

A photograph of three young adults sitting in the back of a car at night. A young man with brown hair is in the left seat, smiling. A young woman with long dark hair is in the middle seat, smiling and looking towards the right. A young woman with long curly blonde hair is in the right seat, smiling and looking towards the middle. They are all wearing seatbelts. The car's interior is visible, including the headrests and windows. The background is dark, suggesting it is nighttime.

Q1'25

Investor Presentation

12 May 2025 US PT
13 May 2025 AEDT



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4. Competitive landscape



trial use only

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



~83.7M

Global Monthly
Active Users



170+

Countries where
available in Apple
App Store¹



398 billion

Miles driven with
Life360 Crash
Detection³



#4

Top Social
Networking App⁴

\$103.6m

+32% YoY

Q1'25 Revenue



~2.4M

Global Paying
Circles



15%

U.S. Penetration²



63 billion

Safe arrival
notifications³



10.4M+

Monthly active
Tile devices

\$15.9m

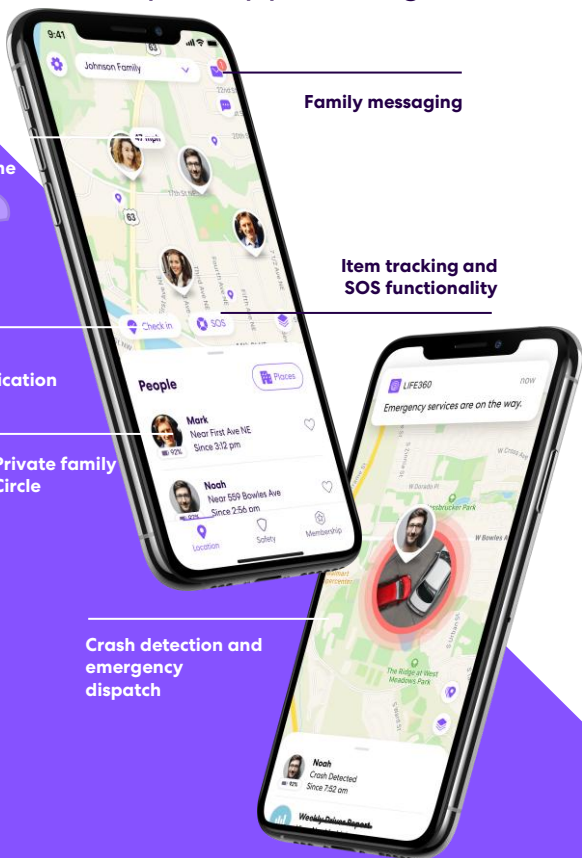
15% Margin

Q1'25 Adjusted
EBITDA⁵

Note: As of March 31, 2025 unless otherwise stated. ¹ Available in 133 countries through Google Play Store. ² U.S. smartphone penetration based on approximately 45.3 million U.S. MAUs as of March 2025 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. ³ LTM as of March 31, 2025. ⁴ By Daily Active Users on the Apple App Store in the U.S. as of March 2025. Source: data.ai, a Sensor Tower company ⁵ 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 (Loss) to Adjusted EBITDA see Appendix 3.

Distinctive product offering

Life360 is a super-app serving families of all types



Family messaging

Item tracking and
SOS functionality

Real-time
driving

One-tap
communication

Private family
Circle

Crash detection and
emergency
dispatch



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



Comprehensive Offering

All-in-one solution for real life

Families of all stages

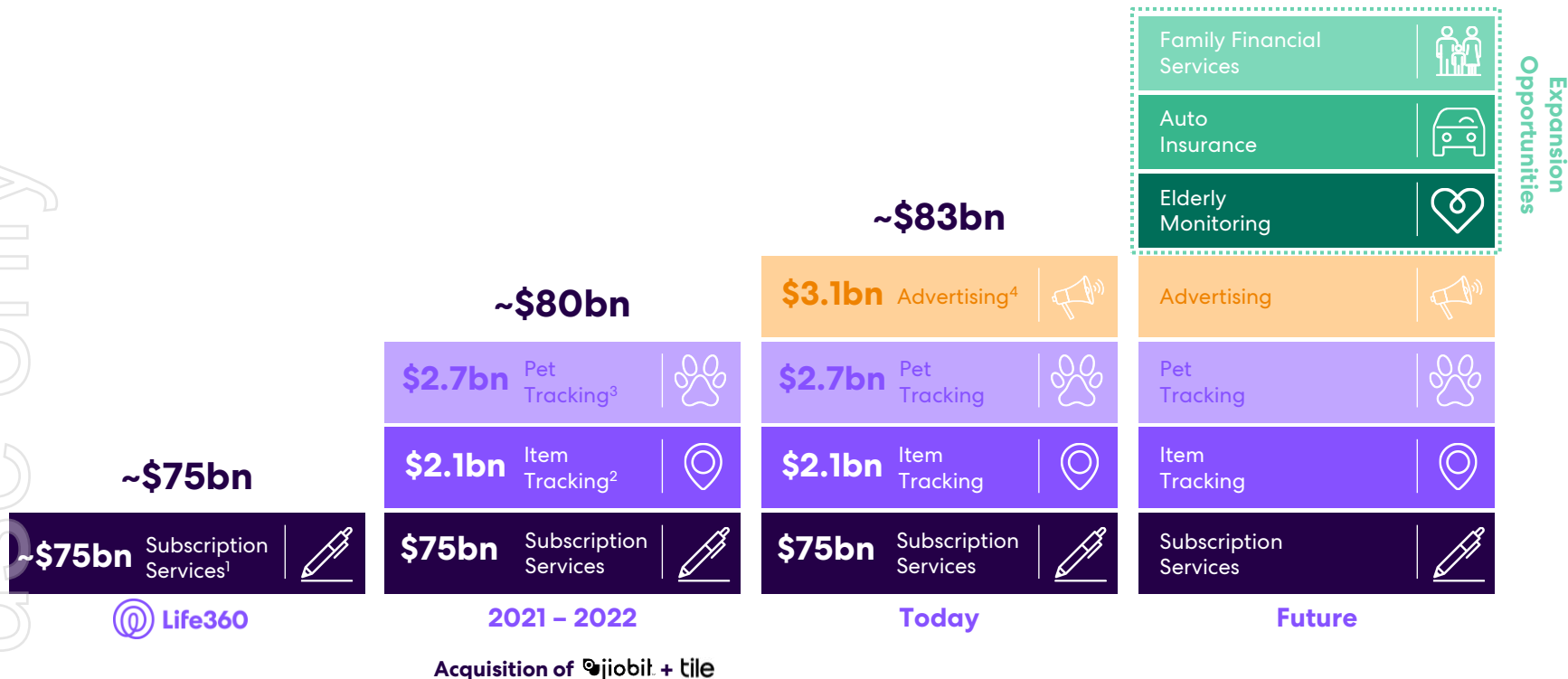
New drivers

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).

Expanding reach beyond parents with teens

Member Base Expansion

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

Current Member Base Focus

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

35%

Of Circles are Families with Teens ^{1,3}

70%

of U.S. households have at least one pet ⁴

3.3

members per Paying Circle on average ³

17%

Of Circles are Couples ^{2,3}

13% → 17%

(2010) (2020)

of the U.S. population is 65 or older

Source: U.S. Census Data, HealthforAnimals

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. ⁴ As of 2021.

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



Indirect



First Party Data Monetization



Hubble Partnership



Advertising



Ads for Free Members



Access unique audiences 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



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 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



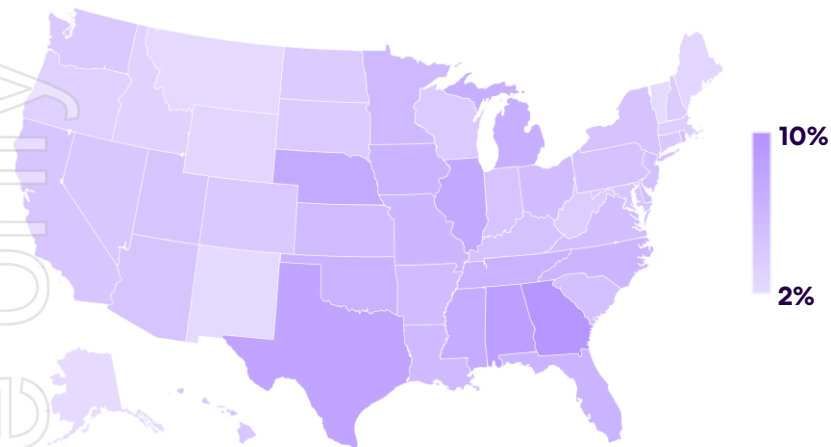
Expand profitability

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

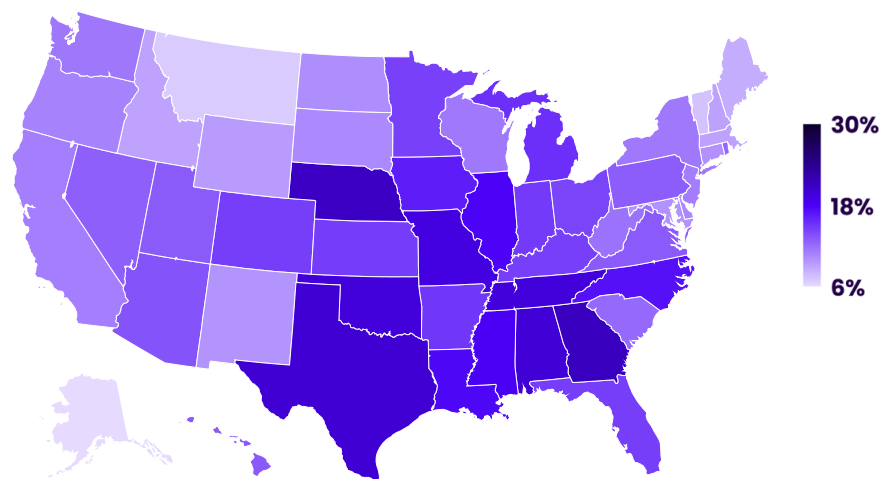
Long remaining runway in U.S. penetration



Penetration by State (2020)



Penetration by State (2025)



States with more than 6% penetration in 2020 experienced **over 146% penetration growth on average from March 2020 to March 2025**, underpinning the remaining meaningful runway in the U.S.

