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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**FORM 8-K**

**CURRENT REPORT**  
Pursuant to Section 13 or 15(d) of the  
Securities Exchange Act of 1934

**Date of Report (Date of earliest event reported): March 2, 2026**

**Life360, Inc.**

(Exact name of registrant as specified in its charter)

**Delaware**  
(State or other jurisdiction of  
incorporation or organization)

**001-42120**  
(Commission File Number)

**26-0197666**  
(I.R.S. Employer  
Identification No.)

**1900 South Norfolk Street, Suite 310**  
**San Mateo, CA 94403**  
(Address of principal executive offices, including zip code)

**(415) 484-5244**  
(Registrant's telephone number, including area code)

**Not applicable.**  
(Former name or former address, if changed since last report)

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Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Title of each class	Trading Symbol(s)	Name of each exchange on which registered
Common Stock, \$0.001 par value per share	LIF	The Nasdaq Stock Market LLC

For personal use only

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

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**Item 2.02 Results of Operations and Financial Condition.**

Life360, Inc., a Delaware corporation (“the Company”) is furnishing this Current Report on Form 8-K in connection with the disclosure of information, in the form of textual information from a media release issued on March 2, 2026. A copy of the media release is furnished as Exhibit 99.1 to this Current Report on Form 8-K.

**Item 7.01 Regulation FD Disclosure.**

The Company is furnishing this Item 7.01 of this Current Report on Form 8-K in connection with the disclosure of information, in the form of the textual information from a PowerPoint presentation to be given during a conference call and webcast on March 2, 2026 at 5:00 p.m. Eastern Time. A copy of the PowerPoint presentation to be used for the conference call and webcast is furnished as Exhibit 99.2 to this Current Report on Form 8-K.

The information in Item 2.02 (including Exhibit 99.1) and Item 7.01 (including Exhibit 99.2) of this Current Report on Form 8-K is furnished and shall not be deemed to be “filed” for the purpose of Section 18 of the Securities Exchange Act of 1934, as amended (the “Exchange Act”) or otherwise subject to the liabilities of that section, nor shall it be deemed incorporated by reference into any filing under the Securities Act of 1933, as amended, or the Exchange Act, except as shall be expressly set forth by specific reference in such a filing.

The replay of the conference call and webcast will be available on the Company’s website located at [www.life360.com](http://www.life360.com), although the Company reserves the right to discontinue that availability at any time.

**Item 9.01 Financial Statements and Exhibits.**

*(d) Exhibits*

Exhibit No.	Description
99.1	<a href="#">Media release of the Registrant dated March 2, 2026</a>
99.2	<a href="#">Life360, Inc. Investor Presentation</a>
104	Cover Page Interactive Data File - the cover page XBRL tags are embedded within the Inline XBRL document

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**LIFE360, INC.**

Dated: March 2, 2026

By: /s/ Russell Burke

Russell Burke

Chief Financial Officer

March 2, 2026

# Life360 Reports Record Q4 2025 Results

*Monthly Active Users Reached Approximately 95.8 million; Up 20% Year-Over-Year  
Record Annual Global Net Additions of 576 thousand Paying Circles, Reaching 2.8 million Total  
Total Annual Revenue Grew 32% Year-Over-Year to \$489.5 million  
Annualized Monthly Revenue Increased 30% Year-Over-Year to \$478.0 million  
Record Annual Adjusted EBITDA of \$93.2 million*

SAN FRANCISCO, California. Life360, Inc. (Life360 or the Company) (NASDAQ: LIF, ASX: 360), the provider of the market leading family safety and connection mobile application, today announced unaudited financial results for the fourth quarter (Q4) and audited financial results for the full year ended December 31, 2025.

Building on the momentum of prior quarters, the Company achieved record-breaking results across key metrics, including Monthly Active Users (MAU), Paying Circles, Global Net Additions, Subscription Revenue, Annualized Monthly Revenue, Net Income, and Adjusted EBITDA.

"2025 was a landmark year for Life360. For the first time in company history, we achieved annual net income, reflecting both the fundamental strength of our freemium model and the operating discipline we've built over the past several years," said Life360 Chief Executive Officer Lauren Antonoff. "We exited the year with 95.8 million monthly active users, 2.8 million Paying Circles with record annual net additions, full-year revenue growth of 32%, and 105% growth of Adjusted EBITDA."

"Beyond the numbers, we made significant progress building our family super app platform in 2025. We introduced Pet GPS, our first fully in-house created device, and launched simultaneously across five global markets. We acquired Fantix, enabling proprietary location-based Place Ads and attribution measurement with Uplift. And we completed the Nativo acquisition in January 2026, creating a full-stack advertising platform with Fortune 500 relationships and thousands of publishers. Together, these initiatives establish Life360 as a multi-engine platform combining subscription excellence with emerging advertising scale.

"We are deep into the transition to become an AI-first company. Organization-wide active AI adoption has grown to over 95%, accelerating our execution and expanding what's possible for families on our platform. We see AI as an opportunity to accelerate our path and deepen our moat. Our core use case is durable because it is anchored in real people moving through the physical world, generating data that further deepens our advantage.

"These accomplishments bring us closer to achieving our strategic goals of surpassing 150 million MAU and \$1 billion in annual revenue, delivering consistent Adjusted EBITDA margin expansion on our path to above 35%. We enter 2026 with accelerating Paying Circles growth, our multi-engine business model scaling, and strong conviction in our ability to deliver substantial value for Life360 members, advertisers, partners, and shareholders."

"Life360 delivered strong financial performance in 2025, exceeding our guidance across all key metrics," said Chief Financial Officer Russell Burke. "Full year revenue grew 32% year-over-year to \$489.5 million, and Adjusted EBITDA grew 105% year-over-year to \$93.2 million. We also achieved our first full year of profitability with net income of \$150.8 million, or \$32.5 million after excluding a significant one-time, non-cash tax benefit of \$118.4 million,<sup>1</sup> demonstrating the significant leverage inherent in our business model as we scale. Fourth quarter Adjusted EBITDA margin expanded to 22%, our highest quarterly margin to date, with full year margin reaching 19%.

"We ended 2025 with \$495.8 million in cash, a significant increase from \$160.5 million at year-end 2024, primarily driven by operating cash flow of \$88.6 million, up 172% year-over-year, and the net proceeds from our June 2025 convertible notes offering. This provides substantial financial flexibility to invest in our highest-return growth opportunities while maintaining disciplined capital allocation.

"Looking ahead to 2026, we expect revenue growth acceleration driven by both our core subscription business and the scaling of our advertising platform. We plan to invest in strategic initiatives including international expansion, advertising platform scaling, and continued product innovation, while remaining committed to balancing growth investment with margin expansion, and we are on track to achieving our strategic target of above 35% Adjusted EBITDA margin."

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

## Q4'25 Financial Highlights

- Total Q4'25 revenue of \$146.0 million, a YoY increase of 26%, with total subscription revenue of \$102.5 million, up 30% YoY and core subscription revenue<sup>2</sup> of \$97.3 million, up 33% YoY.
- Annualized Monthly Revenue (AMR) of \$478.0 million, up 30% YoY.
- Q4'25 Net Income of \$129.7 million, up 1,426% YoY, includes a one-time, non-cash tax benefit of \$118.4 million.<sup>1</sup>
- Adjusted EBITDA<sup>3</sup> of \$32.4 million increased 53% over \$21.2 million in Q4'24.
- Positive Operating Cash Flow of \$36.8 million, up 199% YoY.
- Quarter-end cash, cash equivalents and restricted cash of \$495.8 million, an increase of \$335.3 million from Q4'24, which was primarily the result of net capital raised from the issuance of the June 2025 convertible notes.

## Q4'25 Operating Highlights

- Q4'25 global MAU net additions of 4.2 million lifted total MAU to approximately 95.8 million, up 20% YoY.
- Q4'25 global Paying Circle net additions totaled 132 thousand, with full-year 2025 net additions of 576 thousand representing the largest annual subscriber net adds on record. Total Paying Circles grew 26% YoY to 2.8 million.
- Average Revenue Per Paying Circle (ARPPC) increased 6% YoY primarily due to U.S. price increases for new and existing annual subscribers implemented in the second half of 2024 and continuing into 2025, a shift in product mix toward higher-priced offerings, and the introduction of higher-priced membership tiers across select international markets throughout 2024 and 2025.

## Key Performance Indicators

(in millions, except ARPPC, ARPPS, ASP, and percentages)

	Q4 2025	Q4 2024	% YoY
<b>Core<sup>4</sup></b>			
Monthly Active Users (MAU) - Global <sup>5</sup>	95.8	79.6	20 %
U.S.	50.6	43.7	16 %
International	45.3	36.0	26 %
ANZ	3.5	2.7	26 %
Paying Circles - Global <sup>6</sup>	2.8	2.3	26 %
U.S.	2.0	1.6	23 %
International	0.8	0.6	32 %
Average Revenue per Paying Circle (ARPPC) <sup>7,8</sup>	\$ 139.54	\$ 131.76	6 %
<b>Life360 Consolidated</b>			
Subscriptions <sup>9</sup>	3.4	2.9	17 %
Average Revenue per Paying Subscription (ARPPS) <sup>8,10</sup>	\$ 122.41	\$ 110.43	11 %
Net hardware units shipped <sup>11</sup>	1.9	1.9	3 %
Average Selling Price (ASP) <sup>12,13</sup>	\$ 10.06	\$ 12.56	(20)%
Annualized Monthly Revenue (AMR)	\$ 478.0	\$ 367.6	30 %
	<b>FY 2025</b>	<b>FY 2024</b>	<b>% YoY</b>
<b>Core<sup>4</sup></b>			
Average Revenue per Paying Circle (ARPPC) <sup>7,8</sup>	\$ 136.63	\$ 128.00	7 %
<b>Life360 Consolidated</b>			
Average Revenue per Paying Subscription (ARPPS) <sup>8,10</sup>	\$ 118.17	\$ 106.16	11 %
Net hardware units shipped <sup>11</sup>	4.2	3.9	7 %
Average Selling Price (ASP) <sup>12,13</sup>	\$ 12.25	\$ 13.72	(11)%

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

- Global MAU increased 20% YoY to approximately 95.8 million, with Q4'25 net additions of 4.2 million, delivering the largest Q4 user net additions in the Company's history. U.S. MAU increased 16% YoY, with Q4'25 net adds of 1.8 million. International MAU increased 26% YoY, with Q4'25 net adds of 2.4 million.
- Q4'25 global Paying Circle net additions of 132 thousand, driven by strong U.S. and international performance. U.S. Paying Circles increased 23% YoY driven by improved conversion metrics. International Paying Circles maintained strong momentum, up 32% YoY.
- Q4'25 global ARPPC increased 6% YoY. U.S. ARPPC increased 5% YoY, benefiting from price increases for new and existing annual subscribers implemented in the second half of 2024 and continuing into 2025, as well as a shift in product mix towards higher-priced offerings. Q4'25 international ARPPC increased 16% YoY, reflecting the benefit of legacy subscriber price increases, the introduction of higher-priced membership tiers in non-Triple Tier markets, and continued growth in existing Triple Tier markets.
- Q4'25 net hardware units shipped increased 3% YoY primarily driven by increased online retail demand. The Average Selling Price of hardware units shipped decreased 20% YoY primarily due to a shift in channel mix and an increase in discounts.
- December 2025 AMR increased 30% YoY, benefitting from continued subscriber growth as well as an increase in other recurring revenue.

## Operating Results

### Revenue

	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
(\$ millions)	<i>(unaudited)</i>			
Subscription revenue	\$ 102.5	\$ 78.8	\$ 369.3	\$ 277.8
U.S. subscription revenue	84.9	66.9	308.8	240.6
International subscription revenue	17.6	11.8	60.4	37.3
Hardware revenue	19.3	23.8	51.8	57.6
Other revenue	24.2	13.0	68.4	36.0
Total revenue	\$ 146.0	\$ 115.5	\$ 489.5	\$ 371.5

- Q4'25 total subscription revenue increased 30% YoY to \$102.5 million, primarily driven by growth in Paying Circles.
- Q4'25 hardware revenue decreased 19% YoY to \$19.3 million as higher unit shipments were more than offset by increased promotional and competitive discounts and lower revenue related to bundled offerings.
- Q4'25 other revenue increased 86% YoY to \$24.2 million due to increases in data and partnership revenue, which includes advertising revenue, and is primarily due to an increased number of partners and higher spend under existing arrangements.

