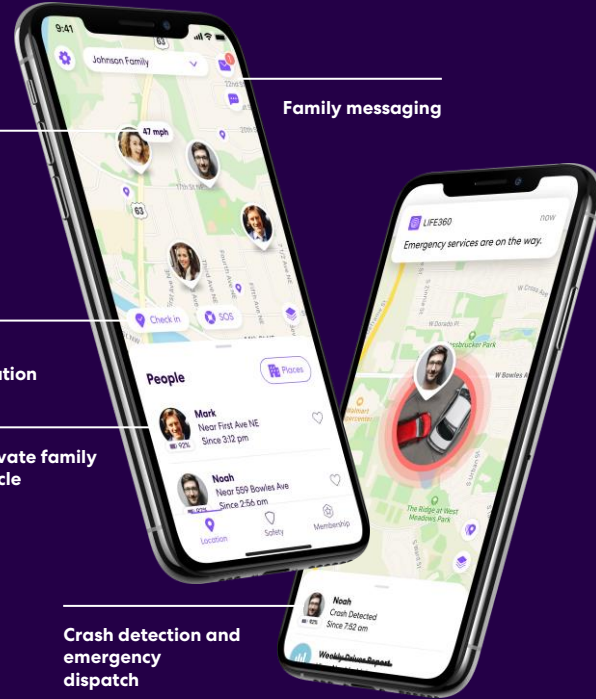
Emergency Dispatch

Expert assistance any time, anywhere



Comprehensive Offering

All-in-one solution for real life



Family messaging

Real-time driving

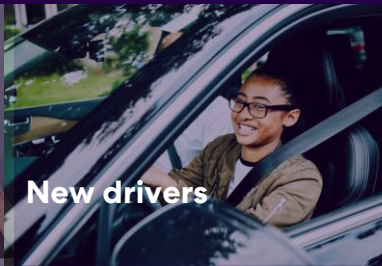
One-tap communication

Private family Circle

Crash detection and emergency dispatch



Families of all stages



New drivers



Young couples

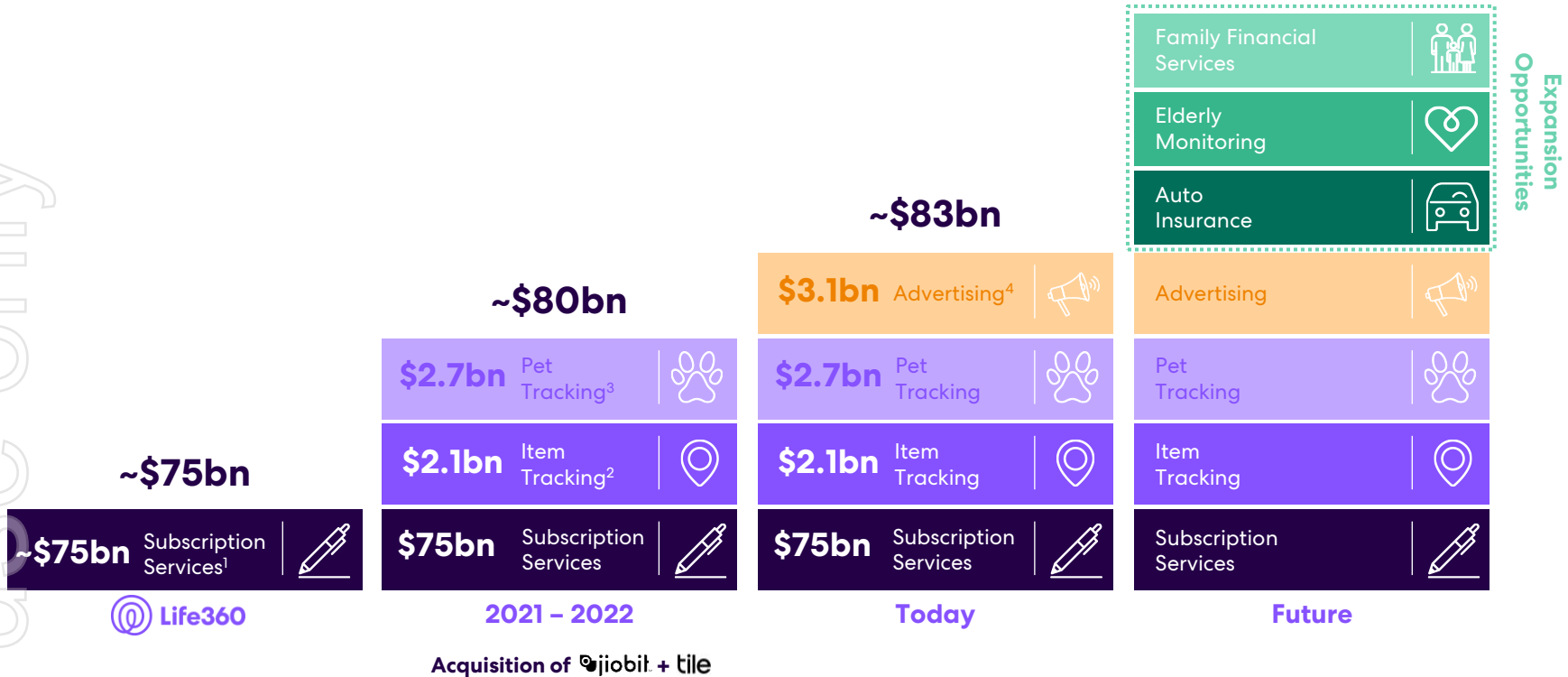


Adoring pet parents



Aging parents

Significant opportunity to continue to expand TAM



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

Subscription Services



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

Devices



tile



Indirect



First Party Data Monetization



Hubble Partnership



Advertising



Ads for Free Members



Targeting based on First Party Data



Future Opportunity

Adjacent Markets



Elderly Monitoring



Auto Insurance



Family Financial Services



The aspirational goals that drive our strategy



#1

Brand for everyday family life



150M+

Monthly Active Users



\$1B+

Revenue



25%+

EBITDA 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 amendments 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.

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

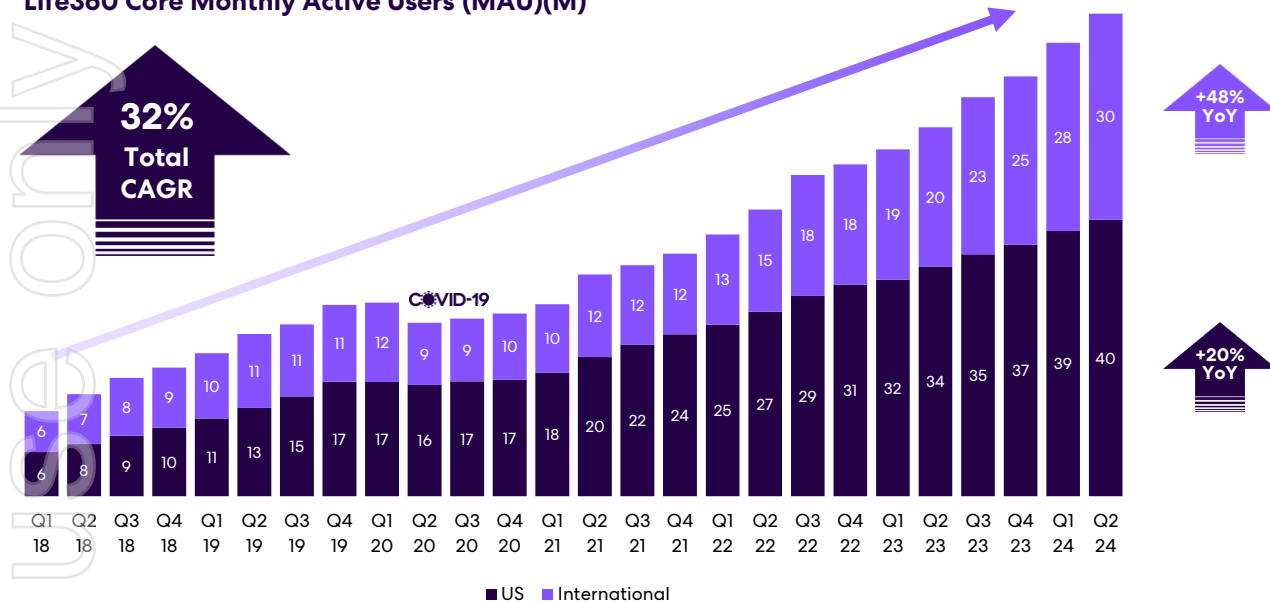
By leveraging the expense base, and balancing growth investment with financial discipline

Consistent MAU growth

Largely due to organic adoption



Life360 Core Monthly Active Users (MAU)(M)



Note: Numbers may not sum due to rounding.



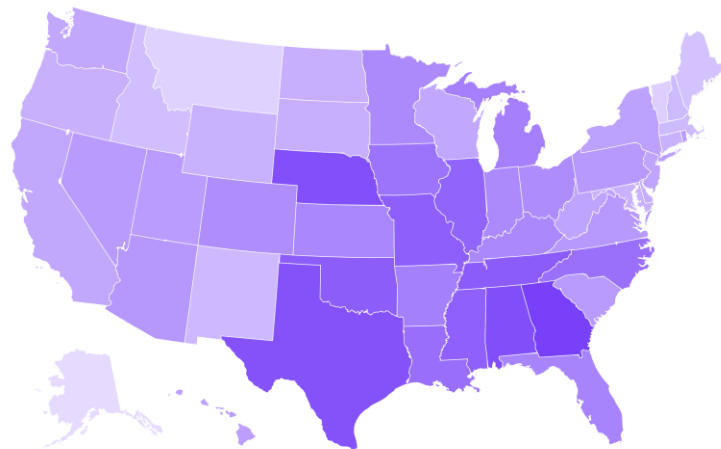
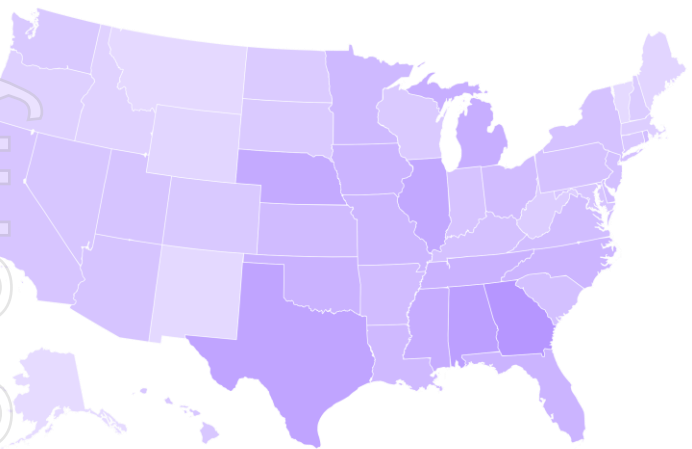
- **Consistent growth (Q1 2018 – Q2 2024 CAGR)** across both US and International at 34% and 29%, respectively
- **US MAU base has grown** in parallel with consistent improvements in features and the member experience
- **International MAUs up 48% YoY as of Q2 2024**, reflecting significant growth opportunity as international user experience moves towards parity with US
- **>70% of new users** are through referral/word of mouth

Long remaining runway in U.S. penetration



Penetration by State (2020)

Penetration by State (2024)



States with more than 6% penetration in 2020 experienced **over 115% penetration growth on average from March 2020 to March 2024**, underpinning the remaining meaningful runway in the U.S.

Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, and Company Data.

One of the highest DAUs across all apps in the U.S.



US iOS App Rankings by DAU ¹

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

US iOS Social Networking App Rankings by DAU ²

1	Facebook Meta	11	WeChat Tencent	21	Viber Viber Media
2	Facebook Messenger Meta	12	Telegram Telegram	22	Signal Private Messenger Open Whisper Systems
3	WhatsApp Messenger WhatsApp	13	LINE LINE	23	Zangi Messenger Secret Phone
4	Life360 Family Locator Life360	14	TextNow TextNow	24	Linky:Chat with Influencers AI SKYWORK AI
5	BeReal BeReal	15	sendit Iconic Hearts	25	BAND NAVER
6	Discord Discord	16	Messenger Kids Meta	26	Skype Skype
7	Google Duo Google	17	Wizz Wizz	27	Grindr Grindr
8	GroupMe Skype	18	Marco Polo Video Walkie Joya Communications	28	KakaoTalk Kakao
9	Threads Instagram	19	Tumblr Tumblr	29	HoYoLAB miHoYo
10	Locket Widget Locket Labs	20	Yubo Yubo	30	ZEPETO SNOW, Inc.

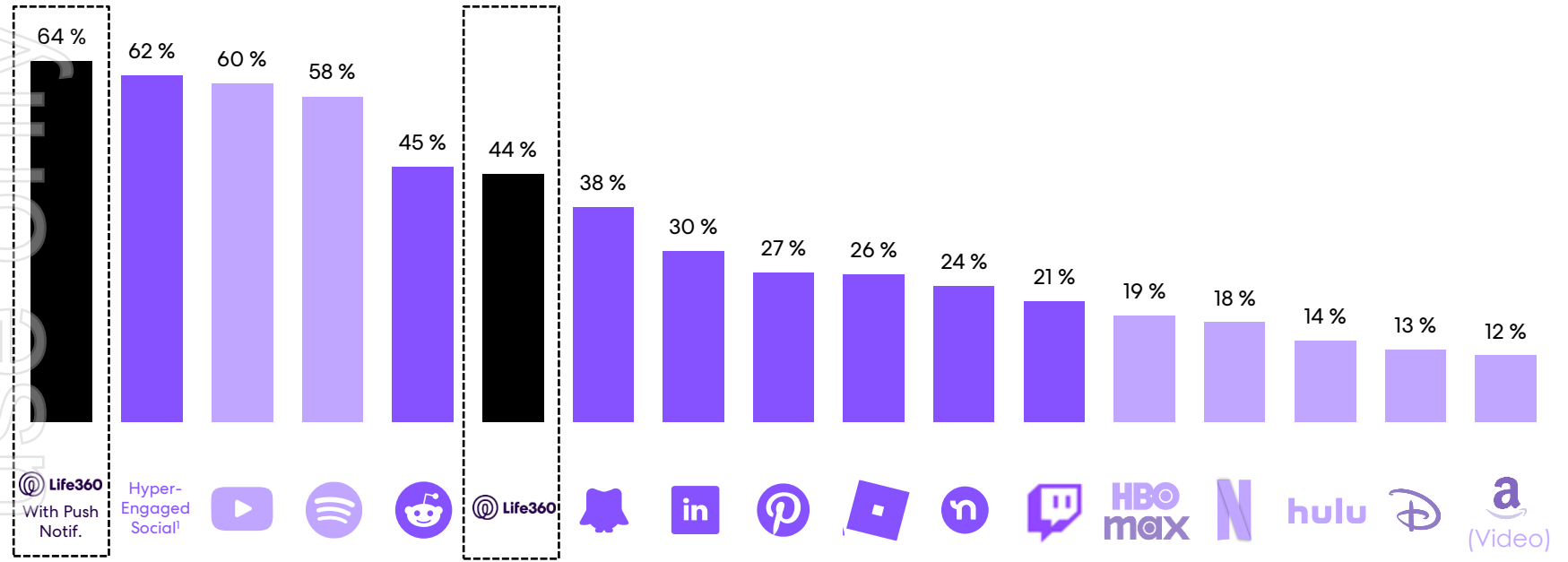
Source: data.ai, a Sensor Tower company. Note: DAUs (Daily Active Users) defined as devices having 1 or more foreground sessions within an app in a day. ¹Life360 ranked 13th on iOS in the US by DAUs as of June 2024 on iPhone.

²Life360 ranked 4th in the US in the social networking category on iOS by DAUs as of June 2024 on a unified basis.



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

US DAU/MAU Ratio (%)



Source: Sensor Tower company as of June 30, 2024; Company Data for Life360 metrics.

¹Hyper-Engaged Social represents the average DAU/MAU of Facebook, Instagram, Snapchat, TikTok, and X (formerly Twitter).

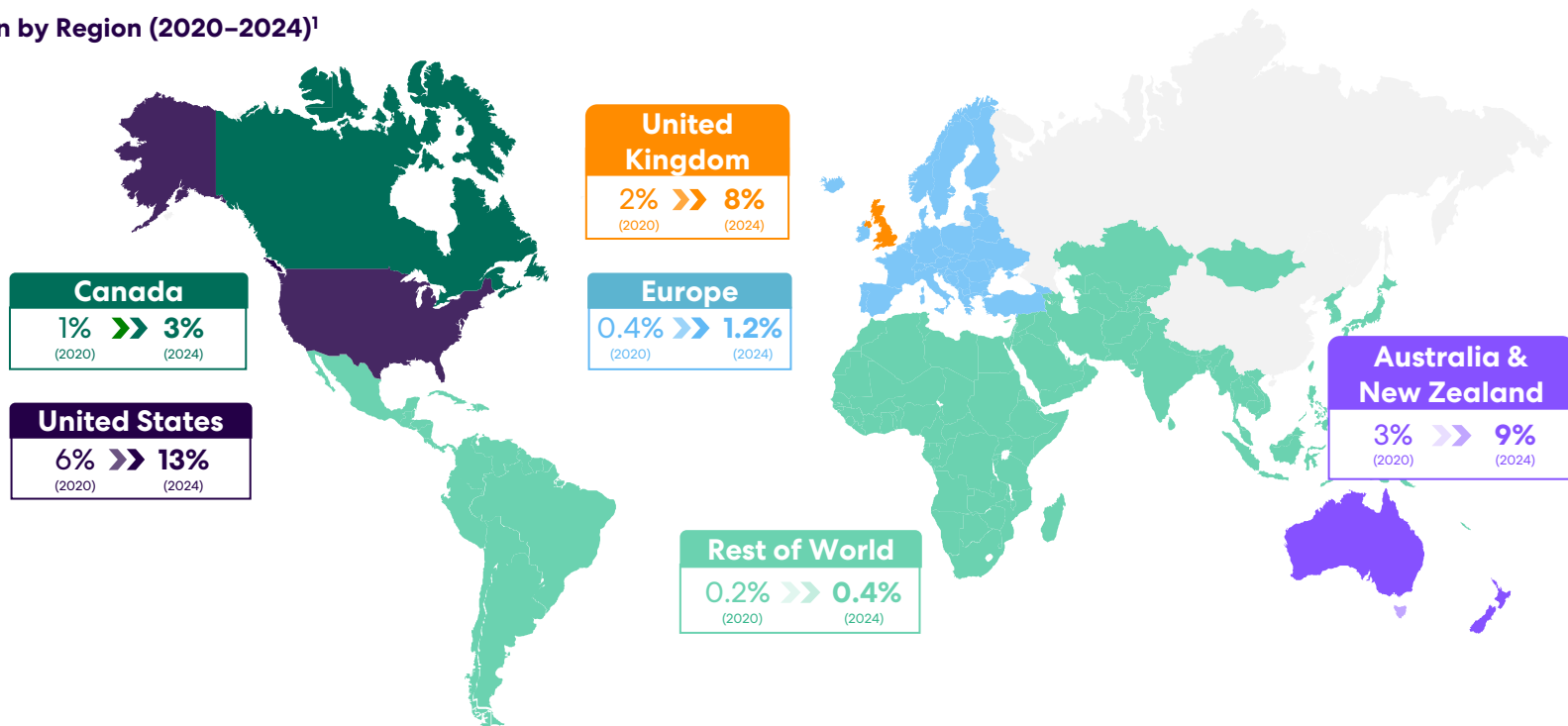


Large global opportunity

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

Penetration by Region (2020–2024)¹

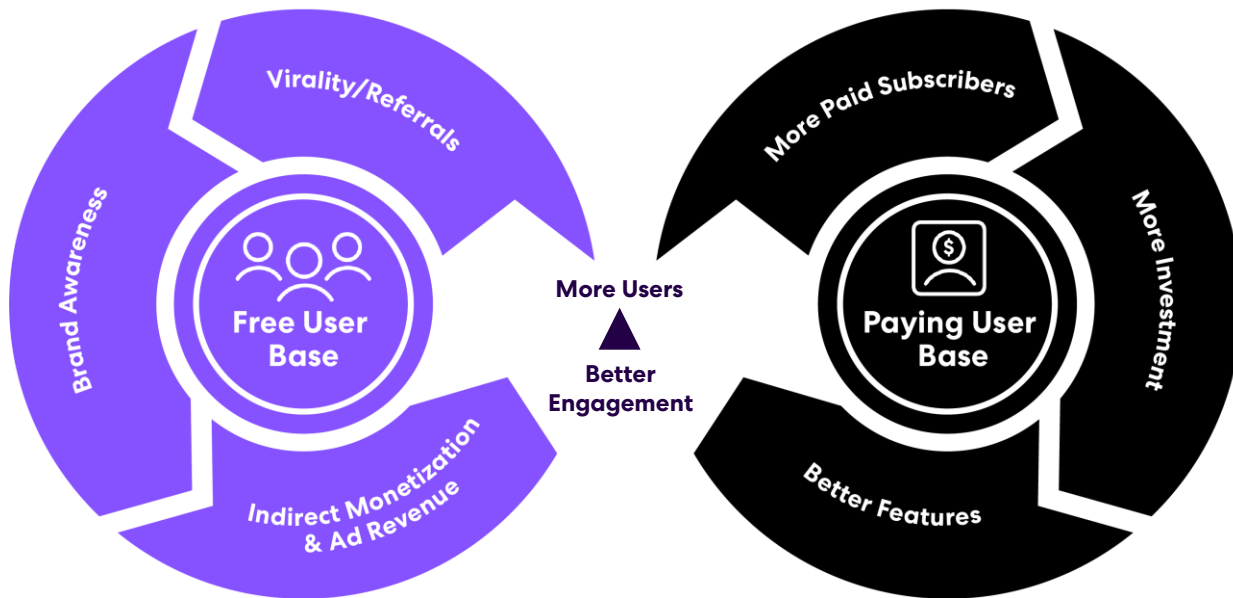
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Source: GSMA Mobile Economy Report, Pew Research Center, International Monetary Fund (IMF), and Company Data

¹Estimated 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, 2024 unless otherwise noted.