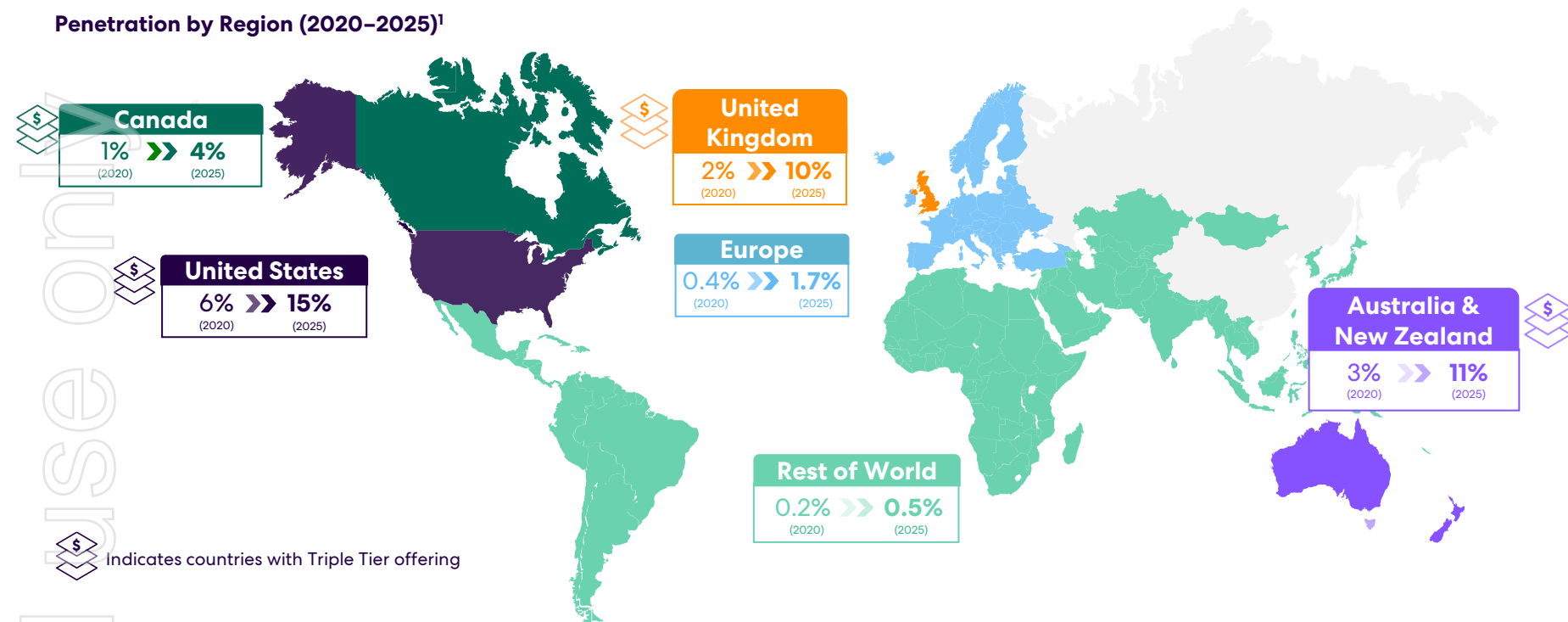
Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, and Company Data.

Large global opportunity

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



Penetration by Region (2020–2025)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 March 31, 2025 unless otherwise noted.

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































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
in the US by DAUs as of March 2025 on
iPhone. ²Life360 ranked 4th in the US in the
social networking category on iOS by DAUs as of
March 2025 on a unified basis.

US iOS App Rankings by DAU ¹

13



Life360 Family Locator
Life360

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































#13

US iOS Social Networking App Rankings by DAU ²

4



Life360 Family Locator
Life360

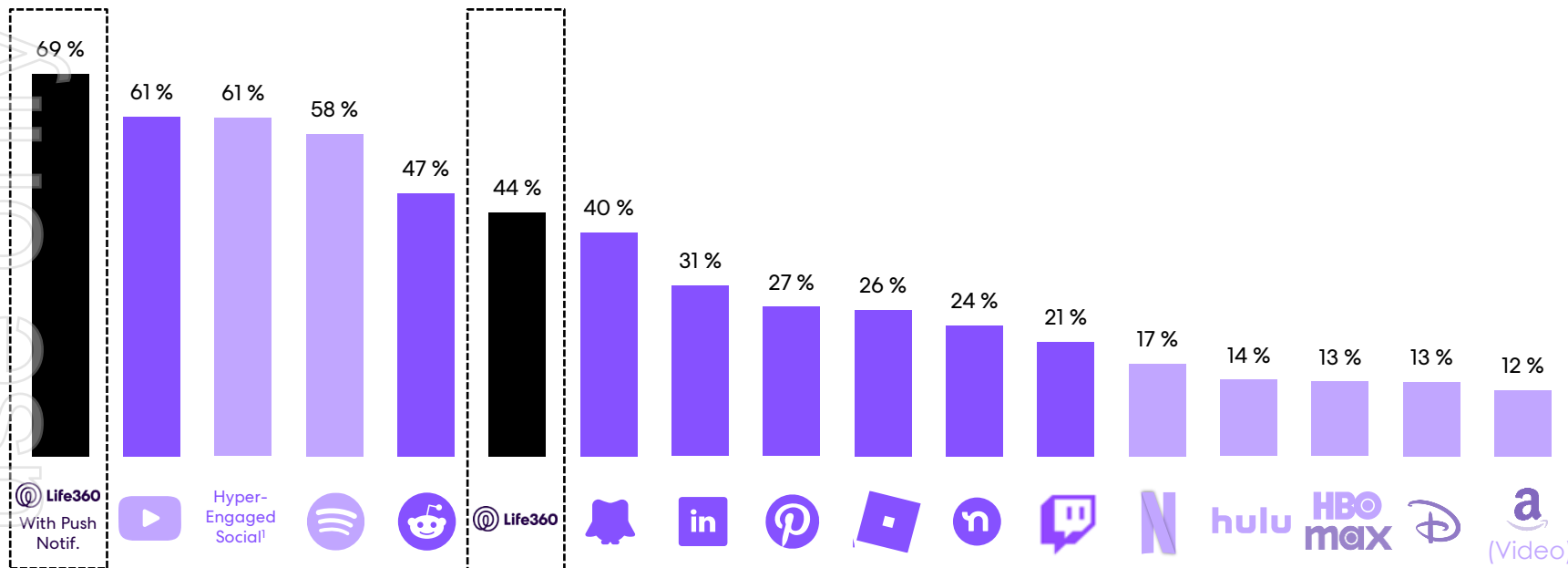
| | | | |
|----|---|----|---|
| 1 |  Facebook Meta | 16 |  Signal Private Messenger Open Whisper Systems |
| 2 |  Facebook Messenger Meta | 17 |  BAND NAVER |
| 3 |  WhatsApp Messenger WhatsApp | 18 |  Viber Viber Media |
| 4 |  Life360 Family Locator Life360 | 19 |  Wizz Wizz |
| 5 |  Discord Discord | 20 |  Zangi Messenger Secret Phone |
| 6 |  BeReal Voodoo Gaming | 21 |  Tumblr Tumblr |
| 7 |  Threads Instagram | 22 |  Marco Polo Video Walkie Talkie Jaya Communications |
| 8 |  GroupMe Skype | 23 |  Messenger Kids Meta |
| 9 |  Google Duo Google | 24 |  Bluesky Social Bluesky PBLLC |
| 10 |  Red - Shop the World Xingin | 25 |  Skype Skype |
| 11 |  WeChat Tencent | 26 |  HoYoLAB miHoYo |
| 12 |  LINE LINE | 27 |  sendit Iconic Hearts |
| 13 |  Telegram Telegram | 28 |  Grindr Grindr |
| 14 |  Locket Widget Locket Labs | 29 |  KakaoTalk Kakao |
| 15 |  TextNow TextNow | 30 |  Pi Network SocialChain |

#4

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



US DAU/MAU Ratio (%)

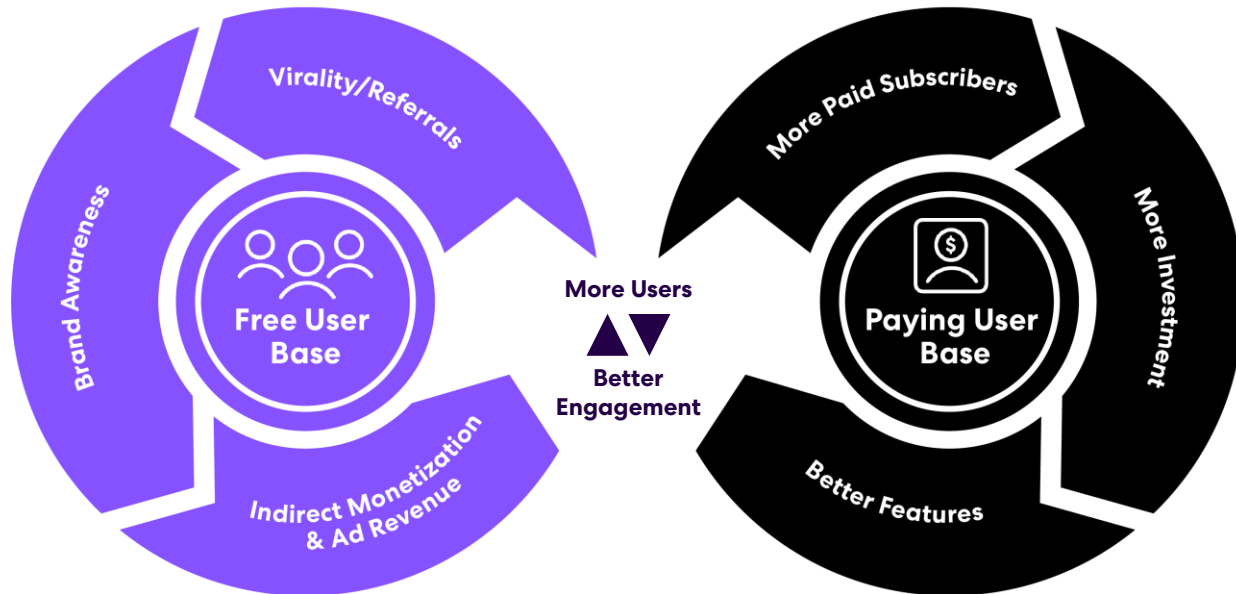


Source: Sensor Tower company as of March 31, 2025; Company Data for Life360 metrics.

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

Our freemium flywheel drives our growth

Network effects enhance new member acquisition and fuel competitive advantages





Loyal and engaged user base enables monetization through Triple Tier membership

Current Triple Tier Membership Bundles (US, UK, Canada, ANZ)

| | | | |
|---|--|--|---|
| <p>FREE MEMBERSHIP \$0.00/mo</p>  <ul style="list-style-type: none">✓ SOS✓ Place Alert (2 places)✓ Location History (2 days)✓ Crash Detection✓ Family Driving Summary✓ Battery Monitoring | <p>SILVER MEMBERSHIP \$7.99/mo</p>  <ul style="list-style-type: none">+ Place Alert (5 places)+ Location History (7 days)+ Stolen Phone Protection (\$100)+ Ad-Free Experience | <p>GOLD MEMBERSHIP \$14.99/mo</p>  <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) | <p>PLATINUM MEMBERSHIP \$24.99/mo</p>  <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) |
| | <p>13% of US Paying Circles¹</p> | <p>83% of US Paying Circles¹</p> | <p>4% of US Paying Circles¹</p> |

¹As of March 31, 2025. Note: Membership bundles shown represent U.S. offering. Services differ slightly by region.