### Core Subscription Revenue

- Core subscription revenue is defined as GAAP subscription revenue derived from the Life360 mobile application and excludes non-core subscription revenue, which we define as GAAP subscription revenue from other hardware related subscription offerings, for the reported period. Core subscription revenue represents revenue derived from, and the overall success of, our core product offering. Q4'25 core subscription revenue increased 33% YoY primarily driven by a 26% YoY increase in Paying Circles and a 6% higher ARPPC.<sup>14</sup>

	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
(\$ millions)	<i>(unaudited)</i>			
Subscription revenue	\$ 102.5	\$ 78.8	\$ 369.3	\$ 277.8
Non-Core subscription revenue	(5.2)	(5.7)	(22.2)	(22.6)
Core subscription revenue <sup>15</sup>	\$ 97.3	\$ 73.1	\$ 347.1	\$ 255.2

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

## Gross Profit

	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
(\$ millions, except percentages)	(unaudited)			
Gross Profit	\$ 109.7	\$ 85.5	\$ 380.8	\$ 279.2
Gross Margin	75 %	74 %	78 %	75 %
Gross Margin (Subscription Only)	87 %	86 %	86 %	85 %

- Q4'25 gross margin increased to 75% from 74% in the prior year, driven by a higher mix of subscription and other revenue as well as year-over-year margin improvement in both categories.

## Operating Expenses

	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
(\$ millions)	(unaudited)			
Research and development	\$ 33.3	\$ 29.8	\$ 128.4	\$ 113.1
Sales and marketing	41.8	33.5	155.0	113.4
General and administrative	25.6	16.5	78.6	60.7
<b>Total operating expenses</b>	<b>\$ 100.7</b>	<b>\$ 79.8</b>	<b>\$ 362.0</b>	<b>\$ 287.1</b>
Total operating expenses as % of revenue	69 %	69 %	74 %	77 %

- Q4'25 operating expenses, excluding commissions, increased 26% YoY, while operating expenses as a percentage of revenue remained flat at 69%. For the full year, operating expenses, excluding commissions, increased 25% YoY, while operating expenses as a percentage of revenue decreased 3% YoY. These results demonstrate our ongoing focus on cost discipline and operational efficiency.
- Q4'25 research and development costs increased 12% YoY, primarily driven by higher personnel-related and technology costs due to Company growth.
- Q4'25 sales and marketing costs increased 25% YoY, primarily driven by higher commissions, which represent nearly half of total sales and marketing expense and increased in line with subscription revenue growth, as well as a strategic increase in growth media spend to support new initiatives.
- Q4'25 general and administrative expenses increased 55% YoY, primarily driven by higher personnel-related costs due to Company growth, as well as professional and outside services costs related to acquisitions.

## Cash Flow

	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
(\$ millions)	(unaudited)			
Net cash provided by operating activities	\$ 36.8	\$ 12.3	\$ 88.6	\$ 32.6
Net cash used in investing activities	(1.4)	(6.8)	(35.3)	(10.1)
Net cash provided by (used in) financing activities	3.2	(5.2)	282.1	67.3
Net Increase in Cash, Cash Equivalents, and Restricted Cash	38.6	0.3	335.4	89.7
<b>Cash, Cash Equivalents, and Restricted Cash at the End of the Period</b>	<b>\$ 495.8</b>	<b>\$ 160.5</b>	<b>\$ 495.8</b>	<b>\$ 160.5</b>

- Life360 ended Q4'25 with cash, cash equivalents and restricted cash of \$495.8 million, an increase of \$38.6 million from Q3'25.
- Q4'25 operating cash flow was \$36.8 million. This was offset by \$1.4 million used in investing activities primarily for internally developed software. Additionally, \$3.2 million was provided by financing activities primarily from the exercise of stock options.

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

- Q4'25 net cash provided by operating activities of \$36.8 million was higher than Adjusted EBITDA of \$32.4 million primarily due to the timing of receipts and payables. See the Adjusted EBITDA section below for the definition and reconciliation of Adjusted EBITDA.
- Cash, cash equivalents and restricted cash increased \$335.4 million YoY. The increase was primarily driven by \$275.4 million related to the June 2025 convertible notes and \$88.6 million in positive operating cash flow. This was primarily offset by a \$25.0 million investment in the Aura convertible notes.

### Adjusted EBITDA

To supplement our consolidated financial statements prepared and presented in accordance with GAAP, we use certain non-GAAP financial measures, as described below, to facilitate analysis of our financial and business trends and for internal planning and forecasting purposes. For more information, see the "Supplementary and Non-GAAP Financial Information" section below.

Non-GAAP financial measures include adjusted earnings before interest, taxes, depreciation and amortization (Adjusted EBITDA) and Adjusted EBITDA Margin. Adjusted EBITDA is defined as net income (loss), excluding (i) convertible notes and derivative liability fair value adjustments, (ii) gains and losses on the settlement of convertible notes and derivative liabilities, (iii) gain (loss) on change in fair value of investments, (iv) benefit from income taxes, (v) depreciation and amortization, (vi) interest income, (vii) other expense, net, (viii) acquisition and investment related transaction costs, (ix) stock-based compensation, (x) warehouse relocation costs, (xi) IPO-related transaction costs, including secondary offering costs, and (xii) 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.

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

	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
<i>(\$ thousands, except percentages)</i>				
Net income (loss)	\$ 129,655	\$ 8,498	\$ 150,832	\$ (4,555)
<i>Net income (loss) margin</i>	89 %	7 %	31 %	(1)%
Add (deduct):				
Convertible notes fair value adjustment <sup>16</sup>	—	—	—	608
Derivative liability fair value adjustment <sup>16</sup>	—	—	—	1,707
Loss on settlement of convertible notes <sup>17</sup>	—	—	—	440
Gain on settlement of derivative liability	—	—	—	(1,924)
Gain (loss) on change in fair value of investments <sup>18</sup>	1,481	—	(609)	(5,389)
Benefit from income taxes <sup>1</sup>	(117,994)	(2,217)	(118,173)	(71)
Depreciation and amortization <sup>19</sup>	3,470	2,720	13,329	9,778
Interest income	(4,666)	(10,223)	(13,705)	(6,009)
Other expense, net	479	9,660	481	1,647
Acquisition and investment related transaction costs <sup>20</sup>	3,827	—	4,876	—
Stock-based compensation	15,475	11,762	55,460	42,269
Warehouse relocation costs <sup>21</sup>	706	—	706	—
IPO-related transaction costs, including secondary offering costs	—	1,046	—	6,830
Workplace restructuring costs <sup>22</sup>	—	—	—	153
<b>Adjusted EBITDA</b>	<b>\$ 32,433</b>	<b>\$ 21,246</b>	<b>\$ 93,197</b>	<b>\$ 45,484</b>
<i>Adjusted EBITDA margin</i>	22 %	18 %	19 %	12 %

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

- Q4'25 delivered a positive Adjusted EBITDA contribution of \$32.4 million versus \$21.2 million in Q4'24 as a result of continued strong subscription and other revenue growth as well as improved operating leverage.

## Earnings Guidance<sup>23</sup>

For FY'26, Life360 expects to deliver:

- Global MAU growth of 20% year-over-year;
- Consolidated revenue of \$640 million to \$680 million (YoY growth of 31% to 39%), comprised of:
  - Subscription revenue of \$460 million to \$470 million (YoY growth of 25% to 27%);
  - Other revenue of \$140 million to \$160 million (YoY growth of 105% to 134%);
  - Hardware revenue of \$40 million to \$50 million;
- Adjusted EBITDA<sup>3</sup> of \$128 million to \$138 million, which represents margin of approximately 20%. Due to timing of investments in initiatives to support our growth, and seasonality, we anticipate Adjusted EBITDA to be lightly weighted in the first half of 2026, and heavily weighted in the second half of 2026.

## Investor Conference Call

A conference call will be held today as follows:

**US PDT:** Monday 2 March 2026 at 2 p.m.

**US EDT:** Monday 2 March 2026 at 5 p.m.

**AEDT:** Tuesday 3 March 2026 at 9 a.m.

The call will be held as a Zoom audio webinar.

Participants wishing to ask a question should register and join via their browser [here](#). Participants joining via telephone will be in listen only mode.

### Dial in details

U.S.: +1 669 900 6833

Australia: +61 2 8015 6011

Other countries: [details](#)

**Meeting ID: 973 3592 2865**

A replay will be available after the call at <https://investors.life360.com>.

## Authorization

Lauren Antonoff, Director and Chief Executive Officer of Life360, authorized this announcement being given to ASX.

## About Life360

Life360, a family connection and safety company, keeps people close to the ones they love. The category-leading mobile app and hardware tracking devices empower members to stay connected to the people, pets, and things they care about most, with a range of services, including location sharing, safe driver reports, and crash detection with emergency dispatch. As a remote-first company based in the San Francisco Bay Area, Life360 serves approximately 95.8 million monthly active users (MAU), as of December 31, 2025, across more than 180 countries. Life360 delivers peace of mind and enhances everyday family life in all the moments that matter, big and small. For more information, please visit [life360.com](https://life360.com).

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Life360, Inc. | ARBN 629 412 942 | 1900 South Norfolk St, Suite 310 San Mateo, CA 94403 | [investors.life360.com](https://investors.life360.com)

## Contacts

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## Forward-looking statements

This announcement and the accompanying presentation and conference call contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Life360 intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements regarding Life360's intentions, objectives, plans, expectations, assumptions and beliefs about future events, including Life360's expectations with respect to the financial and operating performance of its business, including subscription revenue, hardware revenue, other revenue and consolidated revenue and ability to create new revenue streams; the resiliency of Life360's core subscription business; the ability of Life360 to adapt to and mitigate the impact of macroeconomic considerations including tariffs and trade barriers; its ability to deliver contextually relevant advertisements that enhance the user experience by leveraging its extensive first-party location data; Adjusted EBITDA, and operating cash flow; expectations regarding MAU and other member metrics; its capital position; future growth and market opportunities; plans to launch new features and products; the impact of price increases and expansion of product offerings in the UK, Australia and New Zealand on future results of operations; its expectations of growth in its data business; its expectation of a new enterprise revenue stream and enhanced location capabilities of its hardware devices; its focus on developing a GPS lineup, built on Jiobit technology, the timing of new devices, and the potential for the next generation of hardware to drive a new wave of subscription growth; as well as Life360's expectations of any changes to the information disclosed herein. The words "anticipate", "believe", "expect", "project", "predict", "will", "forecast", "estimate", "likely", "intend", "outlook", "should", "could", "may", "target", "plan" and other similar expressions can generally be used to identify forward-looking statements. Indications of, and guidance or outlook on, future earnings or financial position or performance are also forward-looking statements. Investors and prospective investors are cautioned not to place undue reliance on these forward-looking statements as they involve inherent risk and uncertainty (both general and specific) and should note that they are provided as a general guide only and should not be relied on as an indication or guarantee of future performance. There is a risk that such predictions, forecasts, projections and other forward-looking statements will not be achieved. Subject to any continuing obligations under applicable law, Life360 does not undertake any obligation to publicly release the result of any revisions to these forward-looking statements to reflect events or circumstances after the date of this announcement, to reflect any change in expectations in relation to any forward-looking statements or any change in events, conditions or circumstances on which any such statements are based.

Although Life360 believes that the expectations reflected in the forward-looking statements and the assumptions upon which they are based are reasonable, Life360 can give no assurance that such expectations and assumptions will prove to be correct and, actual results may vary in a materially positive or negative manner. Forward-looking statements are subject to known and unknown risks, uncertainty, assumptions and contingencies, many of which are outside Life360's control, and are based on estimates and assumptions that are subject to change and may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. Factors that could cause actual results to differ materially from those in the forward-looking statements include risks related to the preliminary nature of financial results, risks related to Life360's business, market risks, Life360's need for additional capital, and the risk that Life360's products and services may not perform as expected, as described in greater detail under the heading "Risk Factors" in Life360's ASX and SEC filings, including its Annual Report on Form 10-K filed with the Securities and Exchange Commission on March 2, 2026. To the maximum extent permitted by law, responsibility for the accuracy or completeness of any forward-looking statements whether as a result of new information, future events or results or otherwise is disclaimed. This announcement should not be relied upon as a recommendation or forecast by Life360. Past performance information given in this document is given for illustrative purposes only and is not necessarily a guide to future performance and no representation or warranty is made by any person as to the likelihood of achievement or reasonableness of any forward-looking statements, forecast financial information, future share price performance or any underlying assumptions. Nothing contained in this document nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee as to the past, present or the future performance of Life360.