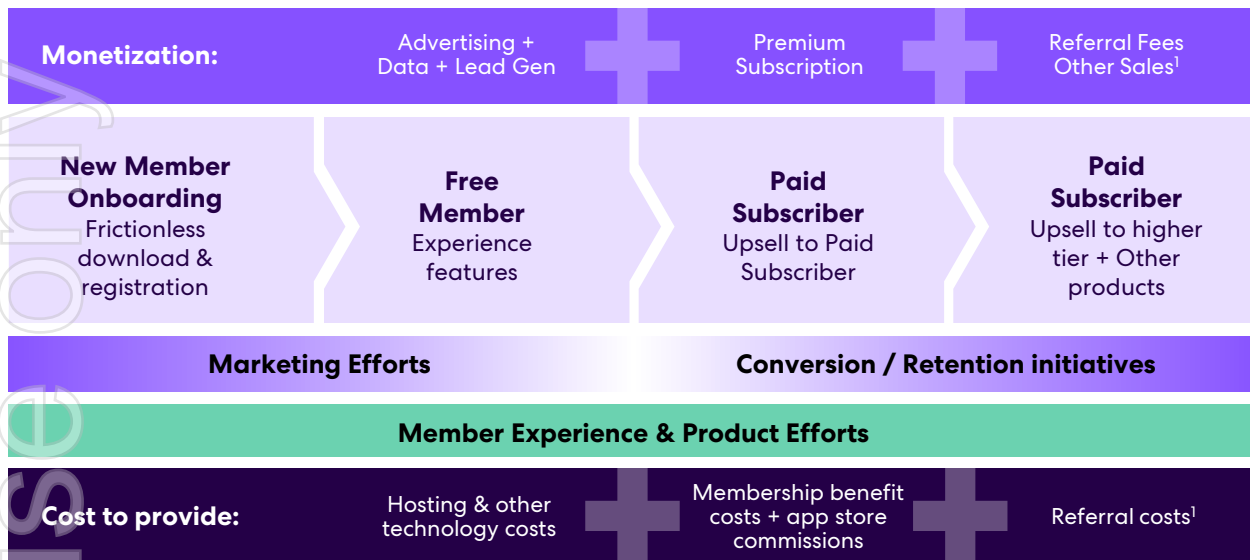
Our freemium flywheel drives our growth



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Life360's digital based freemium business

Freemium model becomes powerful at scale



- 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 amendments thereto reflected in subsequent Quarterly Reports on Form 10-Q and other filings with the SEC.



Loyal and engaged user base enables monetization through membership

Current U.S. Membership Bundles

FREE MEMBERSHIP \$0.00/mo 	SILVER MEMBERSHIP \$7.99/mo 	GOLD MEMBERSHIP \$14.99/mo 	PLATINUM MEMBERSHIP \$24.99/mo 
<ul style="list-style-type: none"> ✓ SOS ✓ Place Alert (2 places) ✓ Location History (2 days) ✓ Crash Detection ✓ Family Driving Summary 	<ul style="list-style-type: none"> + Place Alert (5 places) + Location History (7 days) + Stolen Phone Protection (\$100) + Ad-Free Experience 	<ul style="list-style-type: none"> + Place Alert (99 places) + 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) + Tile Mate Included + Ad-Free Experience 	<ul style="list-style-type: none"> + Credit Monitoring + Disaster Response + Medical Assistance + Travel Support + Free Towing (50mi Radius) + Stolen Funds Reimbursement (\$1M) + Stolen Phone Protection (\$500) + Tile Starter Pack Included + Ad-Free Experience
	14% of US Paying Circles ¹	82% of US Paying Circles ¹	4% of US Paying Circles ¹
		 <p>Tile Mate included A \$25 VALUE</p>	 <p>Tile Starter Pack included A \$55 VALUE</p>

Long tailed conversion pattern with oldest free user cohorts still converting to paid today

Conversion of free to paid for cohorts when measured in three-year periods²:

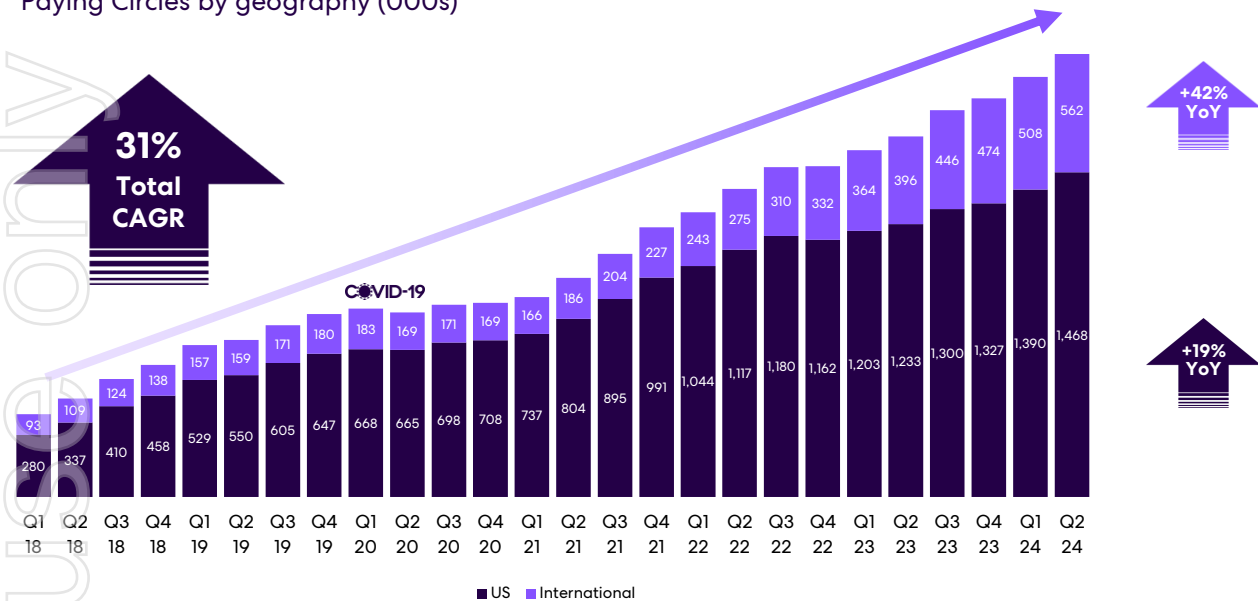
- 35% in Month 1
- 28% in Months 2-12
- 37% in Months 13-36

¹As of June 30, 2024. Membership bundles shown represent U.S. offering. Services differ slightly by region. ²On average, for all members that registered from 2017 through March 2024, with respect to free members that converted to subscribers during the first three years

Paying Circles growing while raising prices



Paying Circles by geography (000s)



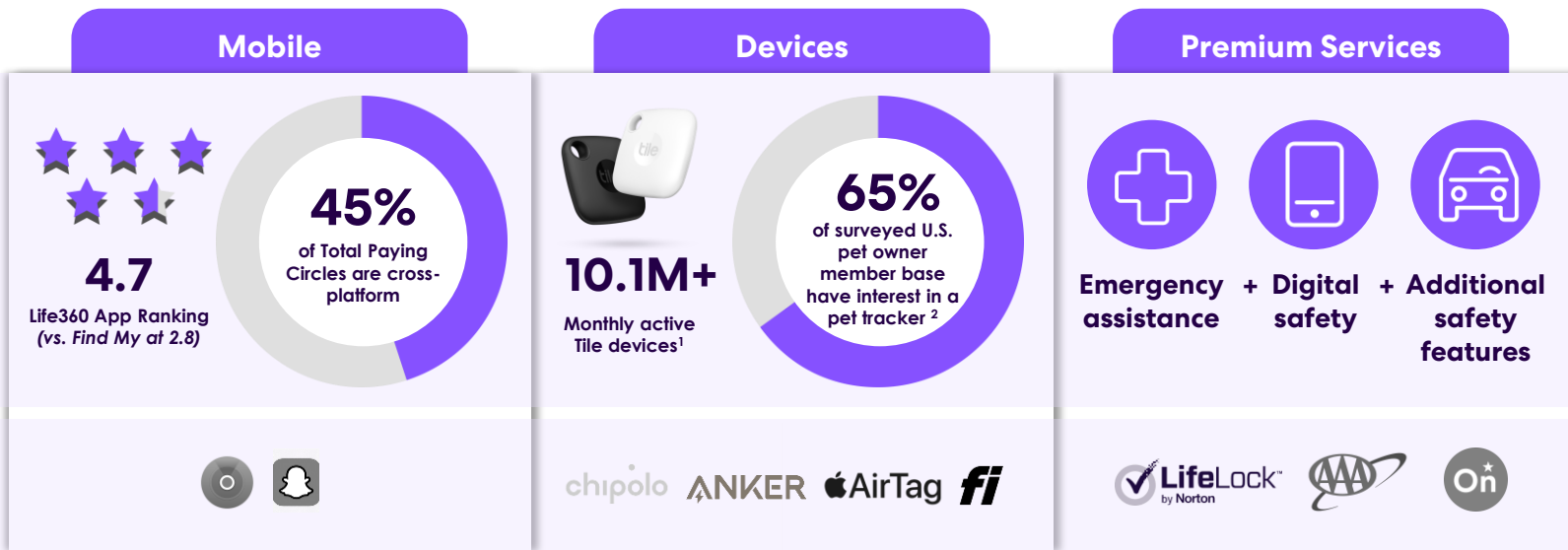
Note: Numbers may not sum due to rounding. 3.5 members per Paying Circle on average.

- **Consistent growth (Q1 2018 – Q2 2024 CAGR)** across both US and International at 30% and 33%, respectively
- Focus on driving customer value has allowed for **continued growth** while raising prices
- **Higher pricing** through the launch of Triple Tier membership in UK and ANZ in October 2023 and April 2024, respectively. **Price increases** also implemented for existing subscribers in both regions
- **US price increases** were implemented beginning in Q3'22 for new subscribers, followed by price increases for existing subscribers on iOS and Android in Q4'22 and Q2'23, respectively

Life360 is a one-stop holistic experience vs competitors



With the only combined feature set across all of these isolated point solutions



¹As of June 30, 2024. ² Pet tracking is not currently available in the Life360 app.