Scaling the international opportunity

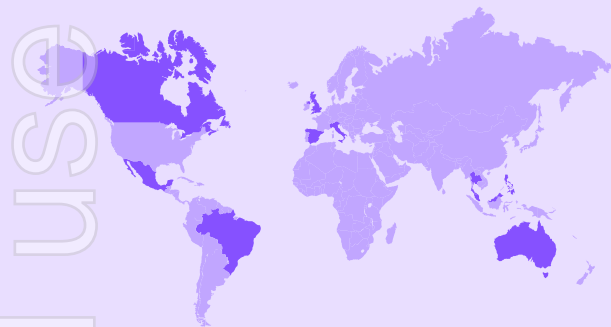
Growing usage and increasing monetization globally



Top 10 International MAU countries¹

(65% of total International)

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

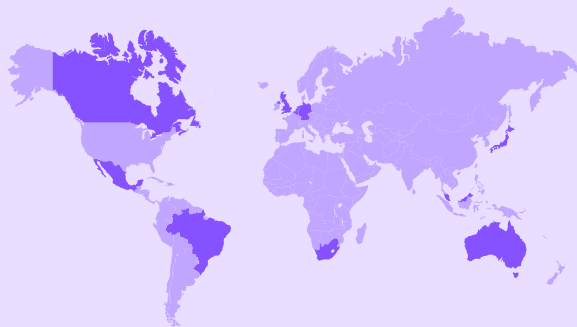


¹Data as of Q1'25

Top 10 International Revenue countries¹

(76% of total International)

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



Triple Tier

UK, ANZ & CA

- High income markets similar to the U.S. with a driving culture
- Subscription benefits around driving and digital safety (e.g., roadside assistance and identity theft protection)

Dual Tier

Rest of World: Non-Triple Tier Countries

- Subscription revenue growth opportunity
- Learnings to inform next targets for Triple Tier offerings

Life360 is a one-stop holistic experience vs competitors

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



Mobile



4.8

Life360 App Ranking
(vs. Find My at 2.8)

45%

of Total Paying
Circles are cross-
platform

Devices



10.4M+

Monthly active
Tile devices¹

65%

of surveyed U.S.
pet owner member
base has interest in
a pet tracker

Premium Services



**Emergency
assistance**



**+ Digital
safety**



**+ Additional
safety
features**

@ Life360



Competitors



chipolo ANKER Apple AirTag **fi**



¹As of March 31, 2025.

Life360's family safety focus creates a competitive moat

Providing peace of mind and engagement for families versus generic solutions



Engaging family focus



Safety Solutions



Devices



Cross-Platform



Proprietary Technology Platform



1 in 7
U.S. Smartphone
Owners Use
Life360¹

5x
App Opens
per Day¹

#1
Brand Attribute²
"Peace
of mind"

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

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

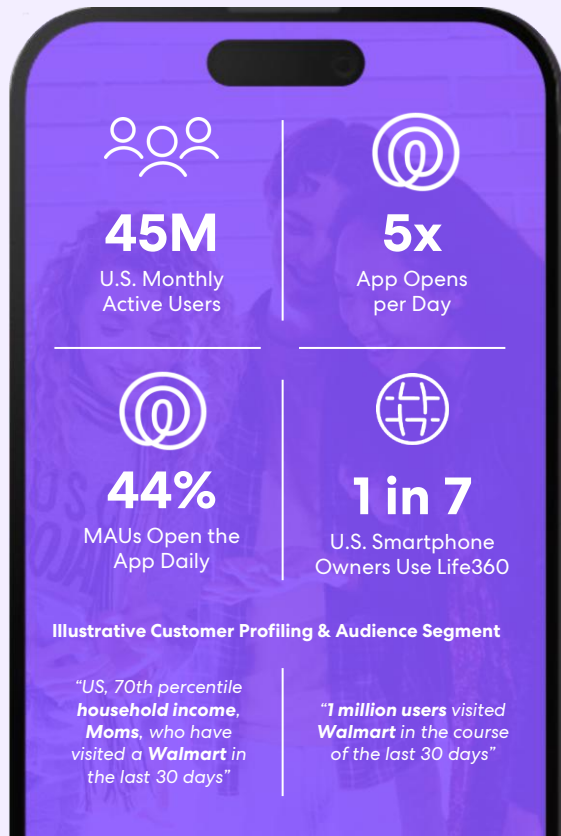
¹As of March 31, 2025. ²Life 360 Brand Tracking research - April 2024 Fielding (based out of the 23 brand attributes tested). ³According to April 2024 NPS creator, Bain & Co. for US Adults aged 31-60.

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



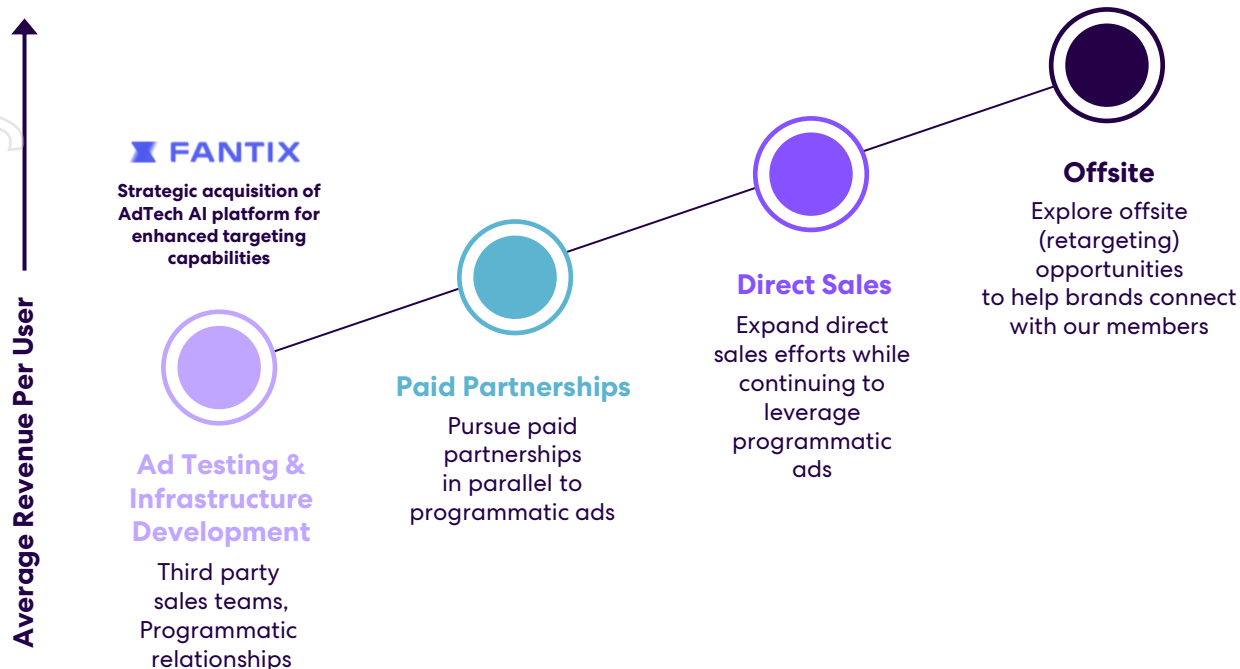
Loyal User Base
of families that retains on the platform¹



Note: All metrics as of March 31, 2025 unless otherwise noted. ¹ Based on MAU and Paying Circles by Registration Year data.



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



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

Life360's differentiated advertising platform reach and capabilities



Audience Engine

Thousands of Unique Audiences and Targeting Capabilities
(ex. US, 70th percentile household income, Moms, who have visited a Walmart in the last 30 days)



Measurement Engine

Helping brands understand advertising impact with physical store visits

Offsite Inventory Types

Connected TV/OTT

Display

Online Video

Digital Out of Home

Audio

Partners

OpenX

PubMatic

Magnite

theTradeDesk

/LiveRamp

Onsite / In App Advertising

Banner Ads | Push Notifications
Email | Interstitials | On Map



You've landed, where to next?