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

Life360, Inc. | ARBN 629 412 942 | 1900 South Norfolk St, Suite 310 San Mateo, CA 94403 | investors.life360.com

## Consolidated Statements of Operations and Comprehensive Income (Loss)

(Dollars in U.S. \$, in thousands, except share and per share data)

	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
Subscription revenue	\$ 102,497	\$ 78,755	\$ 369,253	\$ 277,845
Hardware revenue	19,331	23,756	51,816	57,589
Other revenue	24,151	13,018	68,412	36,050
Total revenue	145,979	115,529	489,481	371,484
Cost of subscription revenue	13,775	10,647	50,968	41,014
Cost of hardware revenue	20,684	18,078	51,175	47,225
Cost of other revenue	1,863	1,298	6,496	4,088
Total cost of revenue	36,322	30,023	108,639	92,327
Gross profit	109,657	85,506	380,842	279,157
<b>Operating expenses:</b>				
Research and development	33,338	29,788	128,409	113,071
Sales and marketing	41,758	33,532	154,963	113,350
General and administrative	25,607	16,469	78,644	60,712
Total operating expenses	100,703	79,789	362,016	287,133
Income (loss) from operations	8,954	5,717	18,826	(7,976)
<b>Other income (expense):</b>				
Convertible notes fair value adjustment	—	—	—	(608)
Derivative liability fair value adjustment	—	—	—	(1,707)
Loss on settlement of convertible notes	—	—	—	(440)
Gain on settlement of derivative liability	—	—	—	1,924
Gain (loss) on change in fair value of investments	(1,481)	—	609	5,389
Interest income	4,666	1,795	13,705	6,009
Other expense, net	(478)	(1,231)	(481)	(7,217)
Total other income (expense), net	2,707	564	13,833	3,350
<b>Income (loss) before income taxes</b>	11,661	6,281	32,659	(4,626)
Benefit from income taxes	(117,994)	(2,217)	(118,173)	(71)
<b>Net income (loss)</b>	129,655	8,498	150,832	(4,555)
Net income (loss) per share, basic	\$ 1.65	\$ 0.11	\$ 1.95	\$ (0.06)
Net income (loss) per share, diluted	\$ 1.51	\$ 0.10	\$ 1.77	\$ (0.06)
Weighted-average shares used in computing net income (loss) per share, basic	78,733,783	74,920,574	77,251,239	72,125,571
Weighted-average shares used in computing net income (loss) per share, diluted	86,004,809	83,212,947	85,172,415	72,125,571
<b>Comprehensive income (loss)</b>				
<b>Net income (loss)</b>	129,655	8,498	150,832	(4,555)
Change in foreign currency translation adjustment	(81)	38	4	35
<b>Total comprehensive income (loss)</b>	\$ 129,574	\$ 8,536	\$ 150,836	\$ (4,520)

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

## Consolidated Balance Sheets

(Dollars in U.S. \$, in thousands)

	December 31, 2025	December 31, 2024
<b>Assets</b>		
<b>Current Assets:</b>		
Cash and cash equivalents	\$ 494,261	\$ 159,238
Accounts receivable, net	80,715	57,997
Inventory	9,867	8,057
Costs capitalized to obtain contracts, net	1,211	1,098
Prepaid expenses and other current assets	20,050	14,599
<b>Total current assets</b>	<b>606,104</b>	<b>240,989</b>
Restricted cash, noncurrent	1,567	1,221
Property and equipment, net	3,019	1,779
Costs capitalized to obtain contracts, noncurrent	869	1,049
Prepaid expenses and other assets, noncurrent	48,480	21,611
Operating lease right-of-use asset	335	683
Intangible assets, net	38,277	40,574
Goodwill	134,619	133,674
Deferred tax assets, net	126,418	—
<b>Total Assets</b>	<b>\$ 959,688</b>	<b>\$ 441,580</b>
<b>Liabilities and Stockholders' Equity</b>		
<b>Current Liabilities:</b>		
Accounts payable	8,411	\$ 5,463
Accrued expenses and other current liabilities	42,002	32,015
Deferred revenue, current	46,377	39,860
<b>Total current liabilities</b>	<b>96,790</b>	<b>77,338</b>
Convertible notes, net, noncurrent	310,386	—
Deferred revenue, noncurrent	4,330	5,338
Other liabilities, noncurrent	—	359
<b>Total Liabilities</b>	<b>\$ 411,506</b>	<b>\$ 83,035</b>
<b>Commitments and Contingencies</b>		
<b>Stockholders' Equity</b>		
Common stock	79	75
Additional paid-in capital	686,921	648,124
Accumulated deficit	(138,866)	(289,698)
Accumulated other comprehensive income	48	44
<b>Total stockholders' equity</b>	<b>548,182</b>	<b>358,545</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>\$ 959,688</b>	<b>\$ 441,580</b>

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

**Consolidated Statements of Cash Flows**  
(Dollars in U.S. \$, in thousands)

	Year Ended December 31,	
	2025	2024
<b>Cash Flows from Operating Activities:</b>		
Net income (loss)	\$ 150,832	\$ (4,555)
Adjustments to reconcile net income (loss) to net cash provided by operating activities:		
Depreciation and amortization	13,329	9,778
Amortization of costs capitalized to obtain contracts	1,297	1,268
Amortization of operating lease right-of-use asset	348	331
Stock-based compensation expense, net of amounts capitalized	55,460	42,269
Non-cash interest expense, net	1,271	59
Convertible notes fair value adjustment	—	608
Derivative liability fair value adjustment	—	1,707
Loss on settlement of convertible notes	—	440
Gain on settlement of derivative liability	—	(1,924)
Gain on change in fair value of investments	(609)	(5,389)
Provision for credit losses	799	300
Non-cash revenue from investments	(1,174)	(1,040)
Deferred income taxes	(118,354)	—
Changes in operating assets and liabilities, net of acquisition:		
Accounts receivable, net	(23,518)	(16,117)
Prepaid expenses and other assets	(6,706)	135
Inventory	(1,810)	(3,958)
Costs capitalized to obtain contracts, net	(1,231)	(1,571)
Accounts payable	3,060	(433)
Accrued expenses and other current liabilities	9,312	4,504
Deferred revenue	6,683	6,564
Other liabilities, noncurrent	(359)	(364)
Net cash provided by operating activities	<u>88,630</u>	<u>32,612</u>
<b>Cash Flows from Investing Activities:</b>		
Cash paid for acquisition	(2,825)	—
Internally developed software	(5,716)	(3,945)
Purchase of property and equipment	(1,792)	(1,187)
Related Party SAFE	—	(5,000)
Convertible note investment	(25,000)	—
Net cash used in investing activities	<u>(35,333)</u>	<u>(10,132)</u>
<b>Cash Flows from Financing Activities:</b>		
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants	69,520	14,553
Taxes paid related to net settlement of equity awards	(62,836)	(33,995)
Proceeds from issuance of common stock in U.S. initial public offering, net of underwriting discounts and commissions	—	93,000
Payments of U.S. initial public offering issuance costs	—	(6,292)
Proceeds from issuance of convertible senior notes	320,000	—
Payments of debt issuance costs	(10,884)	—
Purchase of capped calls	(33,728)	—
Net cash provided by financing activities	<u>282,072</u>	<u>67,266</u>
<b>Net Increase in Cash, Cash Equivalents, and Restricted Cash</b>	<u>335,369</u>	<u>89,746</u>
<b>Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period</b>	<u>160,459</u>	<u>70,713</u>
<b>Cash, Cash Equivalents, and Restricted Cash at the End of the Period</b>	<u>\$ 495,828</u>	<u>\$ 160,459</u>

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

## Supplementary and Non-GAAP Financial Information

We report our financial results in accordance with GAAP, however, management believes that certain non-GAAP financial measures, such as Adjusted EBITDA, and the other measures presented in the tables below 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 non-GAAP financial measures in this media release 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.

Our non-GAAP financial measures are presented for supplemental informational purposes only, may not be comparable to similarly titled measures used by other companies and should not be used as substitutes for analysis of, or superior to, our operating results as reported under GAAP. Additionally, we do not consider our non-GAAP financial measures as superior to, or a substitute for, the equivalent measures calculated and presented in accordance with GAAP. 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 income (loss) and our other GAAP results.

Non-GAAP cost of revenue is presented to understand margin economically and non-GAAP operating expenses are presented to understand operating efficiency. Non-GAAP cost of revenue and Non-GAAP operating expenses present direct and indirect expenses adjusted for non-cash expenses, such as stock-based compensation, depreciation and amortization, and non-recurring expenses, such as workplace restructuring costs, warehouse relocation costs, and transaction costs related to acquisitions, investments, and our IPO. A reconciliation of GAAP financial information to Non-GAAP financial information for cost of revenue and operating expenses has been provided as supplementary information below.

### GAAP Cost of Revenue to Non-GAAP Cost of Revenue Reconciliation<sup>24</sup>

	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
<i>(in millions)</i>				
Cost of subscription revenue, GAAP	\$ 13.8	\$ 10.6	\$ 51.0	\$ 41.0
Less: Depreciation and amortization, GAAP	(1.0)	(0.7)	(4.3)	(1.7)
Less: Stock-based compensation, GAAP	(0.5)	(0.2)	(1.9)	(0.7)
Total cost of subscription revenue, Non-GAAP	\$ 12.2	\$ 9.8	\$ 44.8	\$ 38.5
Cost of hardware revenue, GAAP	\$ 20.7	\$ 18.1	\$ 51.2	\$ 47.2
Less: Depreciation and amortization, GAAP	(1.0)	(1.0)	(3.9)	(3.7)
Less: Stock-based compensation, GAAP	(0.4)	(0.2)	(1.5)	(0.8)
Total cost of hardware revenue, Non-GAAP	\$ 19.3	\$ 16.9	\$ 45.8	\$ 42.7
Cost of other revenue, GAAP	\$ 1.9	\$ 1.3	\$ 6.5	\$ 4.1
Less: Depreciation and amortization, GAAP	(0.2)	—	(0.6)	—
Total cost of other revenue, Non-GAAP	\$ 1.7	\$ 1.3	\$ 5.9	\$ 4.1
Cost of revenue, GAAP	\$ 36.3	\$ 30.0	\$ 108.6	\$ 92.3
Less: Depreciation and amortization, GAAP	(2.2)	(1.6)	(8.9)	(5.5)
Less: Stock-based compensation, GAAP	(0.9)	(0.4)	(3.4)	(1.5)
Total cost of revenue, Non-GAAP	\$ 33.2	\$ 28.0	\$ 96.4	\$ 85.3

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

GAAP Operating expenses to Non-GAAP Operating Expenses Reconciliation<sup>24</sup>

	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
<i>(in millions)</i>				
Research and development expense, GAAP	\$ 33.3	\$ 29.8	\$ 128.4	\$ 113.1
Less: Depreciation and amortization, GAAP	—	—	(0.1)	(0.1)
Less: Stock-based compensation, GAAP	(7.3)	(7.0)	(28.0)	(25.5)
Less: Other, GAAP	—	—	(0.7)	—
Total Research and development, Non-GAAP	<u>\$ 26.1</u>	<u>\$ 22.7</u>	<u>\$ 99.6</u>	<u>\$ 87.5</u>
Sales and marketing expense, GAAP	\$ 41.8	\$ 33.5	\$ 155.0	\$ 113.4
Less: Depreciation and amortization, GAAP	(1.2)	(1.1)	(4.4)	(4.2)
Less: Stock-based compensation, GAAP	(1.6)	(1.1)	(7.0)	(3.3)
Total Sales and marketing expense, Non-GAAP	<u>\$ 38.9</u>	<u>\$ 31.4</u>	<u>\$ 143.5</u>	<u>\$ 105.8</u>
General and administrative expense, GAAP	\$ 25.6	\$ 16.5	\$ 78.6	\$ 60.7
Less: Stock-based compensation, GAAP	(5.7)	(3.3)	(17.0)	(11.9)
Less: Other, GAAP	(4.5)	—	(4.8)	(0.2)
Total General and administrative expense, Non-GAAP	<u>\$ 15.4</u>	<u>\$ 13.2</u>	<u>\$ 56.8</u>	<u>\$ 48.6</u>
Total Operating expenses, GAAP	\$ 100.7	79.8	362.0	287.1
Less: Depreciation and amortization, GAAP	(1.2)	(1.1)	(4.5)	(4.3)
Less: Stock-based compensation, GAAP	(14.5)	(11.4)	(52.1)	(40.7)
Less: Other, GAAP	(4.5)	—	(5.6)	(0.2)
Total Operating expenses, Non-GAAP	<u>\$ 80.4</u>	<u>\$ 67.3</u>	<u>\$ 299.9</u>	<u>\$ 241.9</u>