Life360's family safety focus creates a competitive moat

Providing peace of mind and engaging for families versus generic solutions



Engaging family focus



Safety Solutions



Devices



Cross-Platform



1 in 8
U.S.
Smartphone
Owners Use
Life360¹

5x
App Opens
per Day¹



#1 Brand Attribute^{1,2}
"Peace
of mind"

50
NPS Score
Considered "Excellent" by
NPS Creator, Bain & Co.³



¹As of June 30, 2024. ²Life 360 Brand Tracking research - April 2024 Fielding (based out of the 23 brand attributes tested). ³According to April 2024 NPS creator, Bain & Co. for US Adults aged 31-60.

Life360's purpose-built technology platform

Proprietary technology set to operate at scale globally



Cross Platform



Services iOS and Android, with seamless servicing of users irrespective of OS



Compatibility



With many handset models and operating systems



Flexibility



To respond to changes from platform providers



Reliability



Service reliability, plus data security and compliance



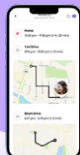
Accuracy



Optimised to reduce bounce-outs



Scale



Processing 100 bn+ location points per week¹



Actionable data insights



Global access to location data



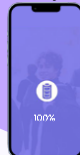
Scalability



Capacity to scale for new growth opportunities



Battery Life



Efficient design avoids battery drain



Latency



Smart real-time tracking mode



\$375+ Million
in R&D investment since 2016

35 patents² issued or pending

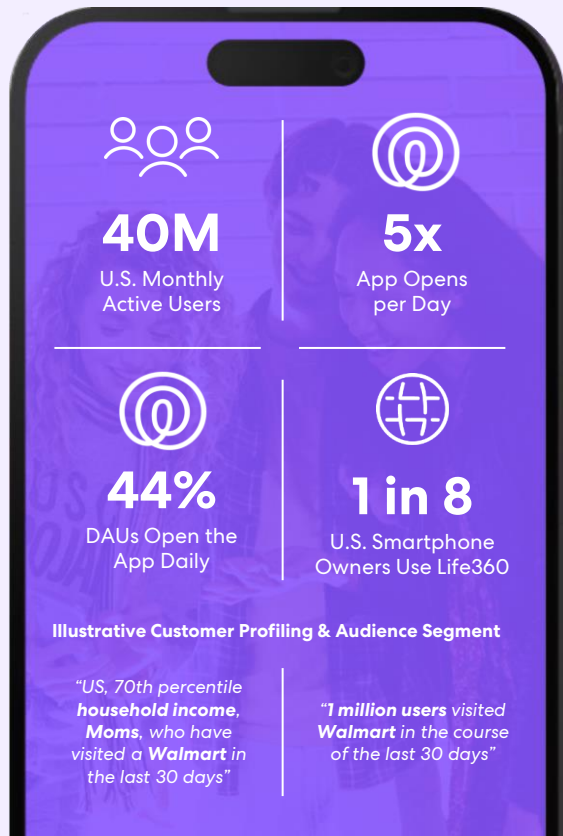
¹ As of June 2024. ² Patents cover the following areas: Battery Power Conservation; Location Fixing and Tracking; Behavioral Pattern Assessment in the Use of a Mobile Device; User Safety; Notification Management; Usage Monitoring and Access Control of Applications; Generation of Notifications in a Workout Group; Generation and Sending of Prepopulated Messages to a Selected Group of Mobile Devices.



New monetization opportunities from free user base

Our differentiated audience can deliver value to B2B data providers and advertisers

Our differentiated audience...



... 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 retains on the platform¹



Note: All metrics as of June 30, 2024 unless otherwise noted. ¹ Based on MAU and Paying Circles by Registration Year data.

real use only

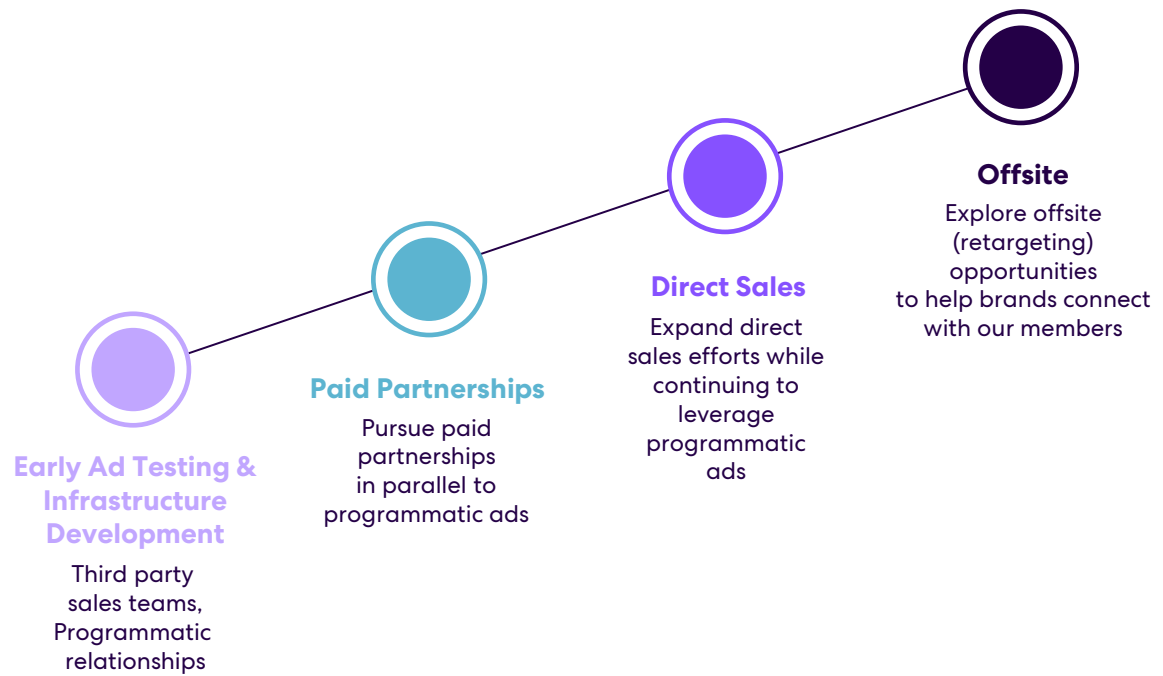




High value offsite and direct sales advertising are differentiators for Life360's advertising model

Internal use only

Average Revenue Per User ↑



The Future

New & Expanded Sales Channels

+

Improved Ad Relevance, Data and Delivery

+

Expanded Ad Formats / Surfaces

=

Long-term Revenue and Value Driving Higher Average Revenue Per User Over Time

The Life360 advertising opportunity

Large Market Opportunity

Create new revenue streams: advertising fuels revenue growth

Global Mobile Advertising Spend¹

\$402bn

(2024 estimate)



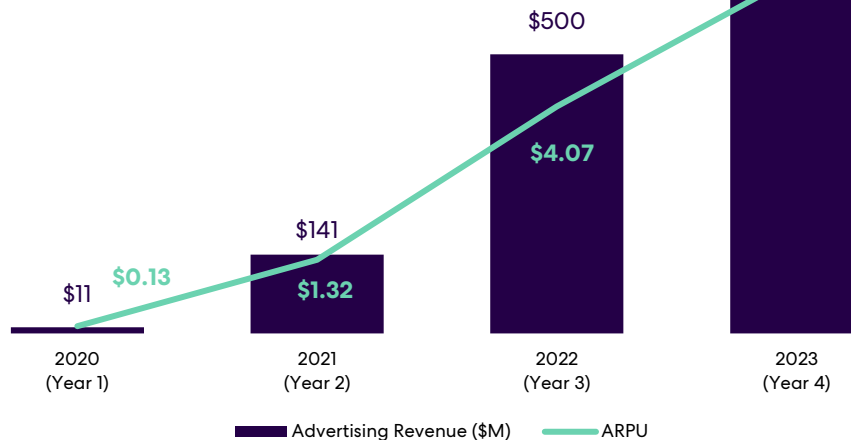
¹ Data.ai, a Sensor Tower company; ² Based on public filings; represents Monthly Active Platform Consumers; reflects annual advertising revenue divided by Average Monthly Active Platform Consumers for applicable period. ³ Total Global Monthly Active Users as of June 30, 2024.

CASE STUDY: Uber²



\$900

Advertising launch success story



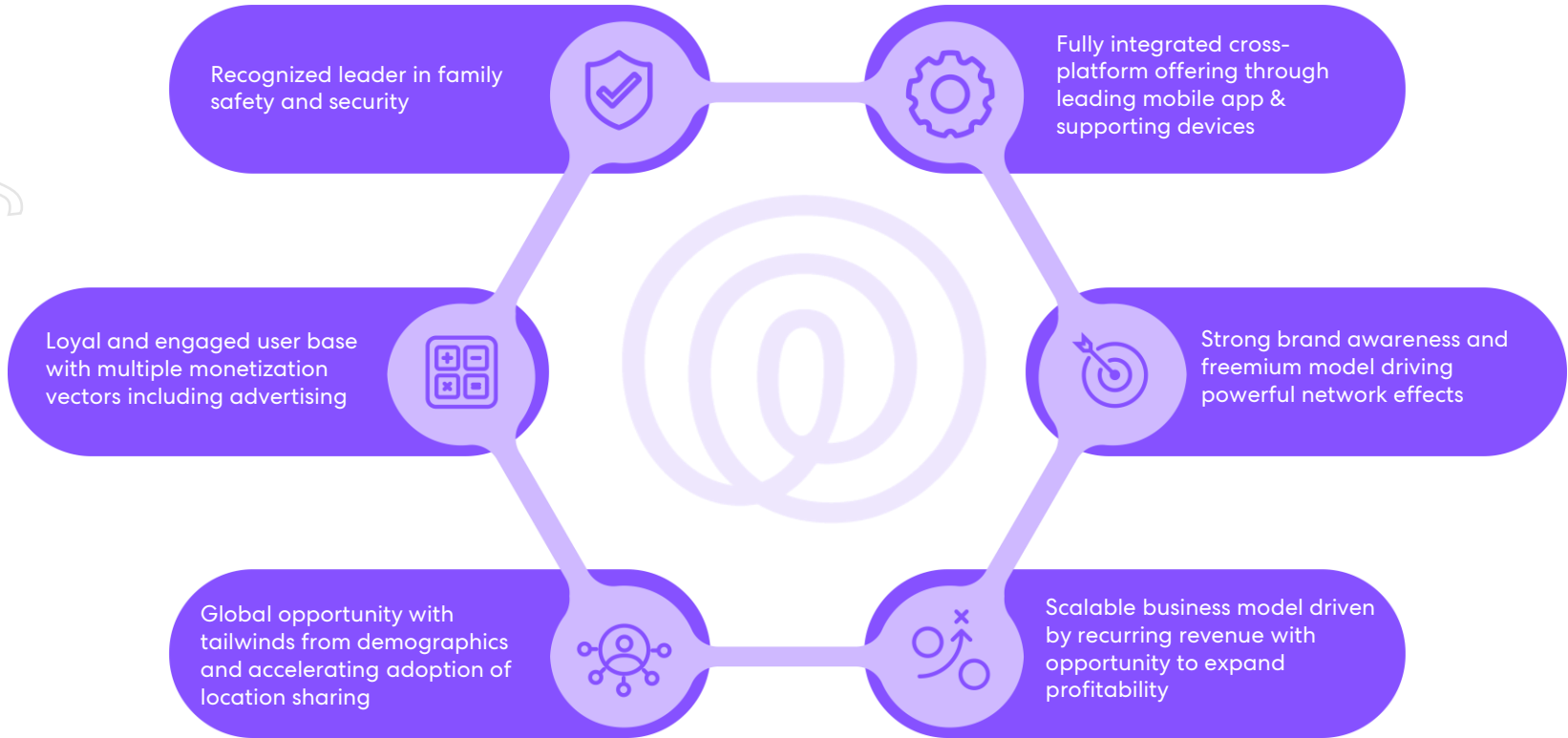
Global MAUs:

Uber ~140M²



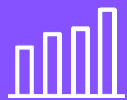
Life360 ~71M³

What sets Life360 apart



Internal use only

Life360's highly attractive financial model



Growth at Scale

\$304.8M AMR as of Q2'24 (23% year-over-year growth) with additional growth across multiple non-subscription revenue streams



Highly Engaged Members Drive Acquisition Flywheel

~70.6M Global MAU and ~2.0M Global Paying Circles with consistent net subscriber retention of approximately 100% across member registration years. Loyal, engaged members are the best acquisition engine through word-of-mouth referrals



Digital Economics and Profitability

Globally scalable tech stack makes services available at very low cost per additional user. These economics combined with operating leverage drive improving margins (Q2'24 is 7th consecutive quarter of positive Adj. EBITDA)



Strong Capital Efficiency

Capital light business + operating leverage results in improving positive operating cash flow, with \$13.9m of operating cash flow in H1 2024



Strategic Opportunities for Growth

Significant opportunities for additional growth: wider use cases + broadening demographics + international rollout + monetization of free user base

Note: Metrics as of June 30, 2024.



02

Financial Update Q2'24

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Q2'24 Achievements

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



Growing our audience

~71m

Global Monthly Active Users (MAU)
+ 31% YoY

48%

YoY growth in International MAU



Scaling paid offerings

~2m

Global Paying Circles
+ 25% YoY
Triple Tier Membership launched in ANZ in April 2024

132k

Quarterly net adds, an all-time record



Creating new revenue streams



Initial infrastructure established to build advertising revenue stream



Expansion of B2B indirect monetization



Expanding profitability

\$84.9m

Revenue
+20% YoY

\$11.0m

Positive Adjusted EBITDA for 7th consecutive quarter

Q2'24 Results Summary

Delivering on growth

\$M	Q2'24	Q2'23	Change	% ch YoY
Revenue				
Subscription	65.7	52.7	13.0	25%
Hardware	11.9	11.6	0.3	3%
Other	7.3	6.5	0.8	12%
Total revenue	84.9	70.8	14.1	20%
Annualized Monthly Revenue (AMR) ¹	304.8	248.7	56.2	23%
Operating expenses	66.0	59.0	7.0	12%
Net loss	(11.0)	(4.4)		
EBITDA (Non-GAAP) ²	(5.6)	(2.0)		
Adjusted EBITDA (Non-GAAP) ²	11.0	5.7		
Cash and cash equivalents ³	162.0	64.2		
Operating cash flow	3.3	3.7		

Note: Numbers may not sum due to rounding

¹AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements that are not expected to recur are excluded

²EBITDA and Adjusted EBITDA are non-GAAP measures. For definitions of EBITDA and Adjusted EBITDA and the use of these non-GAAP measures, as well as a reconciliation of Net Loss to EBITDA and Adjusted EBITDA see Appendix 3

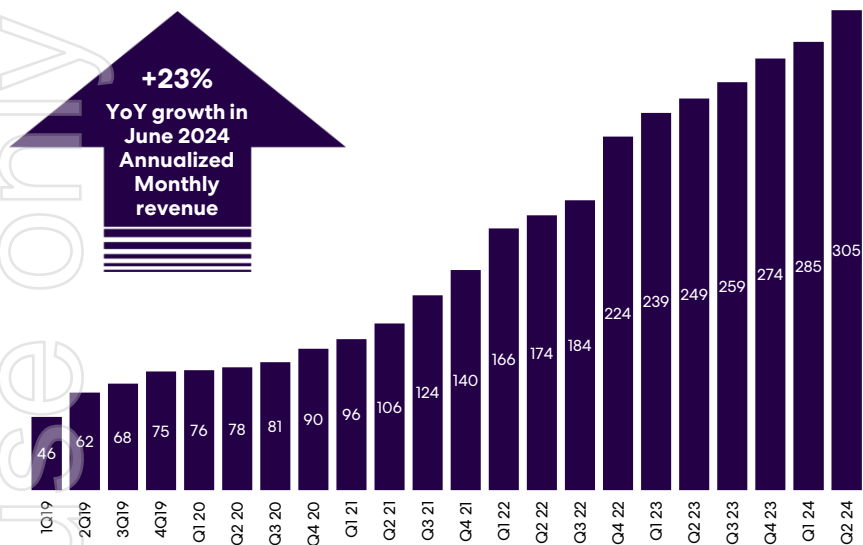
³Cash and cash equivalents includes Restricted Cash

Commentary

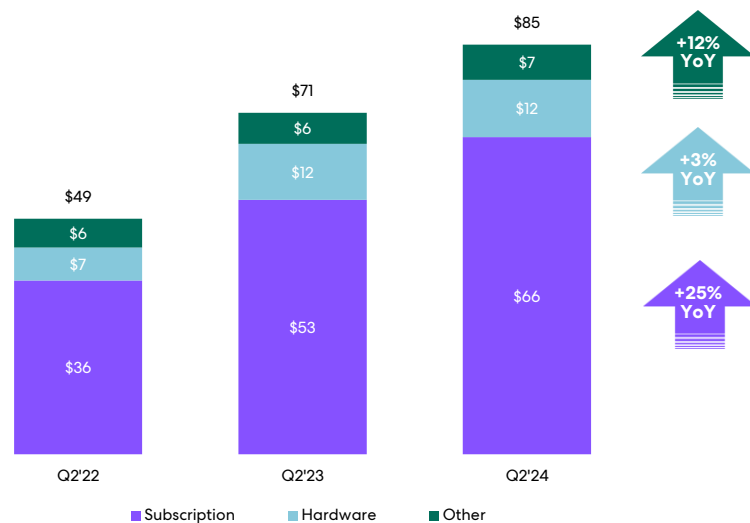
- Continued strong subscription revenue momentum, up 25% including hardware subscriptions, and 25% for Life360 subscriptions
- Hardware revenue increase of 3% reflects fewer discounts and benefits from bundling
- Other revenue increase of 12% benefitting from modest amounts of advertising revenue and data and partnership arrangements
- Annualized Monthly Revenue up 23% to \$304.8 million
- Operating expenses increased 12%, demonstrating strong operating leverage given the revenue uplift of 20%
- Positive Adjusted EBITDA achieved for seven consecutive quarters

Continued strong revenue momentum

Quarterly Annualized Monthly Revenue (\$M)*



Quarterly Revenue (\$M)

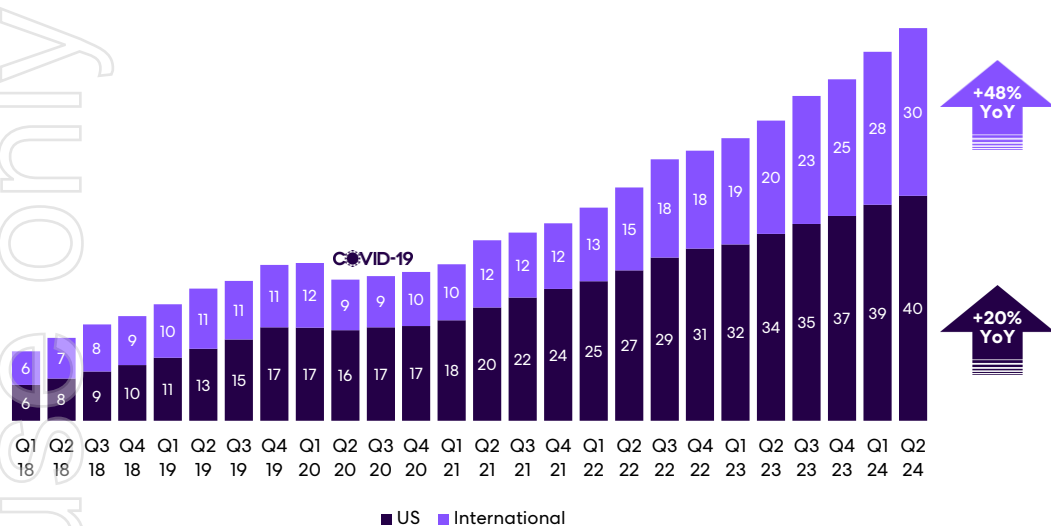


* Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements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

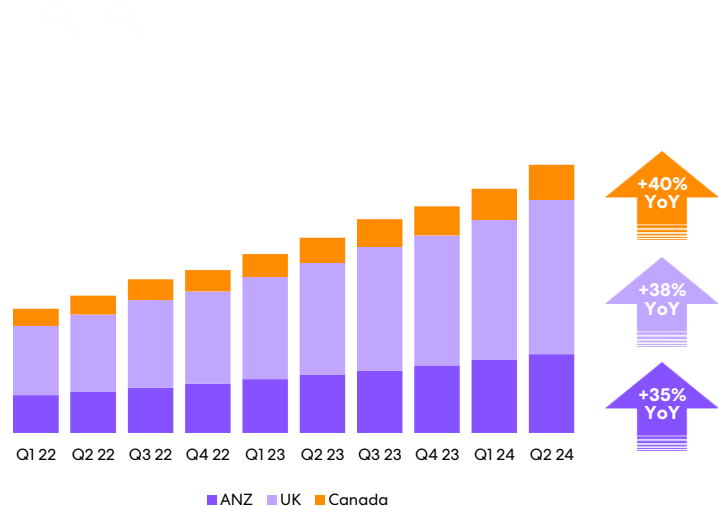
Global MAU

Q2'24 year-on-year growth of 31%

Life360 Core Monthly Active Users (MAU)(M)



International Triple Tier launch countries MAU

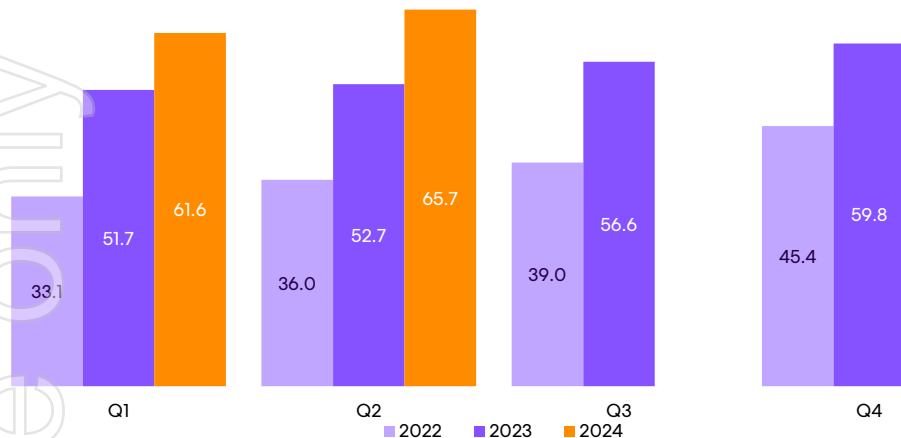


Note: Numbers may not sum due to rounding.