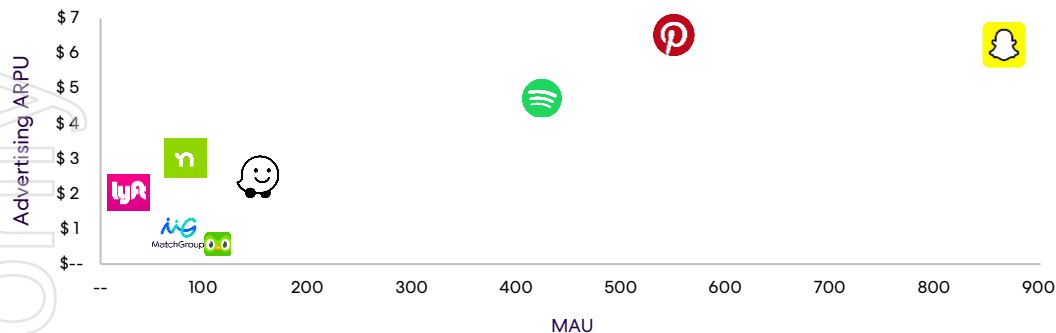
Finding you the closest driver



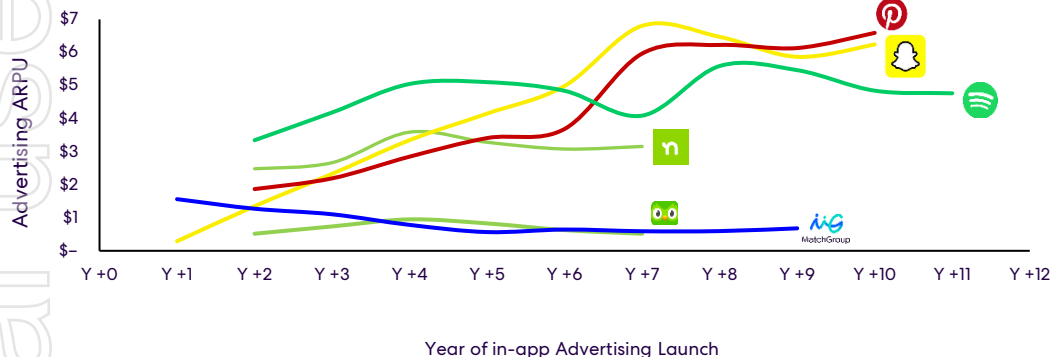
The advertising opportunity for Life360

Data indicates long-term growth potential in advertising revenue

Ad Revenue ARPU by MAU (M)^{1,2}



Ad Revenue ARPU from Launch^{1,3}



Large Market Opportunity

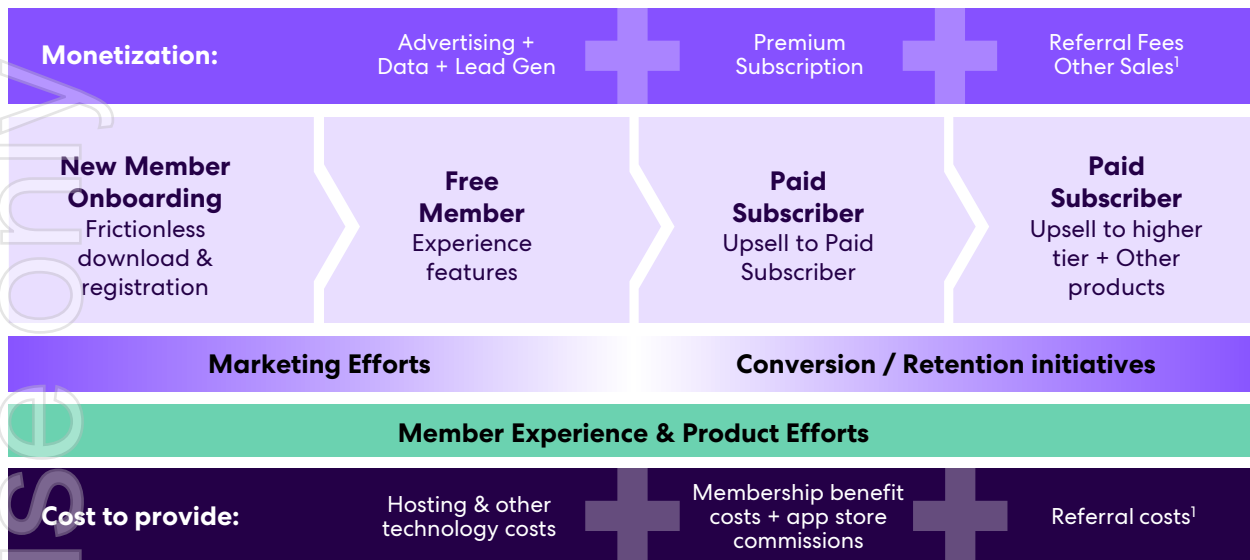
\$402bn

Global Mobile Advertising Spend⁴
(2024 estimate)

¹Based on public filings, Wall Street Journal, FactSet Consensus Estimates, Reuters, Visible Alpha Consensus Estimates. Nextdoor MAU estimated using a WAU to MAU conversion rate of 0.59. Match Group MAU estimated using a Payer to MAU conversion rate of 0.165. Snapchat MAU estimated using a DAU / MAU conversion rate of 0.5275. ²Waze MAU and ad revenue reflects estimated 2022 figures. Waze and Lyft data not available over time. ³Limited Y + 0 and Y + 1 ARPU data is publicly available. ⁴Data.ai, a Sensor Tower company.

Life360's digital based freemium business

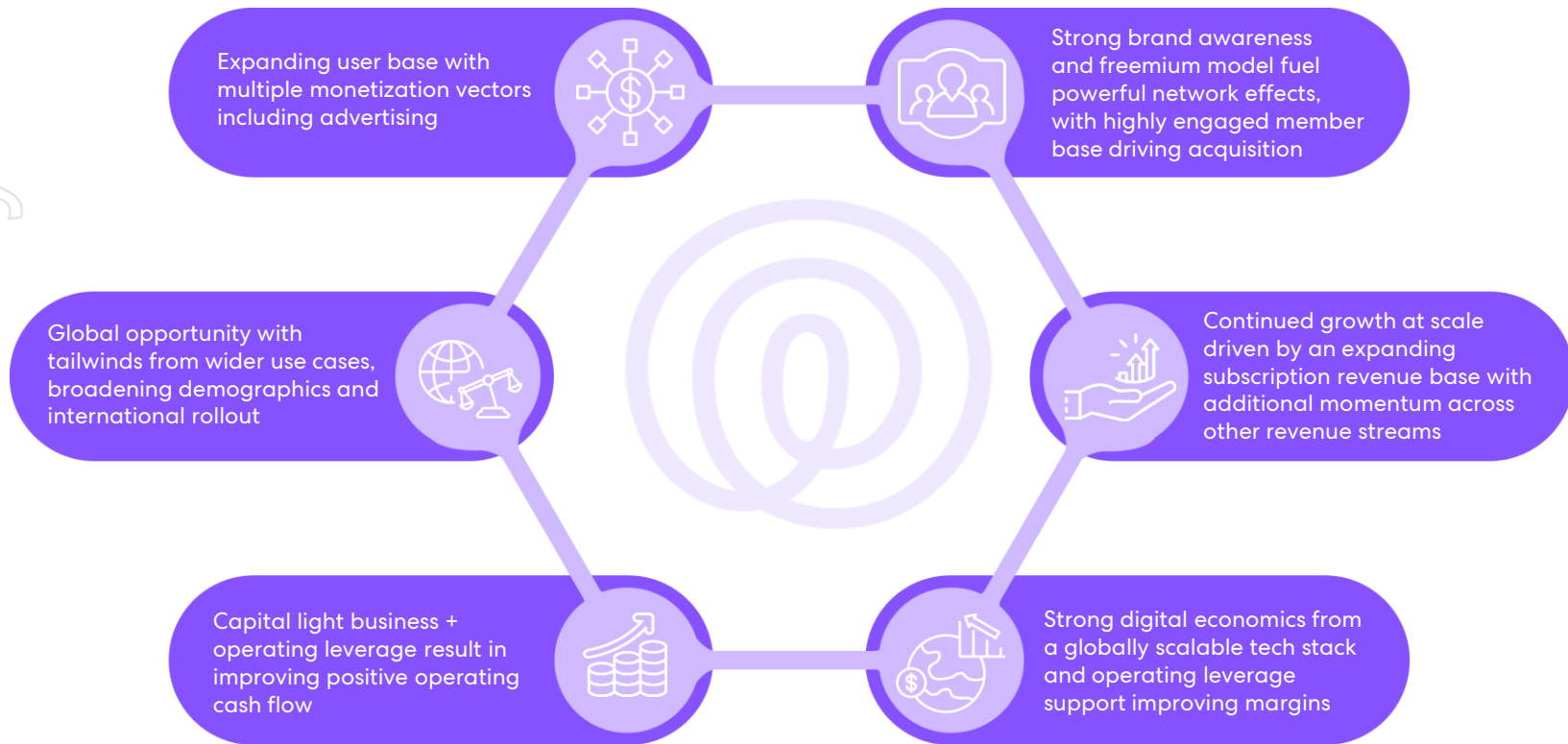
Freemium model becomes powerful at scale



- 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.

Life360's highly attractive financial model



02

Financial Update Q1'25

Q1'25 Achievements

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



Growing our audience

~83.7m

Global Monthly Active Users (MAU)
+ 26% YoY

39%

YoY growth in International MAU



Scaling paid offerings

~2.4m

Global Paying Circles
+ 26% YoY

137k

Quarterly net adds, an all-time Q1 record



Creating new revenue streams



Initial infrastructure established to build advertising revenue stream



Expansion of B2B indirect monetization



Expanding profitability

\$103.6m

Q1'25 Revenue
+32% YoY

\$15.9m

Q1'25 Adjusted EBITDA
15% Margin

Q1'25 Results Summary

Delivering on growth

| \$M | Q1'25 | Q1'24 | \$ Change | % ch YoY |
|---|--------------|-------------|-------------|-------------|
| Revenue | | | | |
| Subscription | 81.9 | 61.6 | 20.3 | 33 % |
| Hardware | 8.9 | 10.2 | (1.3) | (13)% |
| Other | 12.8 | 6.5 | 6.4 | 99 % |
| Total revenue | 103.6 | 78.2 | 25.4 | 32 % |
| Annualized Monthly Revenue (AMR) ¹ | 393.0 | 284.7 | 108.3 | 38 % |
| Operating expenses | 81.4 | 66.4 | 15.0 | 23 % |
| Net Income (Loss) | 4.4 | (9.8) | 14.2 | |
| Adjusted EBITDA (Non-GAAP) ² | 15.9 | 4.3 | 11.7 | 272 % |
| Cash and cash equivalents ³ | 170.4 | 74.6 | 95.8 | 128 % |
| Operating cash flow | 12.1 | 10.7 | 1.4 | 13 % |

Note: Numbers may not add or recalculate 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.

²Adjusted 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 (Loss) to Adjusted EBITDA see Appendix 3.