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

## Footnotes

- 1 The Company recorded a total income tax benefit of \$118.2 million for the year. This amount primarily reflects a \$118.4 million one-time, non-cash income tax benefit related to the release of a valuation allowance, driven by current and projected taxable income that supports the realizability of the Company's deferred tax assets. This was partially offset by \$0.2 million of income tax expense.
- 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. For more information, including the use of this measure, refer to the "Core subscription revenue" section.
- 3 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, refer to the "Adjusted EBITDA" and "Supplementary and Non-GAAP Financial Information" sections.
- 4 Core metrics relate solely to the Life360 mobile application.
- 5 MAU is defined as a unique member who engages with our Life360 branded services each month, which includes both paying and non-paying members, and excludes certain members who have a delayed account setup.
- 6 A Paying Circle is defined as a group of Life360 members with a paying subscription that has been billed as of the end of a period.
- 7 ARPPC is defined as annualized subscription revenue recognized and derived from the Life360 mobile application, excluding certain revenue adjustments related to bundled Life360 subscription and hardware offerings, for the reported period divided by the Average Paying Circles during the same period.
- 8 Excludes revenue related to bundled Life360 subscription and hardware offerings of immaterial amounts and \$(0.8) million for the quarter and year ended December 31, 2025, respectively, and \$(0.6) million and \$(4.6) million for the quarter and year ended December 31, 2024, respectively.
- 9 Subscriptions are defined as the number of paying subscribers associated with the Life360 and Tile brands who have been billed as of the end of the period.
- 10 ARPPS is defined as annualized total subscription revenue recognized and derived from Life360 and Tile subscriptions, excluding certain revenue adjustments related to bundled Life360 subscription and hardware offerings, for the reported period divided by the average number of paying subscribers during the same period.
- 11 Net hardware units shipped represent the number of hardware tracking devices sold during the period, excluding hardware units related to bundled Life360 subscription and hardware offerings, net of returns by our retail partners and direct consumers.
- 12 Excludes revenue related to bundled Life360 subscription and hardware offerings of immaterial amounts and \$0.7 million for the quarter and year ended December 31, 2025, respectively, and \$0.4 million and \$4.3 million for the quarter and year ended December 31, 2024, respectively.
- 13 To determine the net ASP of a unit, we divide hardware revenue recognized, excluding revenue related to bundled Life360 subscription and hardware offerings, for the reported period by the number of net hardware units shipped during the same period.
- 14 Refer to the 'Key Performance Indicators' section for additional information regarding the impact of bundled offerings on KPI calculations for the periods presented.
- 15 Beginning with the second quarter of 2024, the definition of Core subscription revenue was updated and calculated in accordance with GAAP.
- 16 To reflect the change in fair value of the September 2021 Convertible Notes and derivative liability associated with the July 2021 Convertible Notes.
- 17 Relates to the settlement of the July 2021 Convertible Notes and September 2021 Convertible Notes.
- 18 Relates to the changes in fair value of the Related Party Investment and the Convertible Note Investment. Refer to the FY 2025 10-K for the definition and additional information on the Related Party Investment and Convertible Note Investment.
- 19 Includes depreciation on fixed assets and amortization of intangible assets.
- 20 Relates to costs incurred in connection with the acquisition of Nativo, Inc., the Convertible Note Investment, and the asset acquisition of Fantix, Inc., including one-time bonus payments.
- 21 Relates to non-recurring warehouse relocation costs associated with the move of certain hardware manufacturing operations.
- 22 Relates to non-recurring personnel and severance related expenses.
- 23 With respect to forward looking non-GAAP guidance, we are not able to reconcile the forward-looking non-GAAP Adjusted EBITDA measure to the closest corresponding GAAP measure without unreasonable efforts because we are unable to predict the ultimate outcome of certain significant items, which are fluid and unpredictable in nature. In addition, the Company believes such a reconciliation would imply a degree of precision that may be confusing or misleading to investors. These items include, but are not limited to, litigation costs and fair value adjustments. These items may be material to our results calculated in accordance with GAAP.
- 24 For the definitions of Non-GAAP cost of revenue and Non-GAAP operating expenses, refer to the "Supplementary and Non-GAAP Financial Information" section.

Note: The financial information in this announcement may not add or recalculate due to rounding. All references to \$ are to U.S. dollars.

FY'25

# Investor Presentation

2 March 2026 U.S. PT | 3 March 2026 AEDT



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01

# Life360 Overview



# Life360 at a glance

Global scale, durable growth, expanding profitability



**~95.8M**

Global Monthly  
Active Users



**180+**

Countries



**611 billion**

Miles driven with  
Life360 Crash  
Detection<sup>2</sup>



**#7**

Top Social  
Networking App<sup>3</sup>

**\$489.5m**

**+32% YoY**

FY'25 Revenue



**~2.8M**

Global Paying  
Circles



**16%**

U.S. Penetration<sup>1</sup>



**85 billion**

Safe arrival  
notifications<sup>2</sup>



**10.8M+**

Monthly active  
Tile devices

**\$93.2m**

**19% Margin**

FY'25 Adjusted  
EBITDA<sup>4</sup>

Note: As of December 31, 2025 unless otherwise stated. <sup>1</sup> U.S. smartphone penetration based on approximately 50.6 million U.S. MAU as of December 2025 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. <sup>2</sup> LTM as of December 31, 2025. <sup>3</sup> By DAU in the U.S. as of December 31, 2025. Source: Sensor Tower. <sup>4</sup> Adjusted EBITDA is a non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income to Adjusted EBITDA see Appendix 3.

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

Location sharing for the whole family

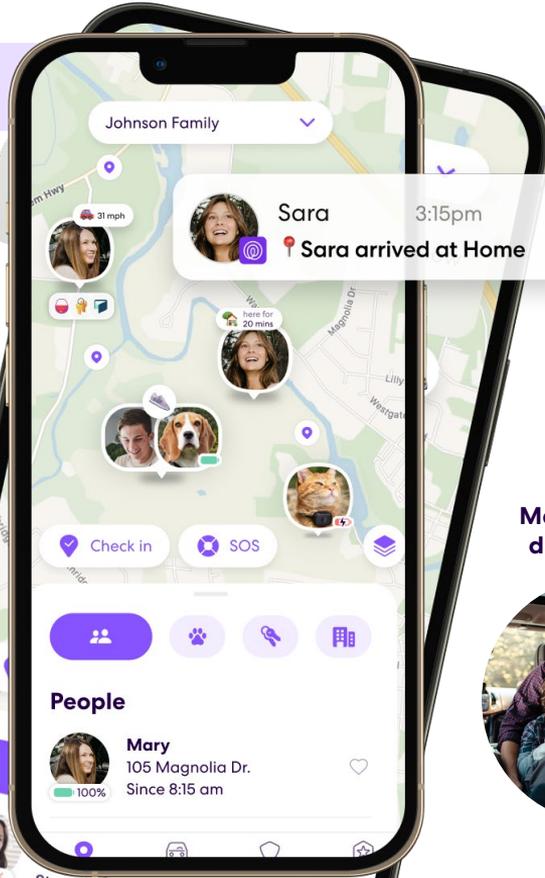
Private map for your inner circle



Free to use



Built for families



...with safety top of mind



Market leading driving safety



Devices for people, pets, and things



Premium safety services



# Keeping people close to the ones they love

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

Real-time driving

One-tap communication

Private family Circle

Crash detection and emergency dispatch

Family messaging

Pet tracking

Item tracking and SOS functionality



## Location Sharing and Item Tracking

Effortless daily coordination with advanced location sharing and item tracking



## Driving Safety

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



## Digital Safety

Protection and prevention for each family member



## Emergency Dispatch

Expert assistance any time, anywhere



## Pet Finder Network

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



## Comprehensive Offering

All-in-one solution for real life

Note: Features may vary by region.



Families of all stages



New drivers



Young couples



Adoring pet parents



Aging parents

# Life360 is uniquely focused on family safety

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

## Engaging family focus



Safety Solutions



Devices



Cross-Platform



Proprietary Technology Platform



**1 in 7**  
U.S. Smartphone Owners Use Life360<sup>1</sup>

**5x**  
App Opens per Day<sup>1</sup>



**#1**  
#1 Brand Attribute<sup>2</sup>  
“Peace of mind”

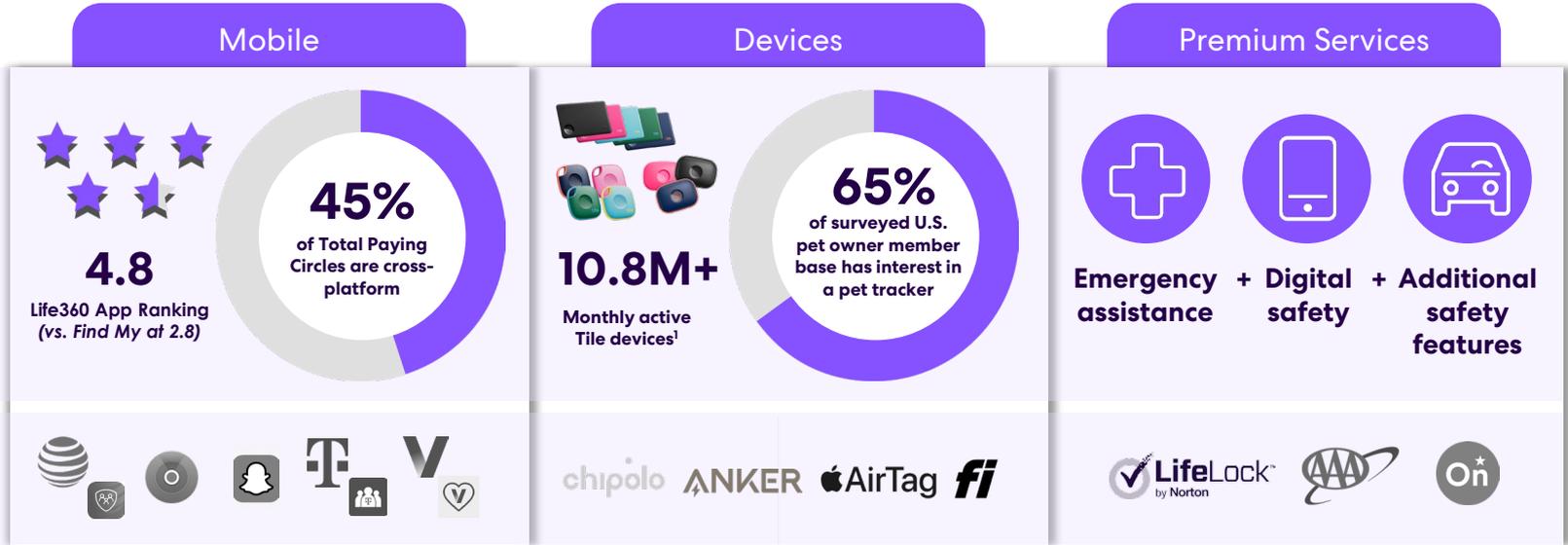
**60**  
NPS Score  
Considered “Excellent” by NPS Creator, Bain & Co.<sup>3</sup>

**\$600+**  
Million  
in R&D investment since 2016

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

# A one-stop holistic experience vs. competitor offerings

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



Note: Features may vary by region.  
<sup>1</sup>As of December 31, 2025.