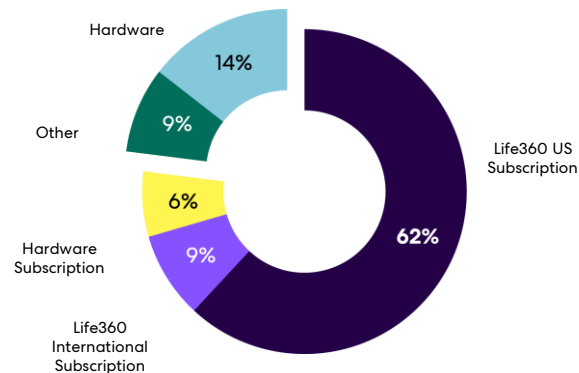
Subscription Revenue

Year-on-year growth of 25%

Consolidated Subscription revenue (\$M)*



Subscription revenue as a % of total consolidated revenue (Q2'24)



- Global revenue growth underpinned by 25% YoY uplift in Global Paying Circles, and 6% YoY increase in Q2'24 ARPPC
- Strong subscription growth across U.S. and international, with consolidated subscription revenue uplift of 25% YoY including the contribution of hardware subscriptions

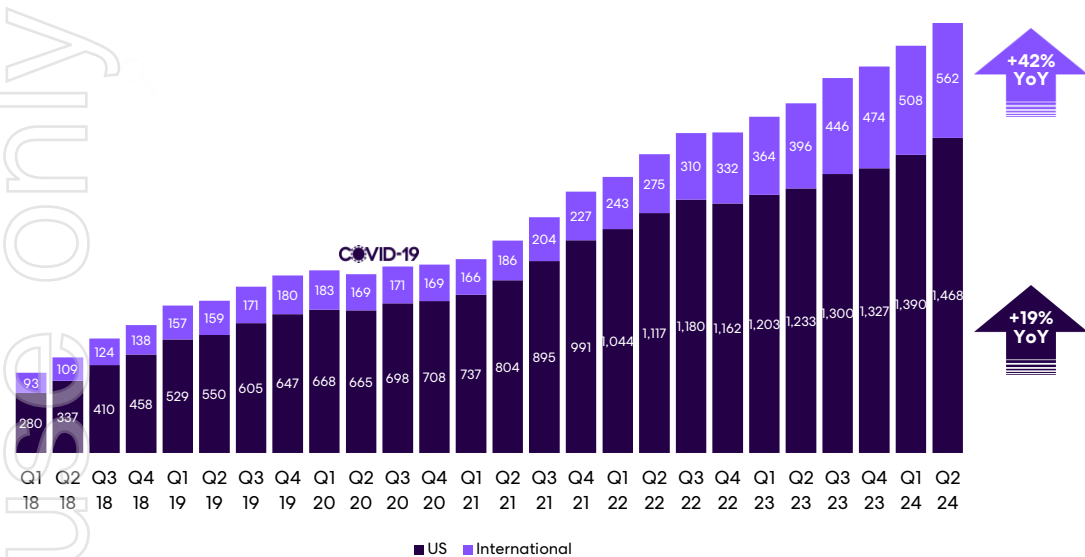
- Core Life360 subscription revenue growth of 25%, benefiting from repricing of existing Android subscribers in April 2023, and the triple tier membership launches in the UK and ANZ in October 2023 and April 2024, respectively

- CY22 – CY23 growth driven by U.S. price increases for Core Life360 Subscription Revenue

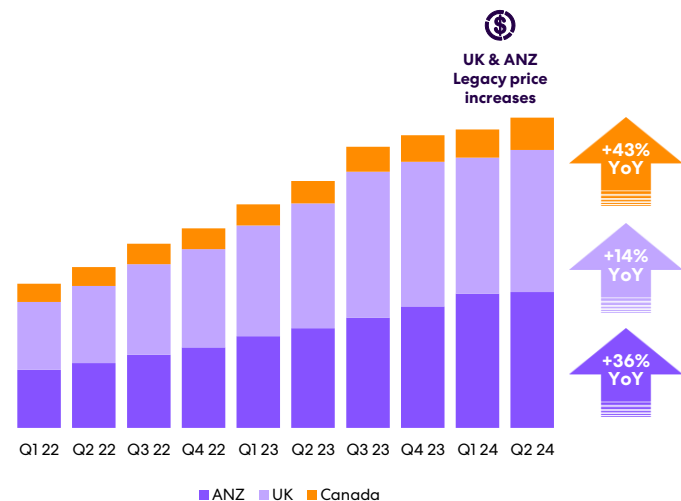
Paying Circles

Record global net additions in Q2'24

Paying Circles by geography (000s)



International Triple Tier launch countries Paying Circles

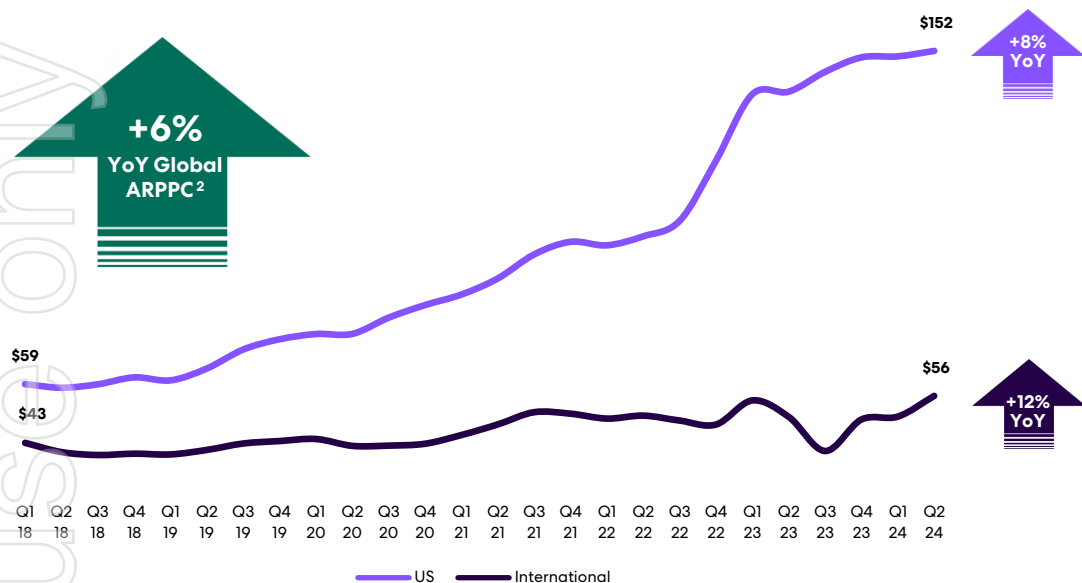


Note: Numbers may not sum due to rounding.

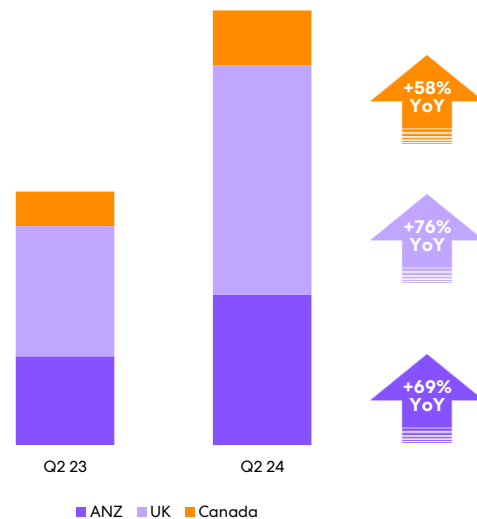
Average Revenue Per Paying Circle (ARPPC)

Triple tier launches and price increases for legacy subscribers driving international ARPPC

Average Revenue Per Paying Circle (ARPPC) (\$) ¹



International Triple Tier launch countries revenue



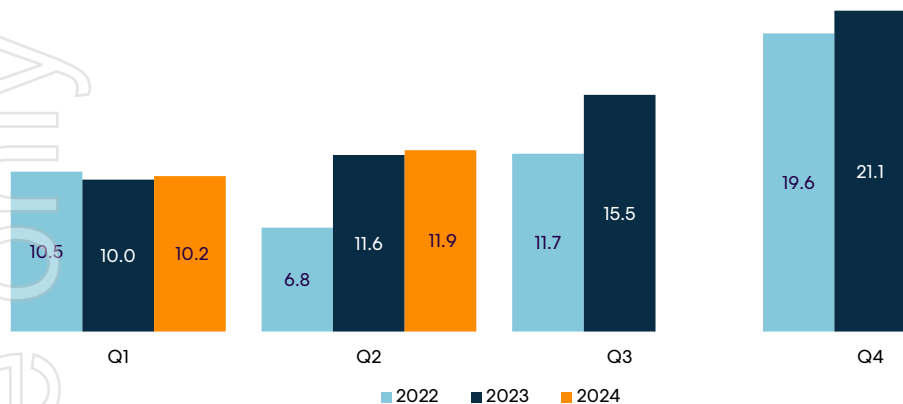
¹ U.S. Price increase took effect across all Membership tiers starting in August 2022

² The uplift to global ARPPC was tempered by a 14% increase in the weighting of international Paying Circles as a percentage of global Paying Circles, reflecting faster growth in international regions that have lower pricing relative to the U.S.