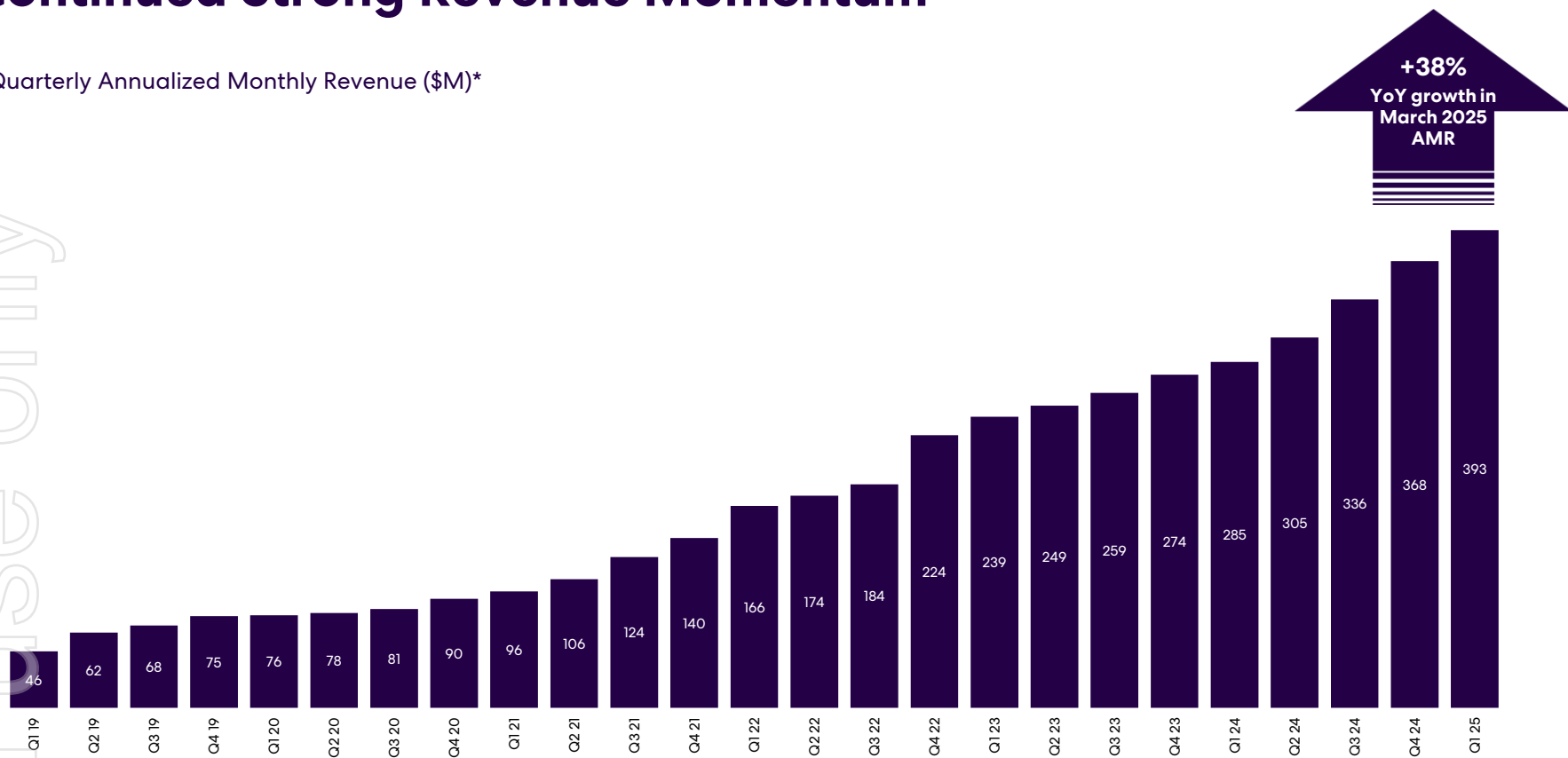
³Cash and cash equivalents includes Restricted Cash.

Commentary

- Continued strong subscription revenue momentum, up 33% including hardware subscriptions, and 37% for Life360 subscriptions
- Hardware revenue decrease of 13%, primarily driven by a reduction in bundled offerings and an increase in discounts
- Other revenue increase of 99% due to increases in data and partnership revenue, which includes advertising revenue
- Annualized Monthly Revenue up 38% to \$393.0 million
- Operating expenses increased 23%, demonstrating strong operating leverage given the revenue uplift of 32%
- Adjusted EBITDA expansion driven by strong subscription revenue growth and increased operating leverage

Continued Strong Revenue Momentum

Quarterly Annualized Monthly Revenue (\$M)*

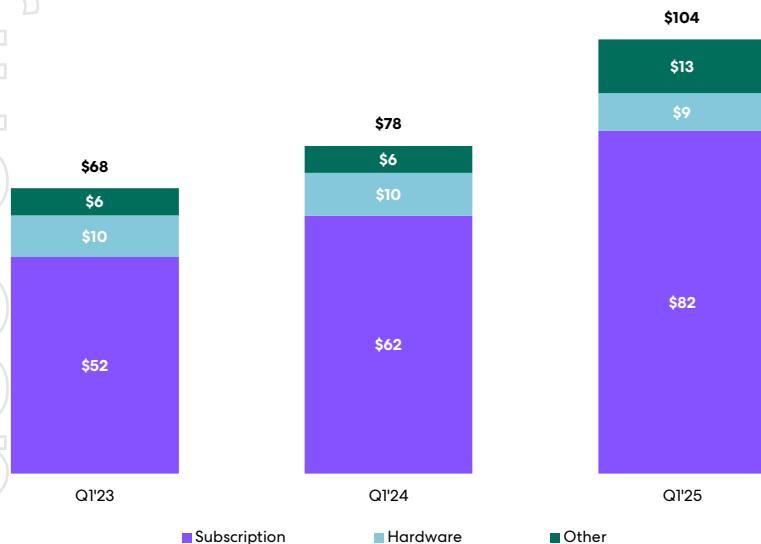


* Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements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

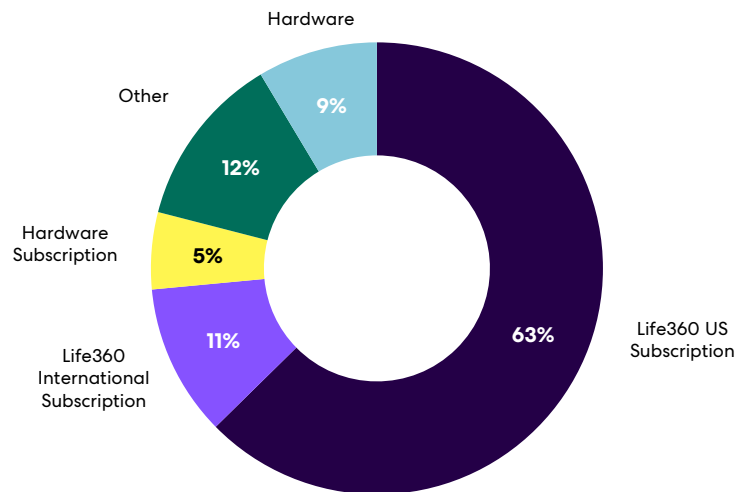
Consolidated Revenue

Q1'25 year over year growth of 32%

Quarterly revenue (\$M)



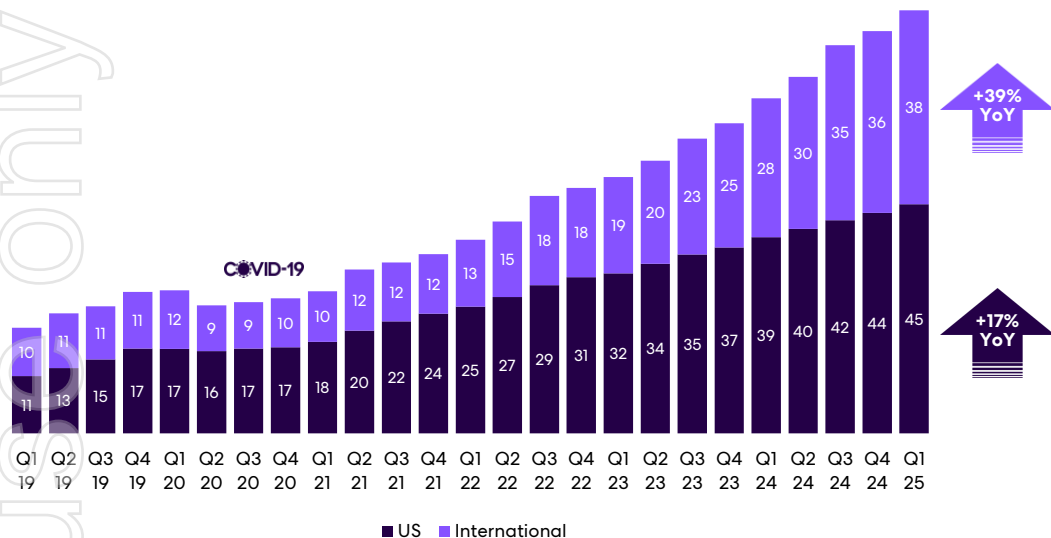
Total consolidated revenue breakdown



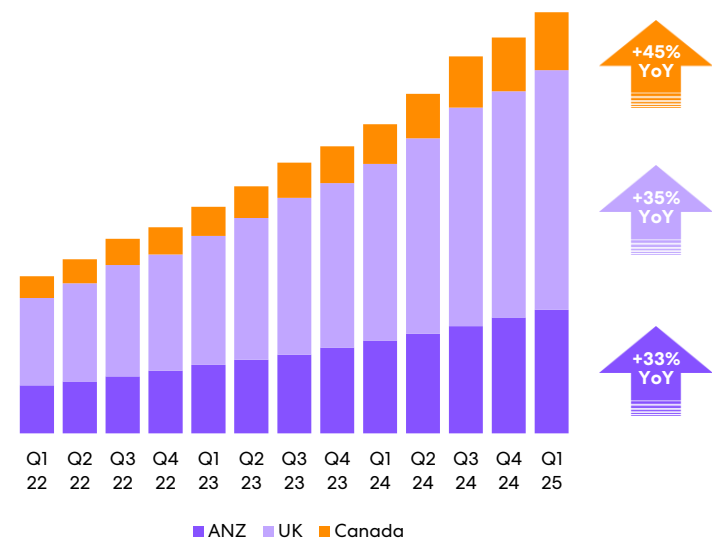
Global MAU

Q1'25 year over year growth of 26%, with significant contribution from organic channels

Life360 Core Monthly Active Users (MAU)(M)



International Triple Tier launch countries MAU



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

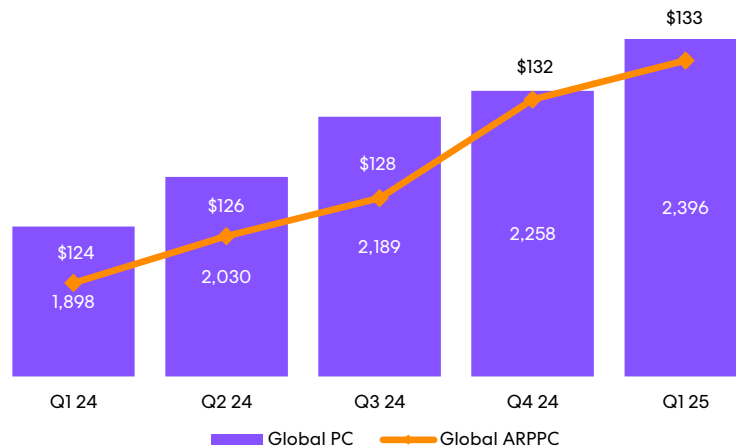
Subscription Revenue

33% revenue growth underpinned by 26% YoY uplift in Paying Circles and 8% YoY increase in ARPPC

Consolidated Quarterly Subscription revenue (\$M)



Global Paying Circles and Global ARPPC



- Strong subscription growth across U.S. and international, with consolidated subscription revenue uplift of 33% YoY in Q1'25 including the contribution of hardware subscriptions
- Core Life360 subscription revenue growth of 37% YoY in Q1'25, benefitting from strong Paying Circles growth of 26% YoY