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

### U.S. Lifestyle App Rankings by DAU<sup>1</sup>

1	 <b>Life360: Stay Connected &amp; Safe</b> Life360
2	 <b>Pinterest</b> Pinterest
3	 <b>Walmart: Shopping &amp; Savings</b> Walmart
4	 <b>Ring - Always Home</b> Amazon Mobile
5	 <b>SHEIN</b> Sheinside Group
6	 <b>eBay</b> eBay Inc.
7	 <b>McDonald's</b> McDonalds USA

### Triple Tier Lifestyle App Rankings by DAU<sup>1</sup>

	2	 <b>Life360: Stay Connected &amp; Safe</b> Life360
	5	 <b>Life360: Stay Connected &amp; Safe</b> Life360
	7	 <b>Life360: Stay Connected &amp; Safe</b> Life360

### U.S. Social Networking App Rankings by DAU<sup>1</sup>

1	 <b>Facebook</b> Meta Platforms
2	 <b>WhatsApp Messenger</b> Meta Platforms
3	 <b>Messenger</b> Meta Platforms
4	 <b>Discord</b> Discord Inc.
5	 <b>Threads</b> Meta Platforms
6	 <b>Telegram</b> Telegram
7	 <b>Life360: Stay Connected &amp; Safe</b> Life360

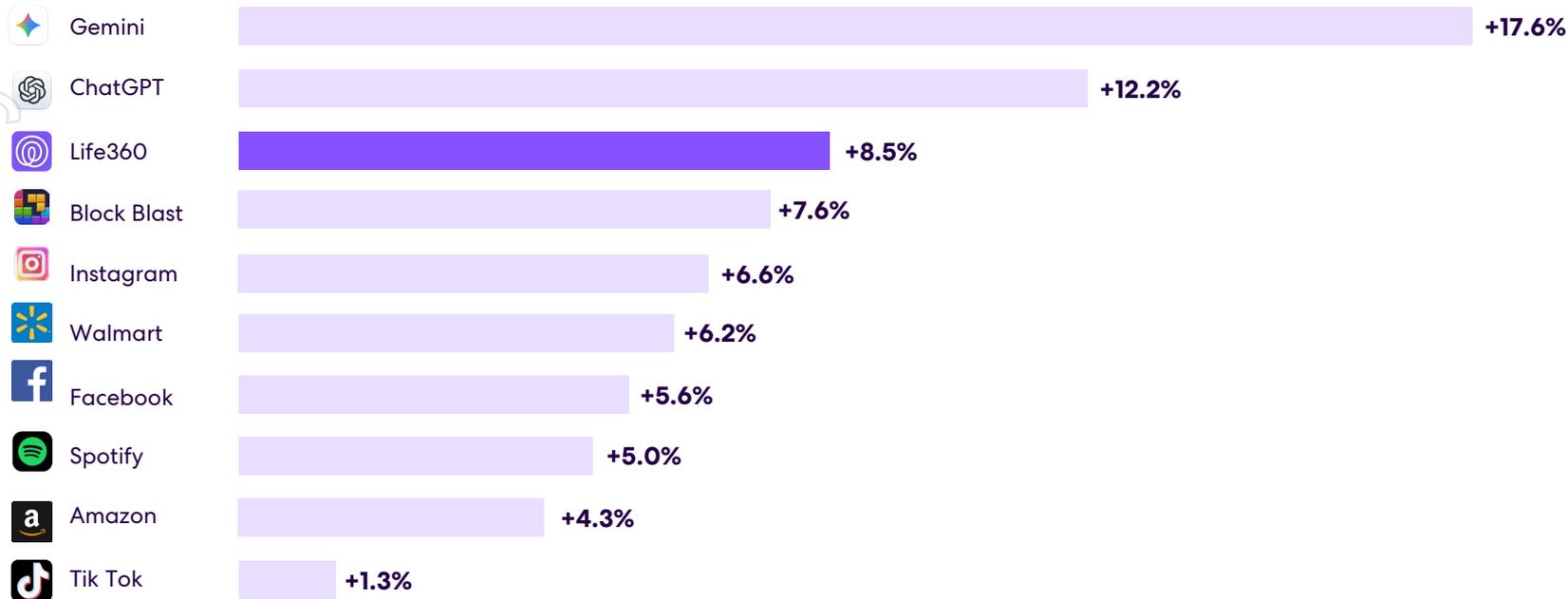
### Triple Tier Social Networking App Rankings by DAU<sup>1</sup>

	6	 <b>Life360: Stay Connected &amp; Safe</b> Life360
	6	 <b>Life360: Stay Connected &amp; Safe</b> Life360
	8	 <b>Life360: Stay Connected &amp; Safe</b> Life360

Source: Sensor Tower  
 Note: DAUs (Daily Active Users) defined as devices having 1 or more foreground sessions within an app in a day. <sup>1</sup>As of December 2025.

# One of the fastest growing apps for Parents

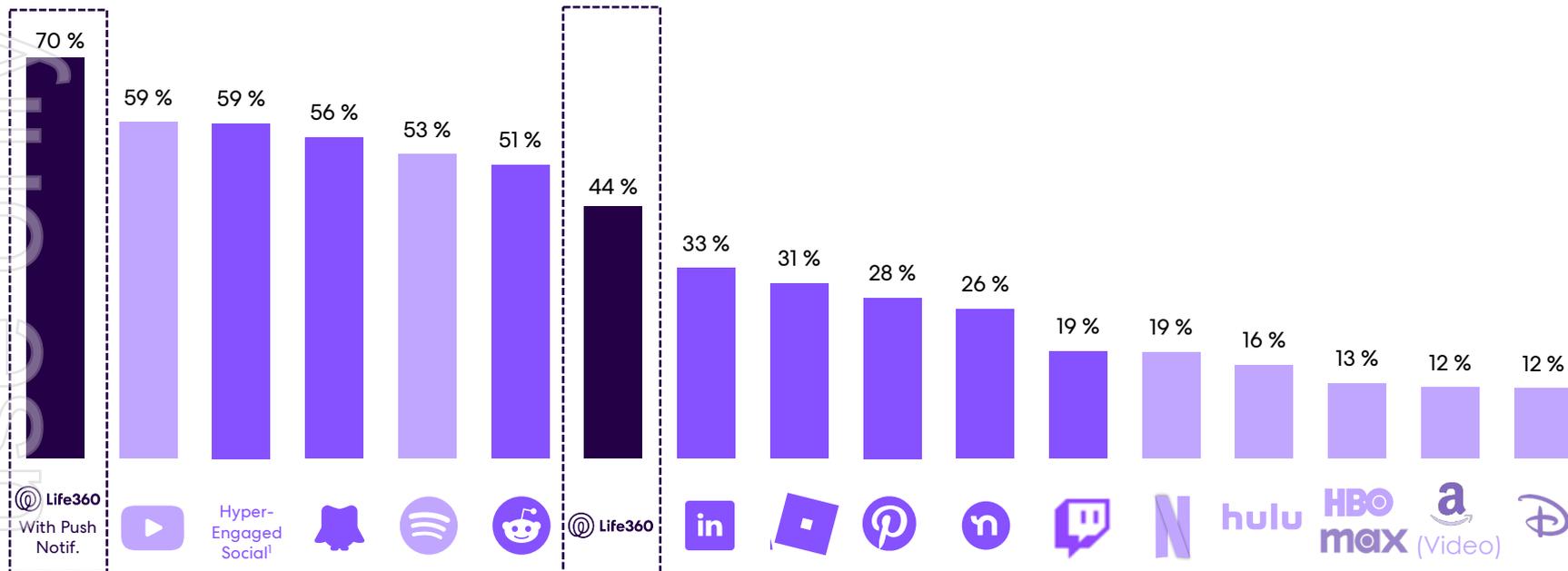
## Top Growing Apps for Parents<sup>1</sup>



Source: Sensor Tower  
<sup>1</sup>Audience insights as of December 2025.

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

US DAU/MAU Ratio (%)



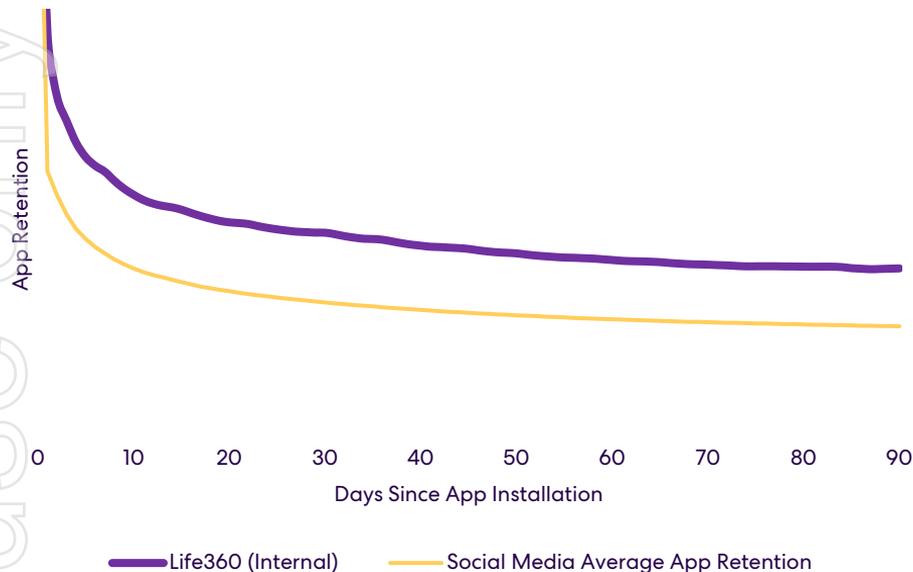
Source: Sensor Tower company as of December 31, 2025; Company Data for Life360 metrics.

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

# Life360 has industry-leading user retention

Everyday safety and delight keep families engaged daily

App Retention by Days Since App Installation<sup>1,2</sup>



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



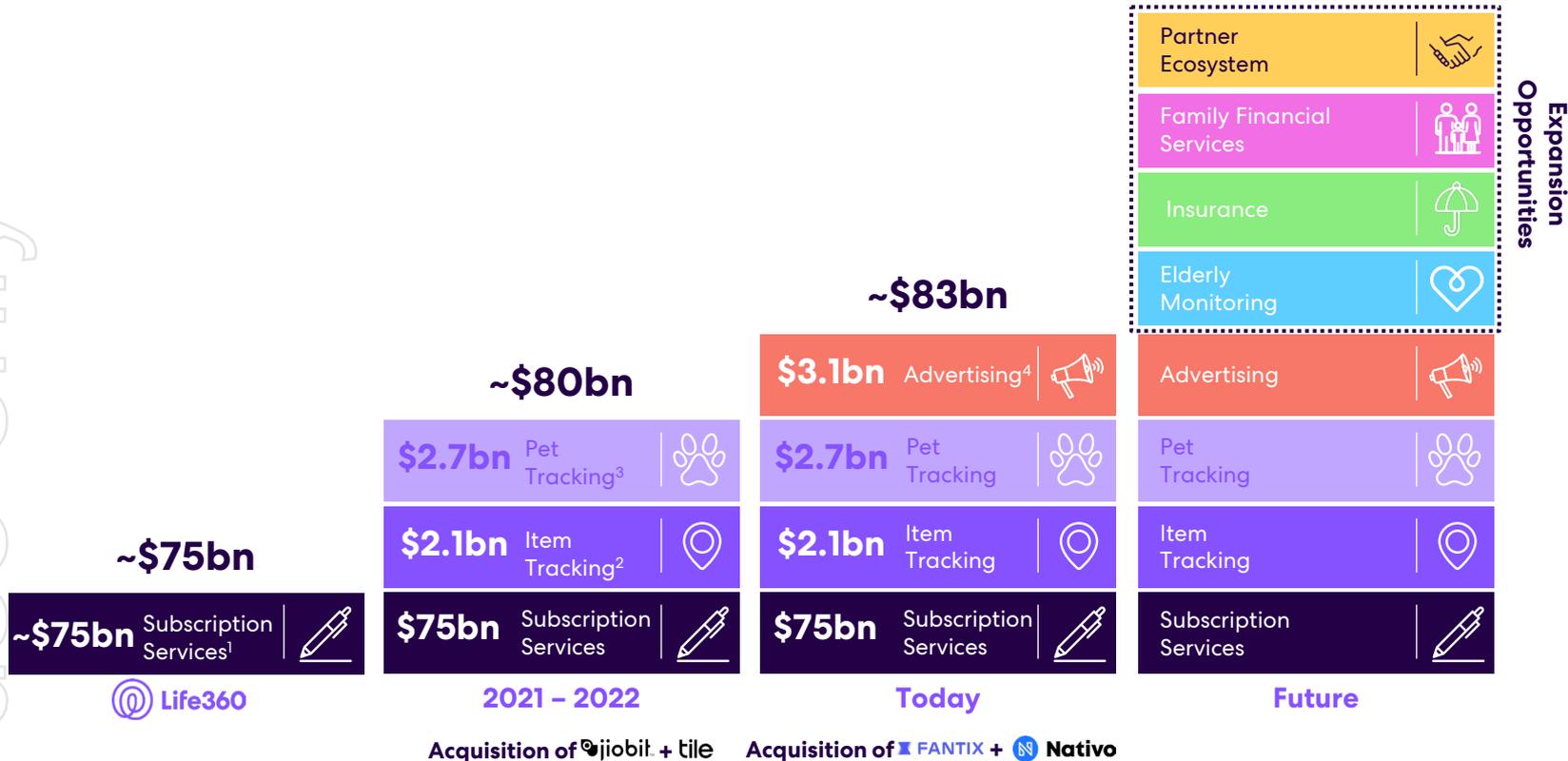
Life360 app retention consistently **outperforms peers – outperforming the social media average by 1.5x** following the first 90 days since app installation, with a widening gap **after the first weeks as families settle into daily use**

Source: Sensor Tower company as of December 31, 2025; Peer group data represents U.S. App Store only; Company Data for Life360 metrics.