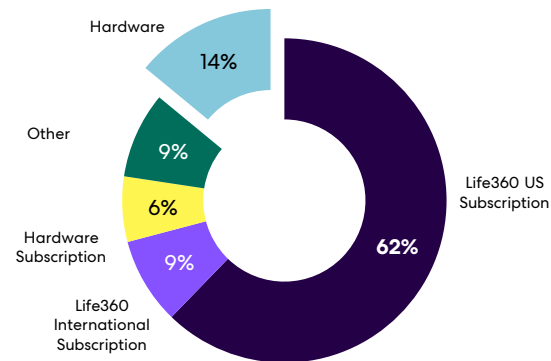
Hardware revenue

Q2'24 revenue growth of 3% YoY

Hardware revenue (\$M)*



Hardware revenue as % of total consolidated revenue (Q2'24)



- Q2'24 hardware revenue growth of 3% supported by contribution from bundling

- On track for Tile's product refresh for the Q4'24 holiday season

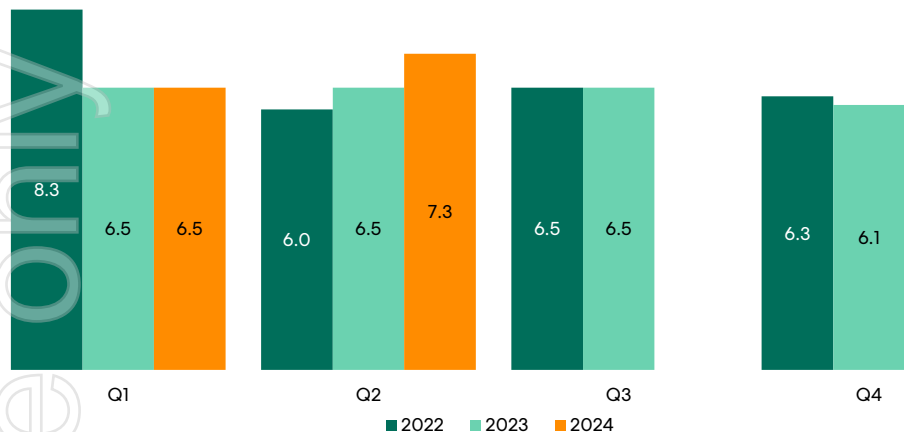
- Continued focus on integrating hardware into the Life360 ecosystem to create a unified member experience and complete the vision of people, pets and things

*Q1'22 revenue is adjusted and includes Tile revenue pre-acquisition.

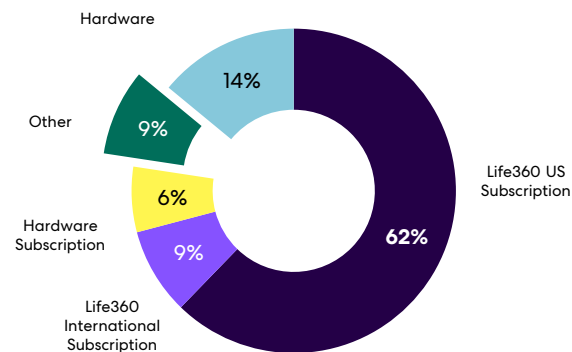
Other revenue

Q2'24 revenue growth of 12% YoY

Other revenue (\$M)



Other Revenue as % of total consolidated revenue (Q2'24)



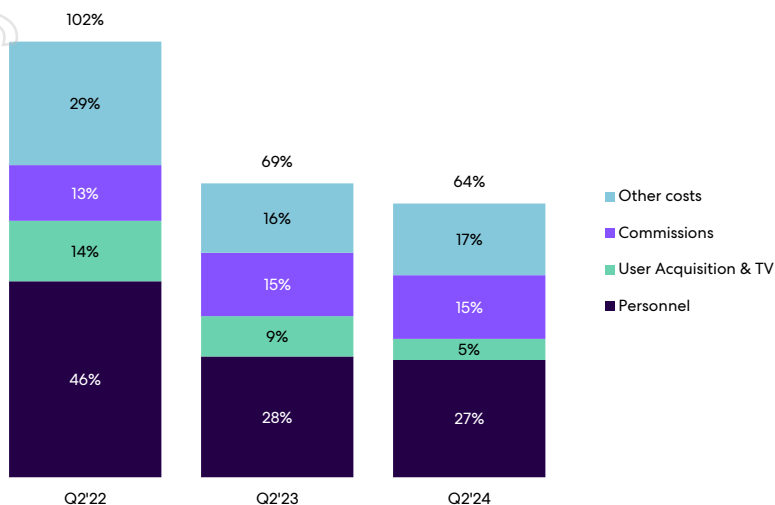
- Q2'24 Other revenue growth of 12% YoY reflects modest initial impacts of advertising revenue and additional revenue from existing data and partnership agreements
- Q1'23 YoY revenue decline reflects transition to single data arrangement

- Expectation of significant long term growth potential as part of broader advertising and free user monetization strategy

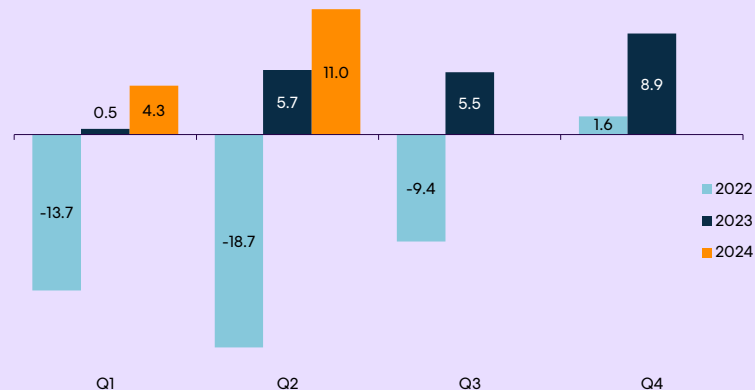
Expanding profitability

Leveraging the cost base as we scale

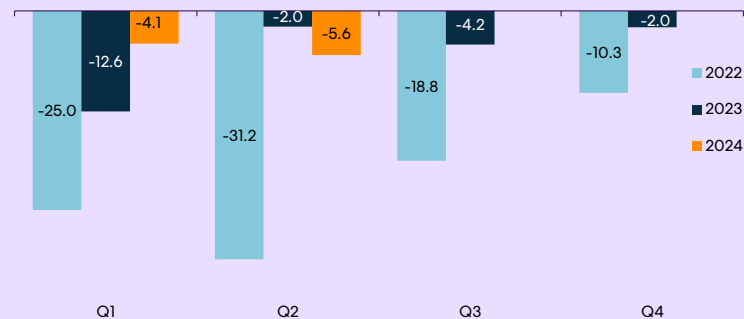
Costs are declining as a % of revenue¹



Adjusted EBITDA (\$M)



EBITDA (\$M)



¹Operating costs used within these calculations are Non-GAAP. For a reconciliation of GAAP to Non-GAAP operating costs refer to Appendix 3



Internal use only

03

2024 Outlook

Outlook

Life360 has updated its 2024 earnings guidance and expects to deliver the following metrics which include both the early revenue and set-up costs for the new advertising business, as well as an intentional reallocation of paid acquisition and other marketing costs from Q2'24 to Q3'24, resulting in a spend of approximately \$6.0 million more than in Q2'24 related to back to school and the new product launch for Tile:

- Consolidated revenue of \$370 million - \$378 million (upgraded from \$365 million - \$370 million), with Core subscription revenue¹ growth of 25%+ YoY (upgraded from 20%+ YoY);
 - Includes anticipated additional revenue of \$1-2 million from the extended Placer.ai partnership agreement;
- Positive Adjusted EBITDA² of \$36 million - \$41 million (upgraded from \$30 million - \$35 million);
- EBITDA² loss of \$(8) million to \$(13) million; including the \$5.8 million in IPO-related transaction costs;
- Positive Operating Cash Flow for each quarter of 2024; and
- Year-end cash, cash equivalents and restricted cash of \$150 million - \$160 million. The forecast includes expected significantly higher outflows from RSU settlements, the anticipated investment in Hubble, IPO proceeds and related transaction costs, and timing variations in working capital in Q4'24 related to hardware inventory and the new product launch.

The company expects to continue to be Adjusted EBITDA positive on a quarterly basis going forward, to achieve positive EBITDA in Q4 due to usual seasonality, and to be consistently EBITDA positive on a quarterly basis in 2025.

¹ 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.

² For definitions of EBITDA and Adjusted EBITDA and the use of these non-GAAP measures, as well as a reconciliation of Net Loss to EBITDA and Adjusted EBITDA see Appendix 3





04

Appendix

APPENDIX 1

Operating Metrics

(in millions, except ARPPC, ARPPS, ASP)	Q2 2024	Q1 2024	Q4 2023	Q3 2023	Q2 2023	Q1 2023
Core¹						
Monthly Active Users (MAU) - Global	70.6	66.4	61.4	58.4	54.0	50.8
U.S.	40.5	38.8	36.8	35.4	33.6	31.7
International	30.1	27.5	24.6	23.0	20.4	19.1
ANZ	2.4	2.2	2.0	1.9	1.7	1.6
Paying Circles - Total	2.0	1.9	1.8	1.7	1.6	1.6
U.S.	1.5	1.4	1.3	1.3	1.2	1.2
International	0.6	0.5	0.5	0.4	0.4	0.4
Average Revenue per Paying Circle (ARPPC)	\$ 125.96	\$ 123.97	\$ 124.17	\$ 119.97	\$ 119.25	\$ 120.70
Life360 Consolidated						
Subscriptions	2.7	2.5	2.4	2.3	2.2	2.1
Average Revenue per Paying Subscription (ARPPS)	\$ 104.00	\$ 102.02	\$ 102.17	\$ 101.33	\$ 97.83	\$ 97.98
Net hardware units shipped	0.7	0.5	1.7	1.1	0.7	0.6
Average Sale Price (ASP)	\$ 15.92	\$ 16.50	\$ 11.50	\$ 13.24	\$ 15.76	\$ 17.22
Annualized Monthly Revenue (AMR)	\$ 304.8	\$ 284.7	\$ 274.1	\$ 259.1	\$ 248.7	\$ 239.5
Additional KPI Related Information						
Subscription revenue	\$ 65.7	\$ 61.6	\$ 59.8	\$ 56.6	\$ 52.7	\$ 51.7
Non-Core subscription revenue	\$ (5.5)	\$ (5.8)	\$ (5.9)	\$ (7.2)	\$ (4.7)	\$ (5.5)
Core subscription revenue²	\$ 60.2	\$ 55.8	\$ 53.9	\$ 49.4	\$ 48.0	\$ 46.2
Subscription revenue bundling related adjustment	\$ (1.3)	\$ (1.2)	\$ (1.2)	\$ (1.2)	\$ (0.7)	—
Hardware revenue bundling related adjustment	\$ 1.3	\$ 1.2	\$ 1.2	\$ 1.4	\$ 1.1	—