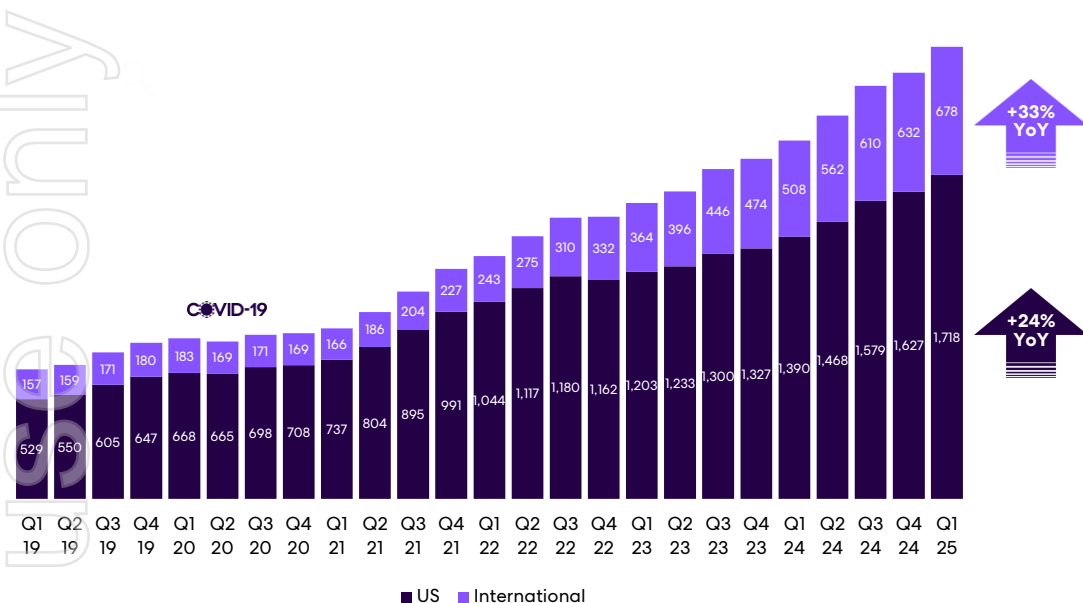
- Core Life360 Subscription revenue growth also supported by price increases in the U.S. for new and existing subscribers and a shift in product mix towards higher priced products

- Additional uplift from international regions due to legacy subscriber price increases and the launch of Dual Tier in non-Triple Tier markets, as well as legacy subscriber price increases in the Triple Tier UK and ANZ markets

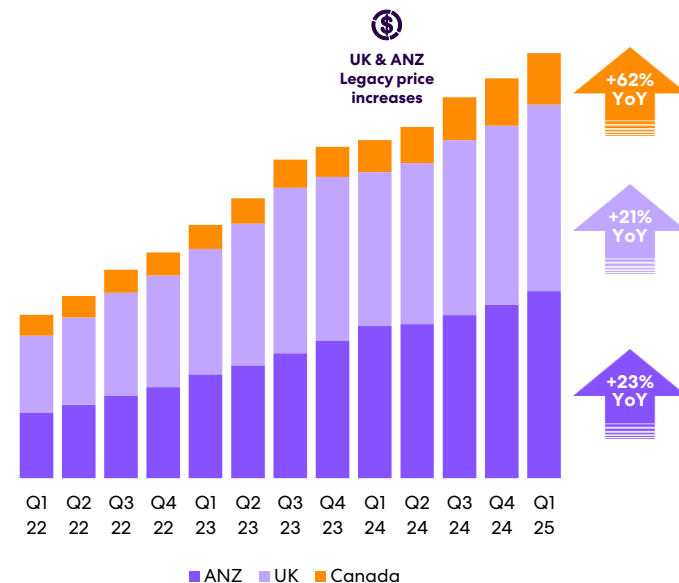
Paying Circles

Q1'25 year over year growth of 26%, while raising prices and improving customer value

Paying Circles by geography (000s)



International Triple Tier launch countries Paying Circles

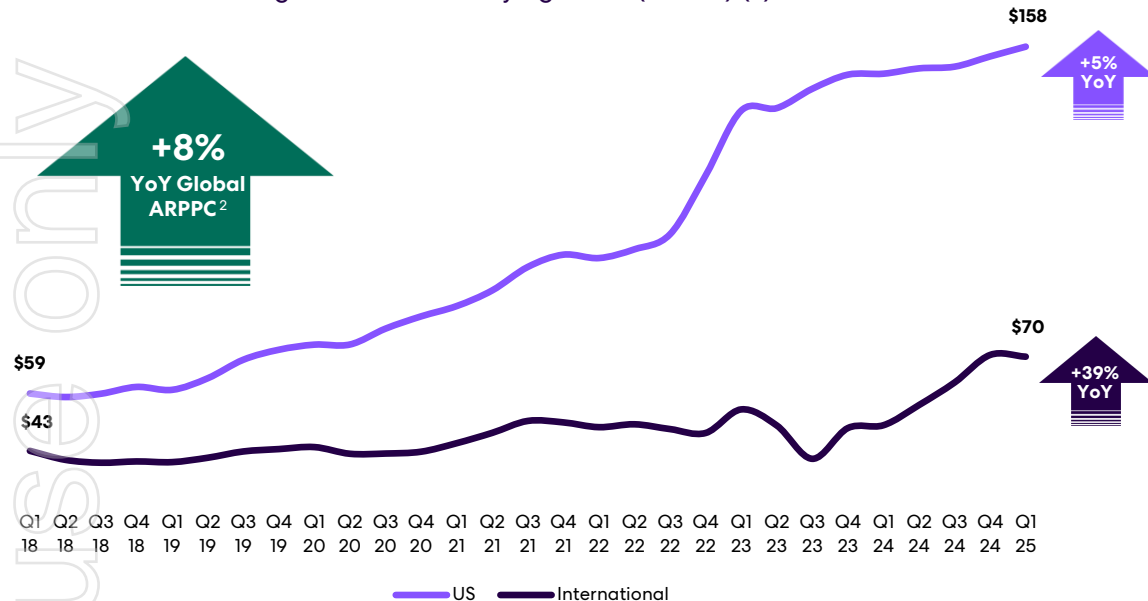


Note: Numbers may not add or recalculate due to rounding.

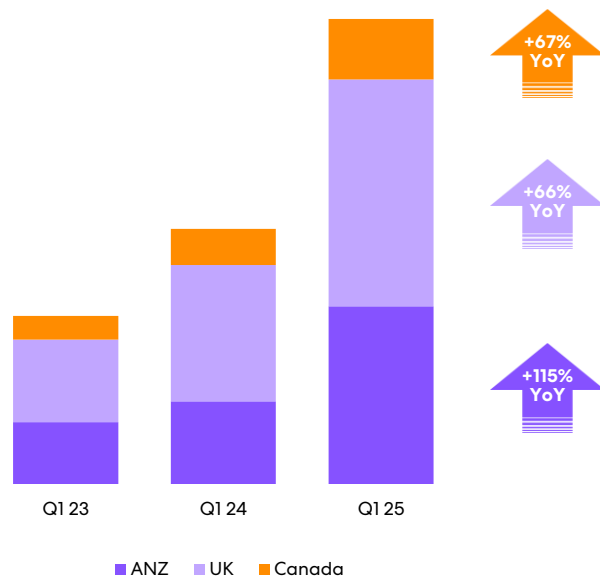
Average Revenue Per Paying Circle (ARPPC)

Triple Tier launches and annual subscription price increases driving ARPPC in the US and internationally

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



International Triple Tier launch countries revenue

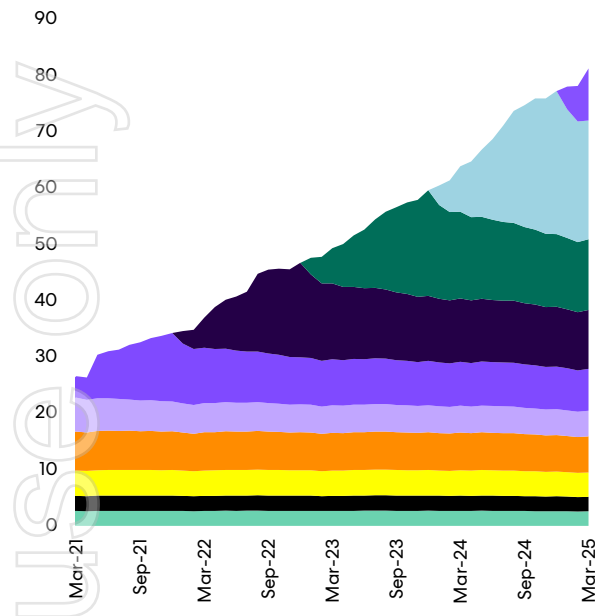


¹ U.S. Price increase took effect across all Membership tiers starting in August 2022.

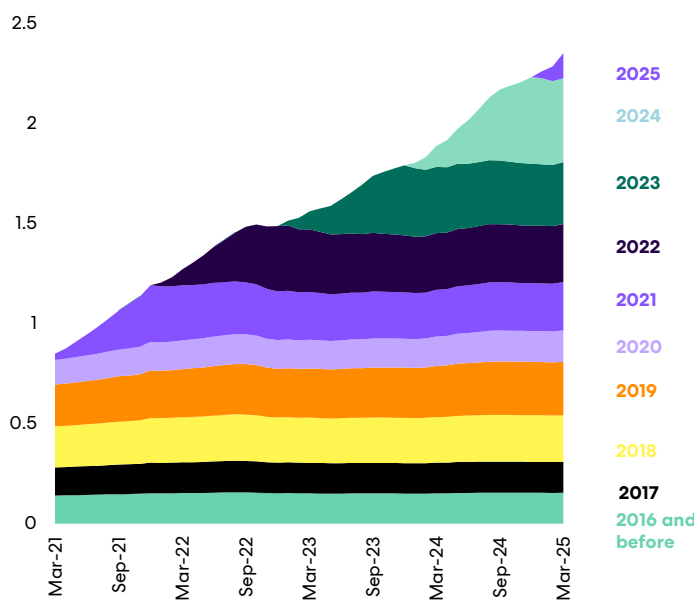
² The uplift to global ARPPC was tempered by a 6% increase in the weighting of international Paying Circles as a percentage of global Paying Circles, reflecting faster growth in international regions that have lower pricing relative to the U.S.