<sup>1</sup> Social media average represents the average app retention of LinkedIn, Pinterest, Duolingo, Reddit, Twitch, Nextdoor, Roblox.

<sup>2</sup> App retention defined as the percentage of users still using an app at a particular time interval after initial installation.

# Life360's addressable market opportunities are substantial



Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, International Monetary Fund (IMF), Public Company Filings, and Company Data

<sup>1</sup> 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. <sup>2</sup> Intellectual Market Insights Research – AirTag Market Overview. <sup>3</sup> Grandview Research – Pet Wearables Market

<sup>4</sup> 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
- ✓ Pet Finder Network & More...

## Devices



## Indirect



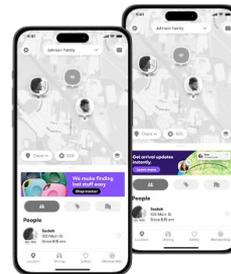
### First Party Data Monetization



### Hubble Partnership



## Advertising



### Ads for Free Members



### Access unique audiences based on First Party Data



## Future Opportunity

## Adjacent Markets



### Elderly Monitoring



### Family Financial Services



### Insurance



### Partner Ecosystem



# 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...

36%

Of Circles are Families with Teens <sup>1,3</sup>

70%

of U.S. households have at least one pet <sup>4</sup>

3.3

members per Paying Circle on average <sup>3</sup>

18%

Of Circles are Couples <sup>2,3</sup>

13% → 17%

(2010) (2020)

of the U.S. population is 65 or older

Source: U.S. Census Data, American Pet Products Association

Note: The Circle percentages referenced reflect data for free Circles, not Paying Circles. <sup>1</sup>Defined as Circles with at least one member being a parent and one or more teens. <sup>2</sup>Defined as Circles of two members who are spouses or partners.

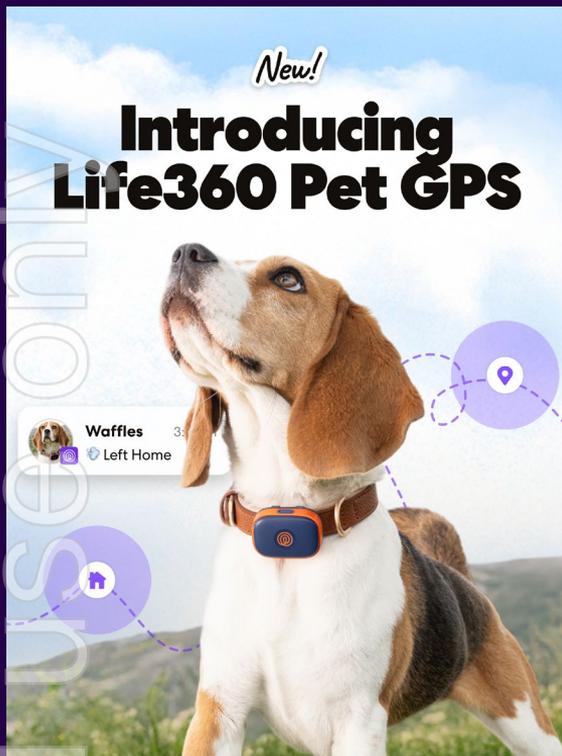
<sup>3</sup>Reflects Circles on a global basis as of December 31, 2025. <sup>4</sup>As of 2025.

# Entering the pet space with Pet GPS and the Pet Finder Network

Early adoption post-launch with significant opportunity for monetization and retention benefits

*New!*

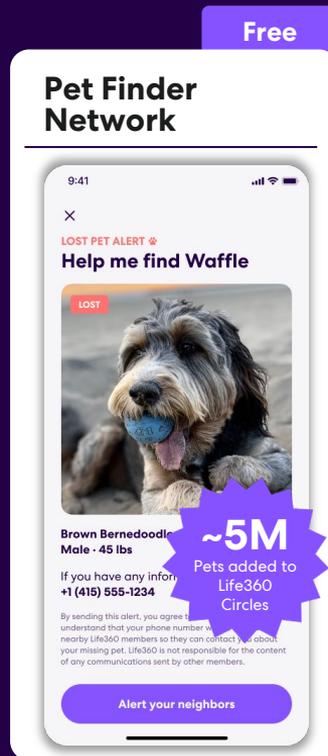
## Introducing Life360 Pet GPS



**Waffles** 3:10  
Left Home

**Free**

### Pet Finder Network



9:41

LOST PET ALERT  
Help me find Waffle

LOST

**Brown Bernedoodle**  
Male - 45 lbs

If you have any information about your missing pet, please contact the owner at +1 (415) 555-1234.

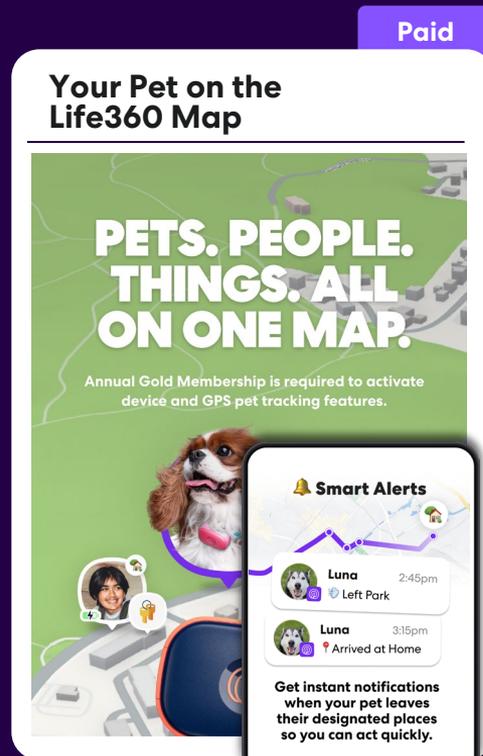
By sending this alert, you agree to understand that your phone number will be shared with nearby Life360 members so they can contact you about your missing pet. Life360 is not responsible for the content of any communications sent by other members.

**~5M** Pets added to Life360 Circles

Alert your neighbors

**Paid**

### Your Pet on the Life360 Map



**PETS. PEOPLE. THINGS. ALL ON ONE MAP.**

Annual Gold Membership is required to activate device and GPS pet tracking features.

**Smart Alerts**

Luna 2:45pm  
Left Park

Luna 3:15pm  
Arrived at Home

Get instant notifications when your pet leaves their designated places so you can act quickly.

**Paid**

### Life360 Pet GPS



- Real-time tracking via GPS, BLE, and WiFi
- \$49.99 MSRP with Gold membership required<sup>1</sup>
- Up to 14 day battery life per charge + 6 month Reserve Mode
- Safety light
- Water-resistant
- Georeferences and escape alerts
- Universal attachment fits most standard collars
- Escaped Pet instantly notifies your Circle, with optional safety light & audible ring

<sup>1</sup>Activation fee of \$79.99 is waived for the first device added to a Circle

# Freemium membership model to support families' needs and enable monetization

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

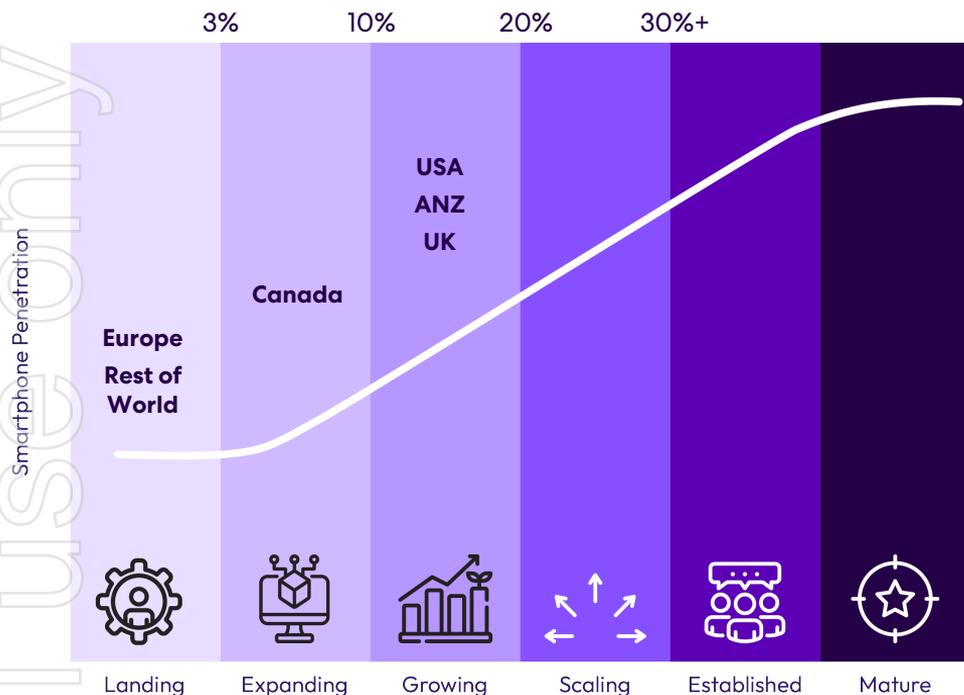
## Current Triple Tier Membership Bundles (U.S., UK, Canada, ANZ)



<sup>1</sup>As of December 31, 2025. Note: Membership bundles shown represent U.S. offering. Services and pricing differ slightly by region. <sup>2</sup>Real-Time Pet tracking available with a Gold or Platinum memberships and the purchase of a Life360 Pet GPS which is sold separately.