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	Q2 2024	Q2 2023
Revenue		
Subscription	\$ 65.7	\$ 52.7
Hardware	11.9	11.6
Other	7.3	6.5
Total revenue	84.9	70.8
Cost of Revenue		
Cost of subscription revenue	10.4	6.4
Cost of hardware revenue	9.9	8.7
Cost of other revenue	0.9	0.9
Total cost of revenue	21.2	16.0
Gross Profit	63.6	54.8
Operating expenses		
Research and development	27.0	23.2
Sales and marketing	24.4	23.3
General and administrative	14.6	12.5
Total operating expenses	66.0	59.0
Loss from operations	(2.4)	(4.2)
Other income (expense), net		
Convertible notes fair value adjustment	—	(0.3)
Derivative liability fair value adjustment	—	(0.3)
Loss on settlement of convertible notes	(0.4)	—
Gain on settlement of derivative liability	1.9	—
Other income (expense), net	(4.6)	0.6
Total other income (expense), net	(3.1)	0.1
Loss before income taxes	(5.5)	(4.1)
Provision for income taxes	5.5	0.3
Net loss	\$ (11.0)	\$ (4.4)
Net loss per share, basic and diluted	\$ (0.15)	\$ (0.07)
Weighted-average shares used in computing net loss per share, basic and diluted	70,760,080	66,467,200

Note: Numbers may not sum due to rounding

APPENDIX 2

Balance Sheet

\$M	June 30, 2024	December 31, 2023
Current Assets:		
Cash and cash equivalents	\$ 160.8	\$ 69.0
Accounts receivable, net	40.6	42.2
Inventories	5.5	4.1
Costs capitalized to obtain contracts, net	1.0	1.0
Prepaid expenses and other current assets	10.5	15.2
Total current assets	218.4	131.4
Restricted cash, noncurrent	1.2	1.7
Property and equipment, net	1.7	0.7
Costs capitalized to obtain contracts, noncurrent	1.0	0.8
Prepaid expenses and other assets, noncurrent	5.5	6.8
Operating lease right-of-use asset	0.9	1.0
Intangible assets, net	43.5	45.4
Goodwill	133.7	133.7
Total Assets	\$ 405.9	\$ 321.7
Liabilities and Stockholders' Equity		
Current Liabilities:		
Accounts payable	\$ 10.0	\$ 5.9
Accrued expenses and other current liabilities	32.1	27.5
Convertible notes, current	—	3.4
Deferred revenue, current	35.5	33.9
Total current liabilities	77.6	70.8
Convertible notes, noncurrent	—	1.1
Derivative liability, noncurrent	—	0.2
Deferred revenue, noncurrent	0.9	1.8
Other liabilities, noncurrent	0.7	0.7
Total Liabilities	\$ 79.2	\$ 74.7
Commitments and Contingencies		
Stockholders' Equity		
Common Stock	0.1	0.1
Additional paid-in capital	632.5	532.1
Accumulated deficit	(305.9)	(285.1)
Total stockholders' equity	326.7	247.1
Total Liabilities and Stockholders' Equity	\$ 405.9	\$ 321.7

Note: Numbers may not sum due to rounding

Cash Flow

	Six Months Ended June 30, 2024	2023
Cash Flows from Operating Activities:		
Net loss	\$ (20.7)	\$ (18.5)
Adjustments to reconcile net loss to net cash provided by (used in) operating activities:		
Depreciation and amortization	4.7	4.5
Amortization of costs capitalized to obtain contracts	0.7	0.9
Amortization of operating lease right-of-use asset	0.2	0.5
Stock-based compensation expense, net of amounts capitalized	19.0	18.2
Compensation expense in connection with revolving notes	—	0.1
Non-cash interest expense, net	0.1	0.3
Convertible notes fair value adjustment	0.6	0.2
Derivative liability fair value adjustment	1.7	0.2
Loss on settlement of convertible notes	0.4	—
Gain on settlement of derivative liability	(1.9)	—
Non-cash revenue from investment	(0.9)	(1.0)
Inventory write-off	—	0.9
Adjustment in connection with membership benefit	—	(2.1)
Changes in operating assets and liabilities, net of acquisitions:		
Accounts receivable, net	1.6	(0.3)
Prepaid expenses and other assets	6.0	(0.9)
Inventories	(1.4)	(0.5)
Costs capitalized to obtain contracts, net	(0.8)	(1.0)
Accounts payable	4.1	(6.7)
Accrued expenses and other current liabilities	(0.8)	(1.4)
Deferred revenue	1.5	1.1
Other liabilities, noncurrent	(0.1)	(0.0)
Net cash provided by (used in) operating activities	13.9	(5.5)
Cash Flows from Investing Activities:		
Internal use software	(2.3)	(0.9)
Purchase of property and equipment	(0.1)	(0.0)
Net cash used in investing activities	(2.3)	(0.9)
Cash Flows from Financing Activities:		
Indemnity escrow payment in connection with an acquisition	—	(13.1)
Proceeds from the exercise of stock options and warrants	4.5	1.6
Taxes paid related to net settlement of equity awards	(15.9)	(8.6)
Proceeds from issuance of common stock in U.S. initial public offering, net of underwriting discounts and commissions	93.0	—
Payments of U.S. initial public offering issuance costs	(1.8)	—
Proceeds from repayment of notes due from affiliates	—	0.3
Net cash provided by (used in) financing activities	79.7	(19.8)
Net Increase (Decrease) in Cash, Cash Equivalents, and Restricted Cash	91.3	(26.2)
Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period	70.7	90.4
Cash, Cash Equivalents, and Restricted Cash at the End of the Period	\$ 162.0	\$ 64.2

APPENDIX 3

GAAP to Non-GAAP reconciliation

Operating expenses

\$M	Q2 2024	Q2 2023
Research and development expense, GAAP	27.0	23.2
Less: Stock-based compensation	(6.5)	(5.3)
Total Research and development, Non-GAAP	20.5	17.9
Sales and marketing expense, GAAP	24.4	23.3
Less: Depreciation and amortization	(1.1)	(1.1)
Less: Stock-based compensation	(0.8)	(0.6)
Less: Severance and other	—	(0.1)
Total Sales and marketing expense, Non-GAAP	22.5	21.6
General and administrative expense, GAAP	14.6	12.5
Less: Stock-based compensation	(3.1)	(3.0)
Less: Severance and other	(0.3)	(0.4)
Total General and administrative expense, Non-GAAP	11.2	9.1
Total Operating expenses, GAAP	66.0	59.0
Less: Depreciation and amortization	(1.1)	(1.1)
Less: Stock-based compensation	(10.4)	(8.9)
Less: Severance and other	(0.3)	(0.5)
Total Operating expenses, Non-GAAP	54.3	48.6

Note: Numbers may not sum due to rounding

APPENDIX 3

Non-GAAP Financial Measures

\$M	Three Months Ended June 30,	
	2024	2023
Net loss	(11.0)	(4.4)
Add (deduct):	—	—
Convertible notes fair value adjustment ¹	—	0.3
Derivative liability fair value adjustment ¹	—	0.3
Loss on settlement of convertible notes	0.4	—
Gain on settlement of derivative liability	(1.9)	—
Provision for income taxes	5.5	0.3
Depreciation and amortization ²	2.4	2.3
Other income, net	(1.0)	(0.6)
EBITDA	(5.6)	(2.0)
Stock-based compensation	10.8	9.3
IPO-related transaction costs, including secondary offering costs	5.8	—
Workplace restructuring costs ³	—	0.5
Adjustment in connection with membership benefit ⁴	—	(2.1)
Adjusted EBITDA	11.0	5.7

¹To reflect the change in fair value of the September 2021 Convertible Notes and derivative liability associated with the July 2021 Convertible Notes

²Includes depreciation on fixed assets and amortization of intangible assets

³Relates to non-recurring personnel and severance related expenses in connection with the workplace restructuring announced on January 12, 2023

⁴Relates to an adjustment recorded to reduce product costs recorded to cost of revenue in connection with the discontinuation of certain battery related membership benefits

Note: Numbers may not sum 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.

EBITDA and Adjusted EBITDA

In addition to total revenue, net loss and other results under GAAP, we utilize non-GAAP calculations of earnings before interest, taxes, depreciation and amortization (“EBITDA”) and adjusted earnings before interest, taxes, depreciation and amortization (“Adjusted EBITDA”). EBITDA is defined as net loss, excluding (i) convertible notes and derivative liability fair value adjustments, (ii) gain and loss on settlement of convertible notes and derivative liability (iii) provision for income taxes, (iv) depreciation and amortization and (v) other income, net. Adjusted EBITDA is defined as net loss, excluding (i) convertible notes and derivative liability fair value adjustments, (ii) gain and loss on settlement of convertible notes and derivative liability (iii) provision for income taxes, (iv) depreciation and amortization, (v) other income, net, (vi) stock-based compensation, (vii) IPO-related transaction costs, (viii) workplace restructuring costs, (ix) the write-off of obsolete inventory, and (x) the adjustment in connection with membership benefit.

These items are excluded from EBITDA and 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 EBITDA and Adjusted EBITDA provide 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 EBITDA and Adjusted EBITDA in this presentation because they are key measurements 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, these non-GAAP financial measures are 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 these non-GAAP financial measures in addition to other financial performance measures presented in accordance with GAAP, including various cash flow metrics, net loss and our other GAAP results.

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

APPENDIX 3

Non-GAAP Financial Measures cont'd

The following table presents a reconciliation of net loss, the most directly comparable GAAP measure, to Adjusted profit from ordinary activities after tax.

\$M	Three Months Ended June 30,	
	2024	2023
Net loss	(11.0)	(4.4)
Stock-based compensation	10.8	9.3
IPO-related transaction costs, including secondary offering costs	5.8	—
Workplace restructuring costs ¹	—	0.5
Adjustment in connection with membership benefit ²	—	(2.1)
Amortization attributable to intangible assets in connection with acquisitions	2.2	2.2
Adjusted profit from ordinary activities after tax	7.8	5.4

Adjusted profit from ordinary activities after tax

Adjusted profit from ordinary activities after tax is defined as net loss, excluding (i) stock-based compensation, (ii) IPO-related transaction costs, (iii) workplace restructuring costs, (iv) adjustment in connection with membership benefit and (v) amortization attributable to intangible assets in connection with acquisitions. The above items are excluded from net loss 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. 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 loss and our other GAAP results.

¹ Relates to non-recurring personnel and severance related expenses in connection with the workplace restructuring announced on January 12, 2023

² Relates to an adjustment recorded to reduce product costs recorded to cost of revenue in connection with the discontinuation of certain battery related membership benefits.

Note: Numbers may not sum due to rounding



Thank you