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)



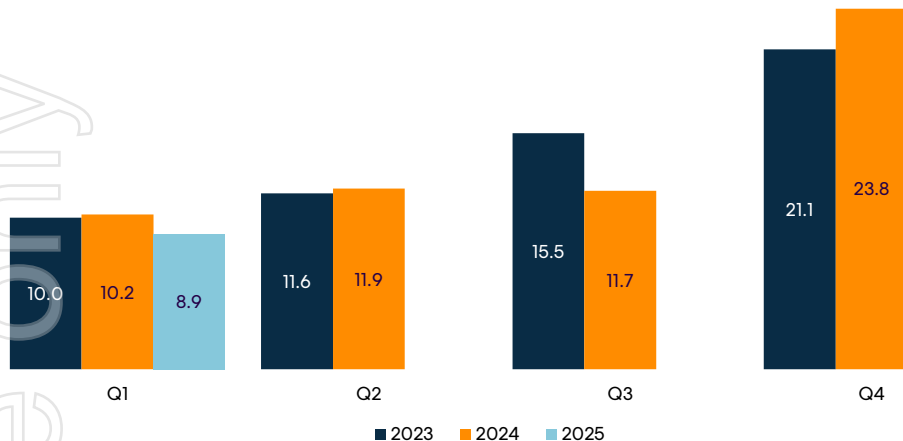
- Charts highlight that MAUs and Paying Circles by member registration year have **increased over time, demonstrating strong retention dynamics and ability to convert free members to paid over the long-term**
- Net subscriber retention has historically been consistent across member registration years, driving net **subscription revenue retention rate that is approximately 100%¹**

¹Based on the average monthly subscription revenue for the six months ended December 31, 2024 compared to the prior six-month period

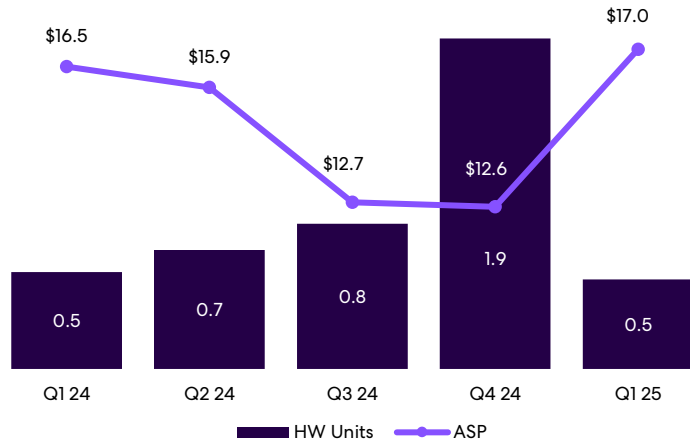
Hardware Revenue

Continued growth in percentage of U.S. Life360 subs with an active linked Tile

Quarterly Hardware revenue (\$M)



Hardware Units Shipped and ASP (\$)



- Q1'25 hardware revenue decrease of 13% YoY, primarily driven by a reduction in bundled offerings and an increase in discounts

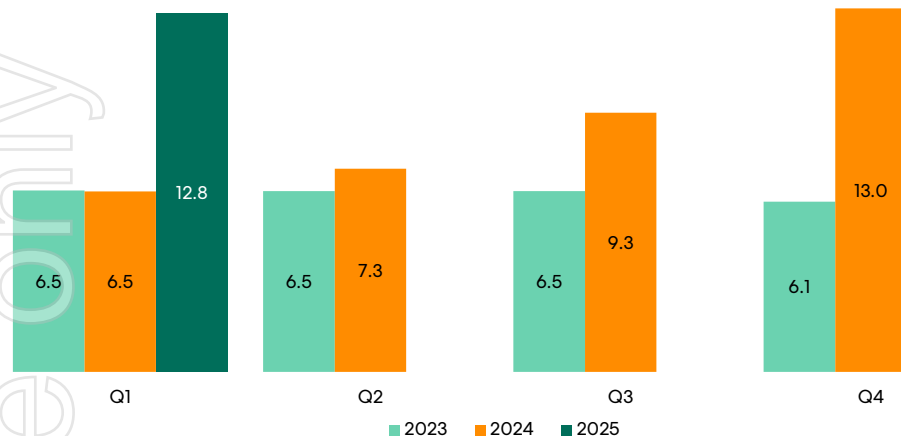
- Q1'25 ASP increased 3% YoY primarily due to a shift in channel mix and fewer returns while net hardware units shipped decreased 8% YoY primarily due to a decrease in enterprise channel sales

- Observed YoY increase in Tiles sold into Life360 user base, which is expected to continue with full integration of premium Tile features into Life360 app

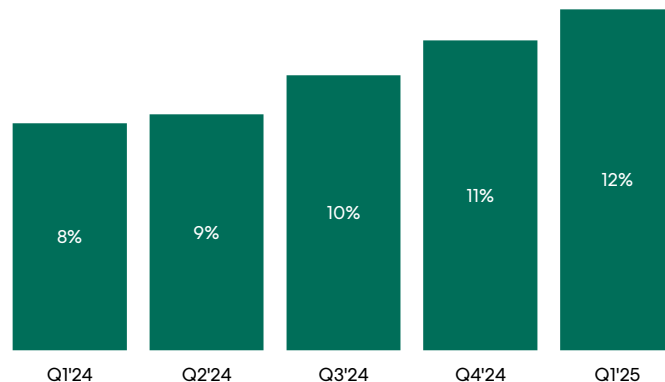
Other Revenue

Revenue uplift supported by advertising ramp-up and continued monetization of free user base

Quarterly Other revenue (\$M)



Other Revenue as % of Total Revenue



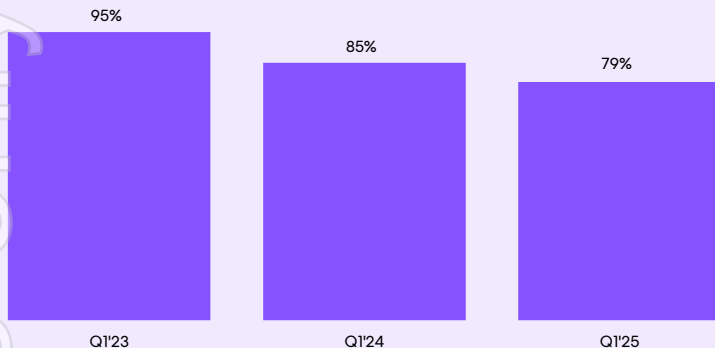
- Q1'25 Other revenue growth of 99% YoY reflects increases in data and partnership revenue, which includes advertising revenue
- Significant uplift in Q1'25 YoY driven primarily by advertising revenue contribution and renegotiated data agreement with Placer.ai in July 2024

- Other revenue continues to expand as a percentage of total revenue, driving positive impacts on gross margin
- 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 with Adjusted EBITDA margin expansion of 10% YoY

Operating Expenses declining as a % of revenue



Adjusted EBITDA (\$M) & Margin (%)



- Operating expenses as a % of revenue have declined over time, reaching 79% in Q1'25, demonstrating strong continued operating leverage

- Adjusted EBITDA margin expansion to 15% in Q1'25 driven by strong subscription revenue growth and increased operating leverage
- Q1'25 represents 10th consecutive quarter of positive Adjusted EBITDA



03

FY'25 Outlook

Outlook

For FY'25, Life360 expects to deliver the following metrics:

- Consolidated revenue of \$450 - \$480 million comprised of:
 - Subscription revenue of \$355 million - \$365 million;
 - Hardware revenue of \$40 million - \$50 million;
 - Other revenue of \$55 million - \$65 million; and
- Positive Adjusted EBITDA¹ of \$65 million - \$75 million.

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 (Loss) to Adjusted EBITDA, see Appendix 3



04

Appendix

APPENDIX 1

Operating Metrics

| (in millions, except ARPPC, ARPPS, ASP) | Q1 2025 | Q4 2024 | Q3 2024 | Q2 2024 | Q1 2024 | Q4 2023 |
|--|-----------|-----------|-----------|-----------|-----------|-----------|
| Life360 Core⁽¹⁾ | | | | | | |
| Monthly Active Users (MAU) - Global | 83.7 | 79.6 | 76.9 | 70.6 | 66.4 | 61.4 |
| U.S. | 45.3 | 43.7 | 42.2 | 40.5 | 38.8 | 36.8 |
| International | 38.4 | 36.0 | 34.7 | 30.1 | 27.5 | 24.6 |
| ANZ | 2.9 | 2.7 | 2.5 | 2.4 | 2.2 | 2.0 |
| Paying Circles - Total | 2.4 | 2.3 | 2.2 | 2.0 | 1.9 | 1.8 |
| U.S. | 1.7 | 1.6 | 1.6 | 1.5 | 1.4 | 1.3 |
| International | 0.7 | 0.6 | 0.6 | 0.6 | 0.5 | 0.5 |
| Average Revenue per Paying Circle (ARPPC) | \$ 133.42 | \$ 131.76 | \$ 127.57 | \$ 125.96 | \$ 123.97 | \$ 124.17 |
| Life360 Consolidated | | | | | | |
| Subscriptions | 3.0 | 2.9 | 2.8 | 2.7 | 2.5 | 2.4 |
| Average Revenue per Paying Subscription (ARPPS) | \$ 112.98 | \$ 110.43 | \$ 106.27 | \$ 104.00 | \$ 102.02 | \$ 102.17 |
| Net hardware units shipped | 0.5 | 1.9 | 0.8 | 0.7 | 0.5 | 1.7 |
| Average Sale Price (ASP) | \$ 16.99 | \$ 12.56 | \$ 12.69 | \$ 15.92 | \$ 16.50 | \$ 11.50 |
| Annualized Monthly Revenue (AMR) | \$ 393.0 | \$ 367.6 | \$ 336.2 | \$ 304.8 | \$ 284.7 | \$ 274.1 |
| Additional KPI Related Information | | | | | | |
| Subscription revenue | \$ 81.9 | \$ 78.8 | \$ 71.8 | \$ 65.7 | \$ 61.6 | \$ 59.8 |
| Non-Core subscription revenue | \$ (5.7) | \$ (5.7) | \$ (5.6) | \$ (5.5) | \$ (5.8) | \$ (5.9) |
| Core subscription revenue⁽²⁾ | \$ 76.2 | \$ 73.1 | \$ 66.2 | \$ 60.2 | \$ 55.8 | \$ 53.9 |
| Subscription revenue bundling related adjustment | \$ (0.4) | \$ (0.6) | \$ (1.4) | \$ (1.3) | \$ (1.2) | \$ (1.2) |
| Hardware revenue bundling related adjustment | \$ 0.4 | \$ 0.4 | \$ 1.4 | \$ 1.3 | \$ 1.2 | \$ 1.2 |