# Significant runway for growth across all markets along the penetration curve

Life360 Penetration Stages Along the S-Curve:



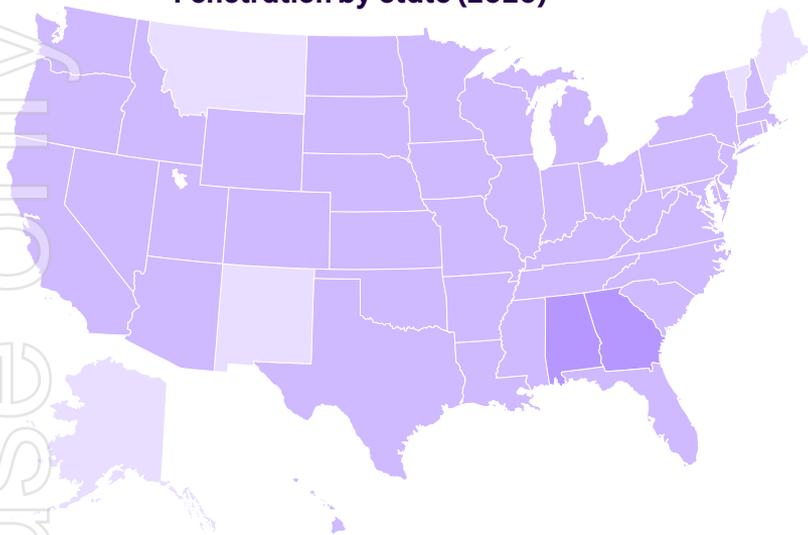
Penetration Stages Definitions:

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

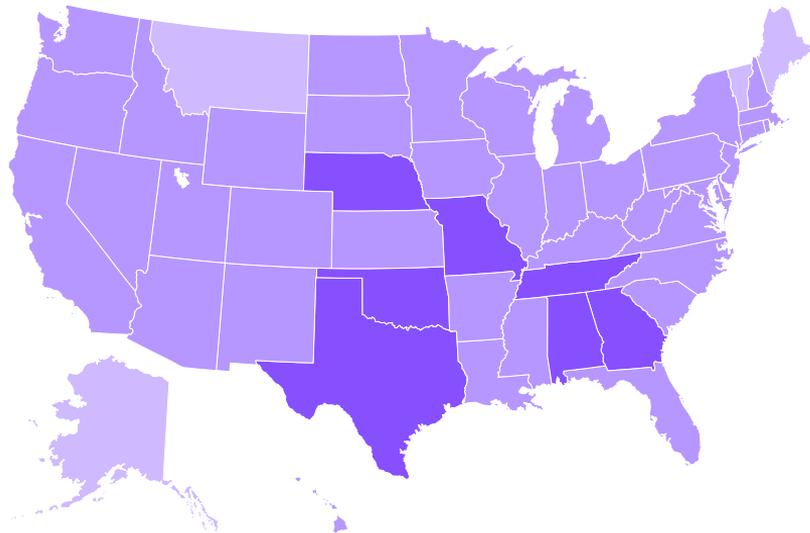
# Long remaining runway in U.S. penetration

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

Penetration by State (2020)<sup>1</sup>



Penetration by State (2025)<sup>1</sup>



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

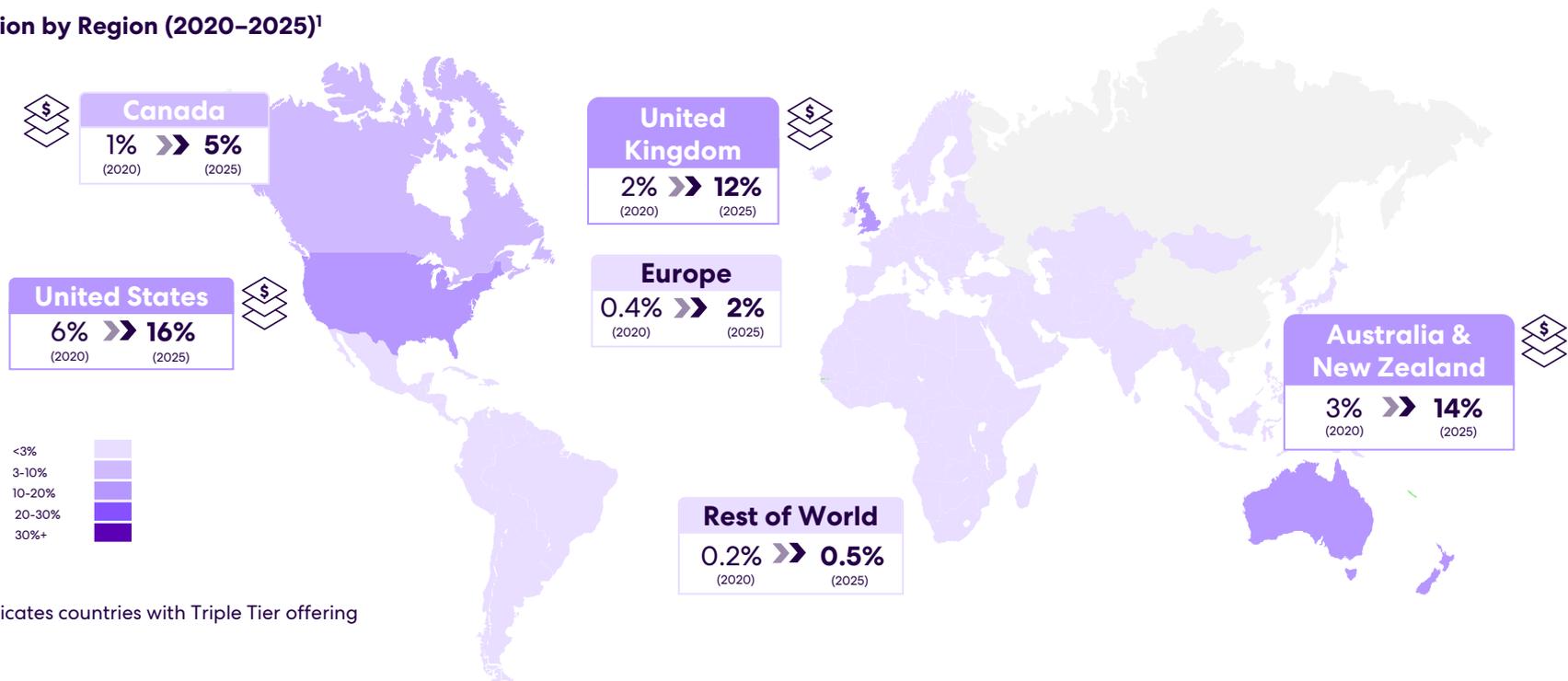
Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, and Company Data.

<sup>1</sup>Estimated number of Life360 members as a percentage of smartphone-enabled population by state; Penetration rates of December 31, 2025 unless otherwise noted.

# Large global opportunity for membership

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

## Penetration by Region (2020–2025)<sup>1</sup>



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

<sup>1</sup> Estimated number of Life360 members as a percentage of smartphone-enabled population by region; Rest of World excludes Russia and China; Penetration rates of December 31, 2025 unless otherwise noted.

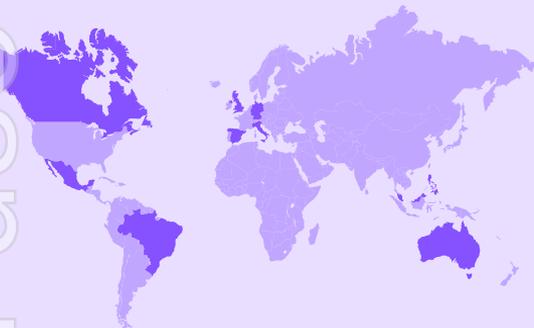
# Scaling the international opportunity

Growing usage and increasing monetization globally

## Top 10 International MAU countries<sup>1</sup>

(66% of total International)

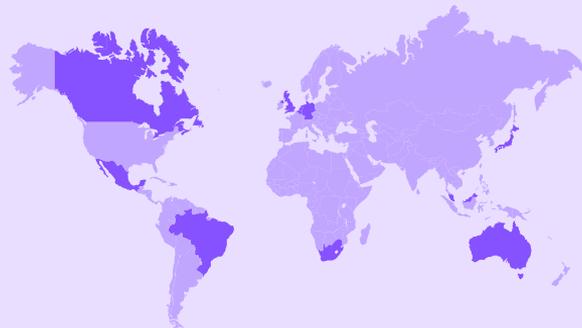
- |                   |                |
|-------------------|----------------|
| 1. United Kingdom | 6. Philippines |
| 2. Brazil         | 7. Malaysia    |
| 3. Mexico         | 8. Canada      |
| 4. Australia      | 9. Spain       |
| 5. Italy          | 10. Germany    |



## Top 10 International Revenue countries<sup>1</sup>

(76% of total International)

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



<sup>1</sup>Data as of FY'25

## 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)

## Other

### Membership Tiers

Rest of World: Non-Triple Tier Countries

- Subscription revenue growth opportunity
- Providing enhanced value to subscribers through expanded feature set

# Monetization opportunities from free user base

Our differentiated audience can deliver value to brands 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 retain on the platform<sup>1</sup>

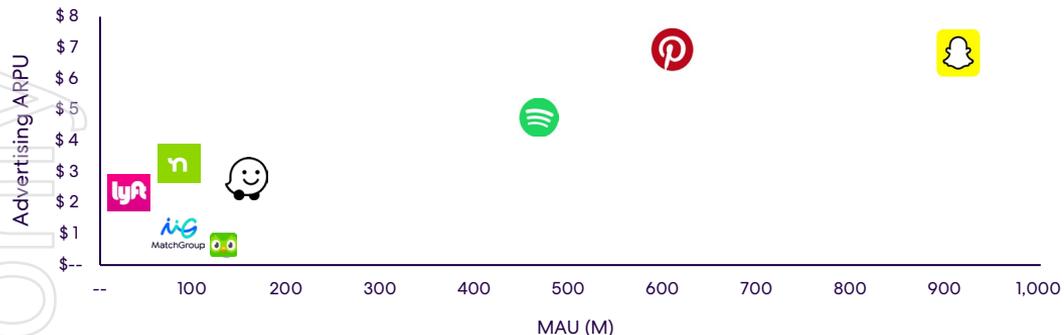


Note: All metrics as of December 31, 2025 unless otherwise noted. <sup>1</sup> Based on MAU and Paying Circles by Registration Year data.

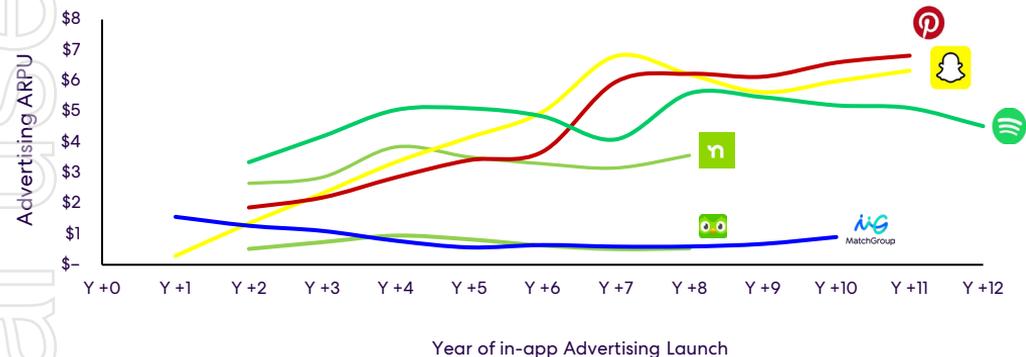
# The advertising opportunity for Life360

Data indicates long-term growth potential in advertising revenue

Ad Revenue ARPU by MAU (M)<sup>1,2</sup>



Ad Revenue ARPU from Launch<sup>1,3</sup>



Expanded Market Opportunity  
with Nativio Acquisition

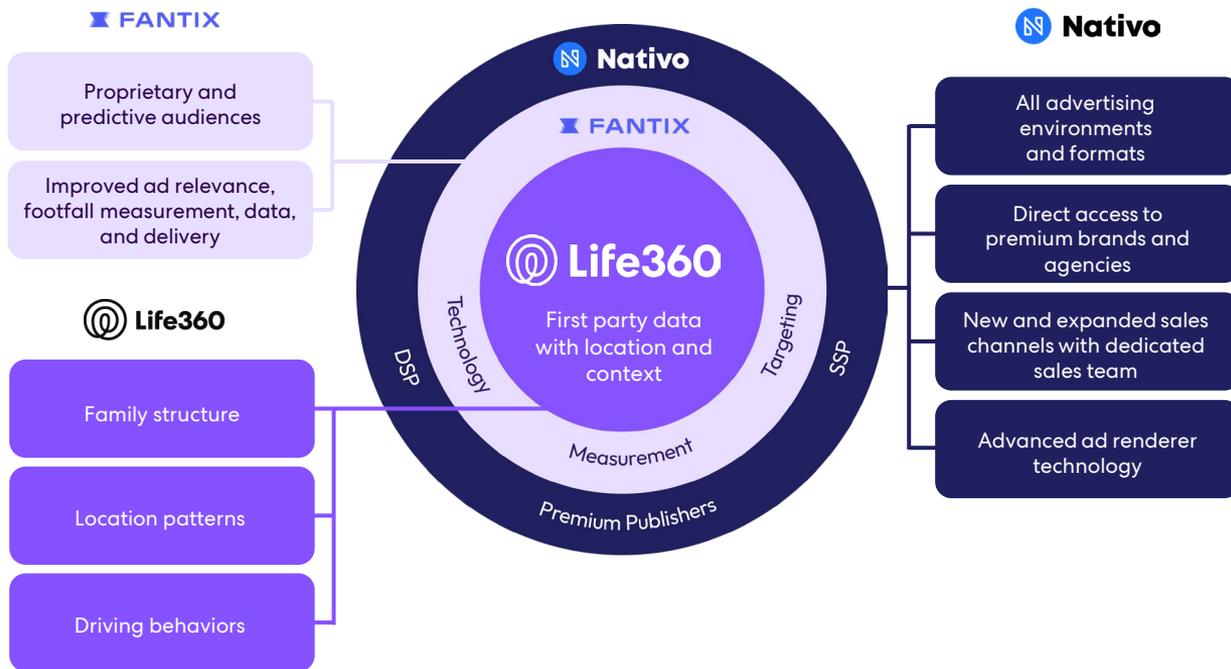
**\$1.25 trillion**

Global Advertising Spend<sup>4</sup>  
(2026 estimate)

<sup>1</sup>Based on public filings, Wall Street Journal, FactSet Consensus Estimates, Reuters, and Visible Alpha Consensus Estimates. Nextdoor MAU estimated using a WAU to MAU conversion rate of 0.63. Match Group MAU estimated using a Payer to MAU conversion rate of 0.177. Snapchat MAU estimated using a DAU to MAU conversion rate of 0.5058. <sup>2</sup>Waze MAU and ad revenue reflects estimated 2022 figures. Waze and Lyft data not available over time. <sup>3</sup>Limited Y + 0 and Y + 1 ARPU data is publicly available. <sup>4</sup>Source: Statista Market Insights: Advertising and Media.