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 March 31, | |
|--|------------------------------|-----------------|
| | 2025 | 2024 |
| Revenue | | |
| Subscription revenue | \$ 81.9 | \$ 61.6 |
| Hardware revenue | 8.9 | 10.2 |
| Other revenue | 12.8 | 6.5 |
| Total revenue | 103.6 | 78.2 |
| Cost of Revenue | | |
| Cost of subscription revenue | 10.1 | 9.3 |
| Cost of hardware revenue | 8.6 | 8.0 |
| Cost of other revenue | 1.3 | 0.9 |
| Total cost of revenue | 20.1 | 18.2 |
| Gross Profit | 83.5 | 60.0 |
| Operating expenses | | |
| Research and development | 30.4 | 27.3 |
| Sales and marketing | 35.3 | 24.7 |
| General and administrative | 15.6 | 14.4 |
| Total operating expenses | 81.4 | 66.4 |
| Income (loss) from operations | 2.2 | (6.4) |
| Other income (expense), net | | |
| Convertible notes fair value adjustment | — | (0.6) |
| Derivative liability fair value adjustment | — | (1.7) |
| Other income, net | 2.0 | 0.3 |
| Total other income (expense), net | 2.0 | (2.0) |
| Income (loss) before income taxes | 4.2 | (8.4) |
| Provision for (benefit from) income taxes | (0.2) | 1.4 |
| Net income (loss) | \$ 4.4 | \$ (9.8) |
| Net income (loss) per share, basic | \$ 0.06 | \$ (0.14) |
| Net income (loss) per share, diluted | \$ 0.05 | \$ (0.14) |
| Weighted-average shares used in computing net income (loss) per share, basic | 75,699,493 | 68,535,626 |
| Weighted-average shares used in computing net income (loss) per share, diluted | 83,445,337 | 68,535,626 |

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

APPENDIX 2

Balance Sheet

| \$M | March 31, 2025 | December 31, 2024 |
|---|-------------------|----------------------|
| Current Assets: | | |
| Cash and cash equivalents | \$ 168.9 | \$ 159.2 |
| Accounts receivable, net | 52.0 | 58.0 |
| Inventory | 9.6 | 8.1 |
| Costs capitalized to obtain contracts, net | 1.2 | 1.1 |
| Prepaid expenses and other current assets | 18.5 | 14.6 |
| Total current assets | 250.1 | 241.0 |
| Restricted cash, noncurrent | 1.5 | 1.2 |
| Property and equipment, net | 2.6 | 1.8 |
| Costs capitalized to obtain contracts, noncurrent | 1.0 | 1.0 |
| Prepaid expenses and other assets, noncurrent | 22.0 | 21.6 |
| Operating lease right-of-use asset | 0.6 | 0.7 |
| Intangible assets, net | 43.0 | 40.6 |
| Goodwill | 134.6 | 133.7 |
| Total Assets | \$ 455.4 | \$ 441.6 |
| Liabilities and Stockholders' Equity | | |
| Current Liabilities: | | |
| Accounts payable | \$ 5.2 | \$ 5.5 |
| Accrued expenses and other current liabilities | 27.1 | 32.0 |
| Deferred revenue, current | 41.8 | 39.9 |
| Total current liabilities | 74.0 | 77.3 |
| Deferred revenue, noncurrent | 4.8 | 5.3 |
| Other liabilities, noncurrent | 0.3 | 0.4 |
| Total Liabilities | \$ 79.1 | \$ 83.0 |
| Commitments and Contingencies | | |
| Stockholders' Equity | | |
| Common Stock | 0.1 | 0.1 |
| Additional paid-in capital | 661.5 | 648.1 |
| Accumulated deficit | (285.3) | (289.7) |
| Total stockholders' equity | 376.3 | 358.5 |
| Total Liabilities and Stockholders' Equity | \$ 455.4 | \$ 441.6 |

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

Cash Flow

| | Three Months Ended March 31, | |
|---|------------------------------|--------------|
| | 2025 | 2024 |
| Cash Flows from Operating Activities: | | |
| Net income (loss) | \$ 4.4 | \$ (9.8) |
| Adjustments to reconcile net income (loss) to net cash provided by operating activities: | | |
| Depreciation and amortization | 2.9 | 2.3 |
| Amortization of costs capitalized to obtain contracts | 0.3 | 0.3 |
| Amortization of operating lease right-of-use asset | 0.1 | 0.1 |
| Stock-based compensation expense, net of amounts capitalized | 9.9 | 8.3 |
| Non-cash interest expense, net | — | 0.1 |
| Convertible notes fair value adjustment | — | 0.6 |
| Derivative liability fair value adjustment | — | 1.7 |
| Non-cash revenue from investments | (0.4) | (0.4) |
| Provision for credit losses | 0.3 | — |
| Changes in operating assets and liabilities, net of acquisition: | | |
| Accounts receivable, net | 5.6 | 5.1 |
| Prepaid expenses and other assets | (4.2) | 3.3 |
| Inventory | (1.5) | (2.2) |
| Costs capitalized to obtain contracts, net | (0.3) | (0.4) |
| Accounts payable | (0.1) | 3.5 |
| Accrued expenses and other current liabilities | (6.5) | (3.1) |
| Deferred revenue | 1.8 | 1.4 |
| Other liabilities, noncurrent | (0.1) | (0.1) |
| Net cash provided by operating activities | 12.1 | 10.7 |
| Cash Flows from Investing Activities: | | |
| Cash paid for acquisition | (2.8) | — |
| Internally developed software | (1.4) | (1.1) |
| Purchase of property and equipment | (0.1) | — |
| Net cash used in investing activities | (4.3) | (1.1) |
| Cash Flows from Financing Activities: | | |
| Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants | 12.8 | 2.4 |
| Taxes paid related to net settlement of equity awards | (10.6) | (8.1) |
| Net cash provided by (used in) financing activities | 2.2 | (5.7) |
| Net Increase in Cash, Cash Equivalents, and Restricted Cash | 9.9 | 3.9 |
| Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period | 160.5 | 70.7 |
| Cash, Cash Equivalents, and Restricted Cash at the End of the Period | 170.4 | 74.6 |

APPENDIX 3

GAAP to Non-GAAP reconciliations

Cost of revenue

| \$M | Three Months Ended March 31, | |
|---|------------------------------|-------------|
| | 2025 | 2024 |
| Cost of subscription revenue, GAAP | 10.1 | 9.3 |
| Less: Depreciation and amortization | (0.8) | (0.3) |
| Less: Stock-based compensation | (0.2) | (0.2) |
| Total cost of subscription revenue, Non-GAAP | 9.2 | 8.9 |
| Cost of hardware revenue, GAAP | 8.6 | 8.0 |
| Less: Depreciation and amortization | (1.0) | (0.9) |
| Less: Stock-based compensation | (0.2) | (0.2) |
| Total cost of hardware revenue, Non-GAAP | 7.4 | 6.9 |
| Cost of other revenue, GAAP | 1.3 | 0.9 |
| Less: Depreciation and amortization | (0.1) | — |
| Total cost of other revenue, Non-GAAP | 1.3 | 0.9 |
| Cost of revenue, GAAP | 20.1 | 18.2 |
| Less: Depreciation and amortization | (1.8) | (1.2) |
| Less: Stock-based compensation | (0.4) | (0.3) |
| Total cost of revenue, Non-GAAP | 17.9 | 16.6 |

Operating expenses

| \$M | Three Months Ended March 31, | |
|---|------------------------------|-------------|
| | 2025 | 2024 |
| Research and development expense, GAAP | 30.4 | 27.3 |
| Less: Stock-based compensation | (5.7) | (5.3) |
| Less: Other | (0.7) | — |
| Total Research and development, Non-GAAP | 23.9 | 21.9 |
| Sales and marketing expense, GAAP | 35.3 | 24.7 |
| Less: Depreciation and amortization | (1.1) | (1.1) |
| Less: Stock-based compensation | (1.3) | (0.6) |
| Total Sales and marketing expense, Non-GAAP | 32.9 | 23.0 |
| General and administrative expense, GAAP | 15.6 | 14.4 |
| Less: Stock-based compensation | (2.5) | (2.0) |
| Less: Other | (0.3) | (0.1) |
| Total General and administrative expense, Non-GAAP | 12.9 | 12.3 |
| Total Operating expenses, GAAP | 81.4 | 66.4 |
| Less: Depreciation and amortization | (1.1) | (1.1) |
| Less: Stock-based compensation | (9.5) | (7.9) |
| Less: Other | (1.0) | (0.1) |
| Total Operating expenses, Non-GAAP | 69.8 | 57.3 |

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

APPENDIX 3

Non-GAAP Financial Measures

| \$M | Three Months Ended March 31, | |
|---|------------------------------|------------|
| | 2025 | 2024 |
| Net income (loss) | 4.4 | (9.8) |
| Add (deduct): | | |
| Convertible notes fair value adjustment ⁽¹⁾ | — | 0.6 |
| Derivative liability fair value adjustment ⁽¹⁾ | — | 1.7 |
| Provision for (benefit from) income taxes | (0.2) | 1.4 |
| Depreciation and amortization ⁽²⁾ | 2.9 | 2.3 |
| Other income, net | (2.0) | (0.3) |
| Acquisition-related transaction costs ⁽³⁾ | 1.0 | — |
| Stock-based compensation | 9.9 | 8.3 |
| Workplace restructuring costs ⁽⁴⁾ | — | 0.1 |
| Adjusted EBITDA | 15.9 | 4.3 |

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 costs incurred in connection with the asset acquisition of Fantix, Inc., including one-time bonus payments.

⁴Relates to non-recurring personnel and severance related expenses.

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 (loss) 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 (loss), excluding (i) convertible notes and derivative liability fair value adjustments, (ii) provision for (benefit from) income taxes, (iii) depreciation and amortization, (iv) other income, net, (v) acquisition-related transaction costs, (vi) stock-based compensation, and (vii) workplace restructuring 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 (loss) and our other GAAP results.

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

APPENDIX 4

Competitive Landscape

| |  Life360 |  verizon |  AAA |  Geacoin |  LifeLock by Norton |  NOONLIGHT |  |  |
|----------------------------|---|---|---|---|---|---|---|---|
| Monthly Price | \$24.99 | \$14.99 | \$10.00 | \$14.99 | \$79.99 | \$4.99 | Free | Free |
| Membership | Family circle | Individual | Individual | Individual | Family circle | Individual | Individual | Individual |
| Features | | | | | | | | |
| Available on iOS & Android | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ | | ✓ |
| Roadside Assistance | ✓ | ✓ | ✓ | | | | | |
| SOS Alert | ✓ | ✓ | | | | ✓ | | |
| Driver Reports | ✓ | ✓ | | ✓ | | | | |
| Stolen Phone Reimbursement | ✓ | | | | | | | |
| Credit Monitoring | ✓ | | ✓ | | ✓ | | | |
| ID Theft Protection | ✓ | | ✓ | | ✓ | | | |
| Crash Detection | ✓ | ✓ | | ✓ | | ✓ | | |
| Disaster Assistance | ✓ | | | | | | | |
| Travel Assistance | ✓ | | ✓ | | | | | |
| Location Sharing | ✓ | ✓ | | ✓ | | | ✓ | ✓ |
| Stolen Funds Reimbursement | ✓ | | ✓ | | ✓ | | | |
| Item Tracking | ✓ | | | | | | ✓ | |
| In-App Messaging | ✓ | | | | | | | ✓ |

Note: Pricing and feature information sourced from publicly available data.



Thank
You