# Elevating the advertising experience based on what families truly need

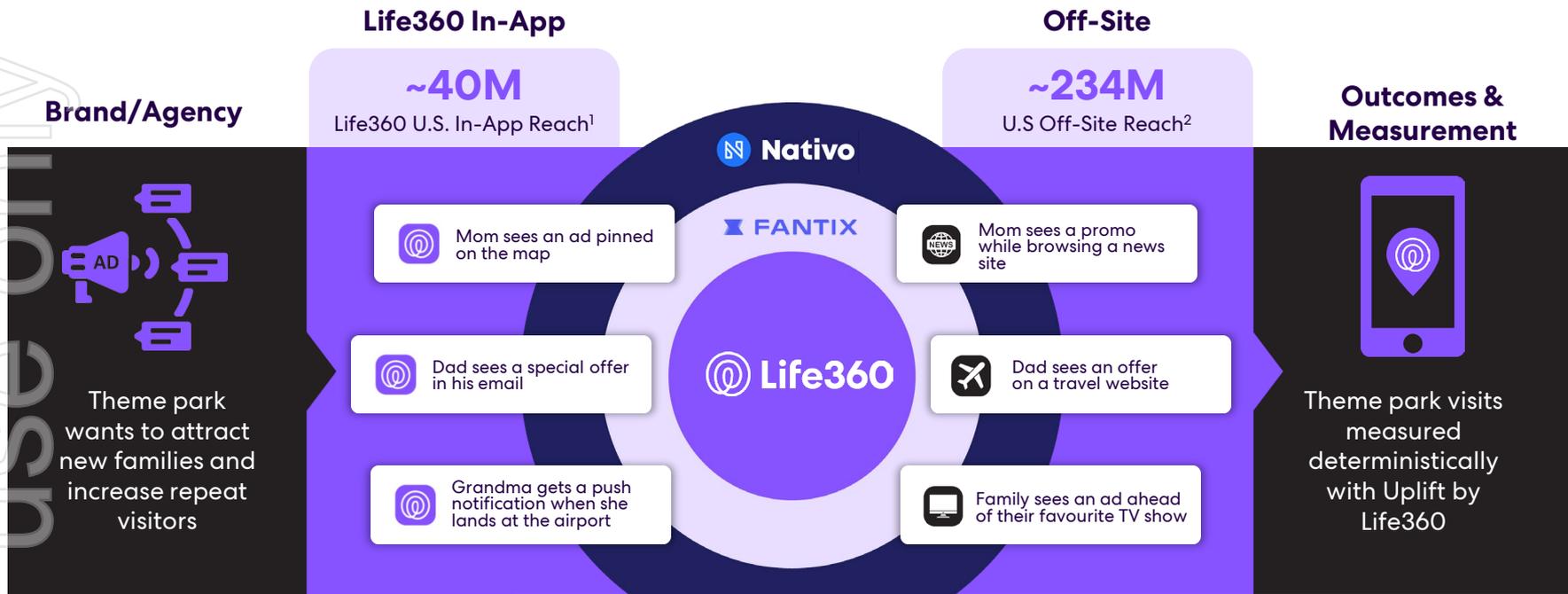
Our combined tech stack accelerates Life360's advertising roadmap and creates value across the ad-tech value chain



Internal use only

# Life360 Ads Network Vision

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

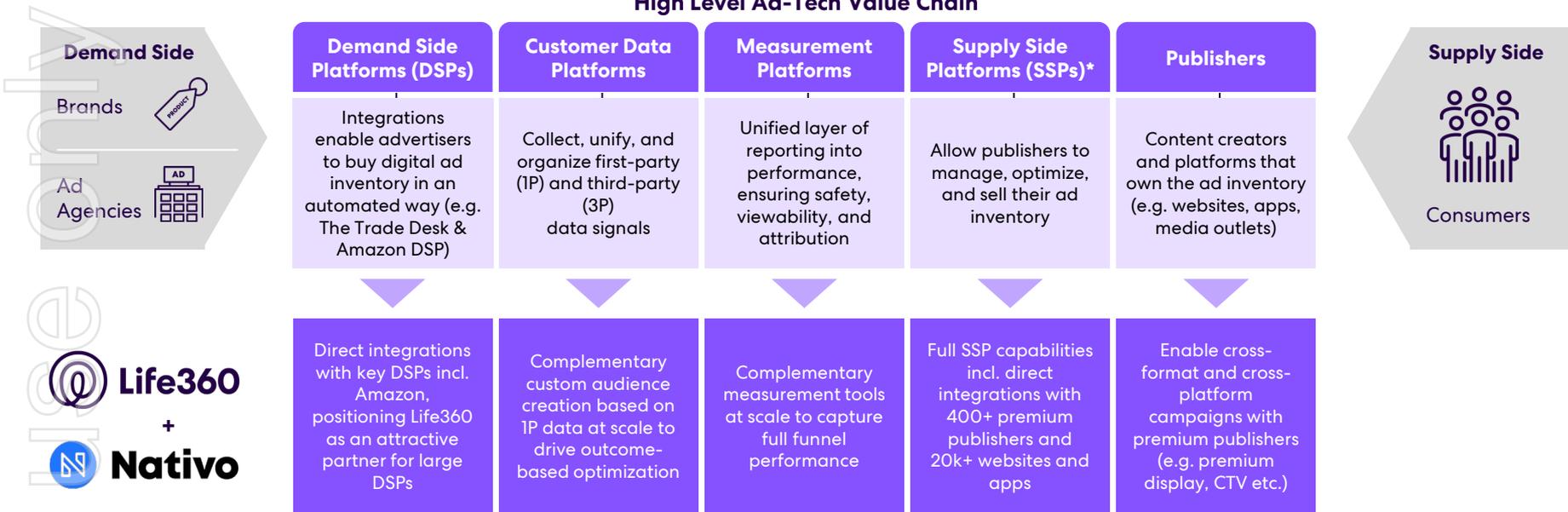


<sup>1</sup>Represents U.S. Ads eligible MAU as of December 2025. <sup>2</sup>Source: Comscore. Data as of December 2025.

# End-to-End Differentiated Ad Platform at Scale

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

## High Level Ad-Tech Value Chain



# Life360 and Uber announce new integration to help families stay connected

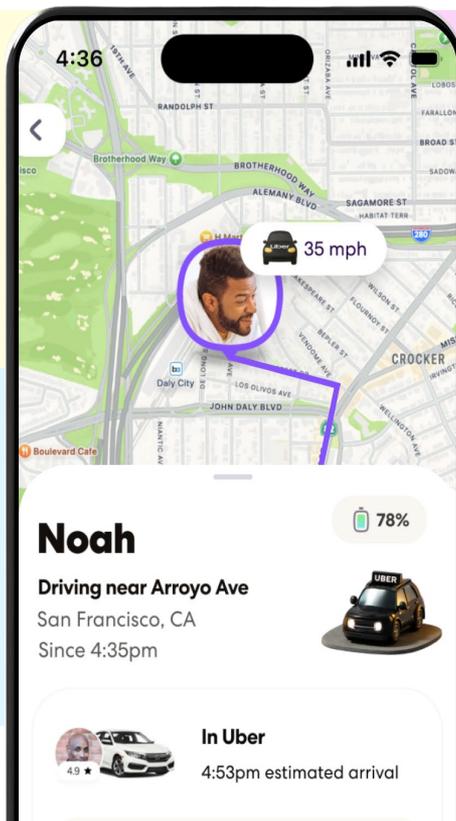
Deepens Life360's super app vision by embedding trusted third party services families already rely on

## Integrated Super App Experience

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

## Membership

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



## Uber Teen Accounts

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

## Marketing & Advertising

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

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

02

mal use only

# Life360 Strategy



# Life360 strategy

Powerful network effects driving significant long-term growth opportunity



Grow our audience

By building a leading position as a global family brand



Scale paid offerings

By driving higher retention and conversion through increased value for members



Create new revenue streams

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

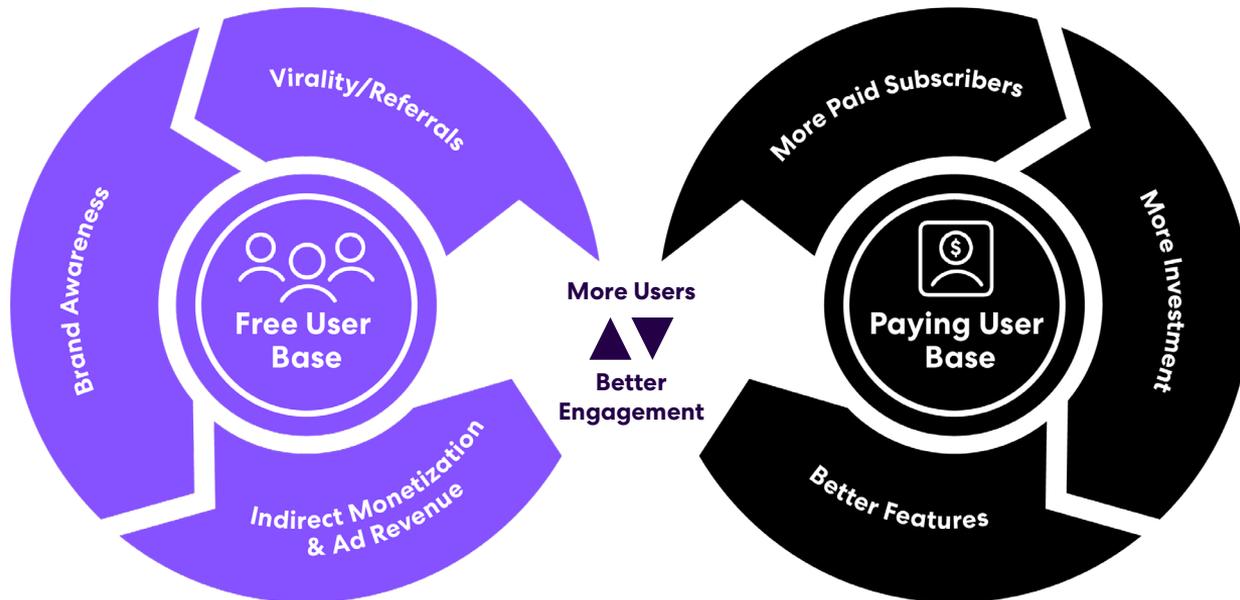


Expand profitability

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

# Our freemium flywheel drives our growth

Network effects enhance new member acquisition and fuel competitive advantages



Internal use only

# AI makes Life360 stronger, faster and more competitive

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

## Durable use case anchored in the physical world

- Our core use case has no AI substitute — it is anchored in real people moving through the physical world
- Our real world partnerships, tow truck networks and emergency services can't be shortcut with new developer tools
- With 96M+ users, 60 NPS, and a 4.8 app rating, we provide peace of mind families rely on us to deliver



## AI makes our data more valuable

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



## AI enhances our ability to delight customers

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



## AI is improving our execution

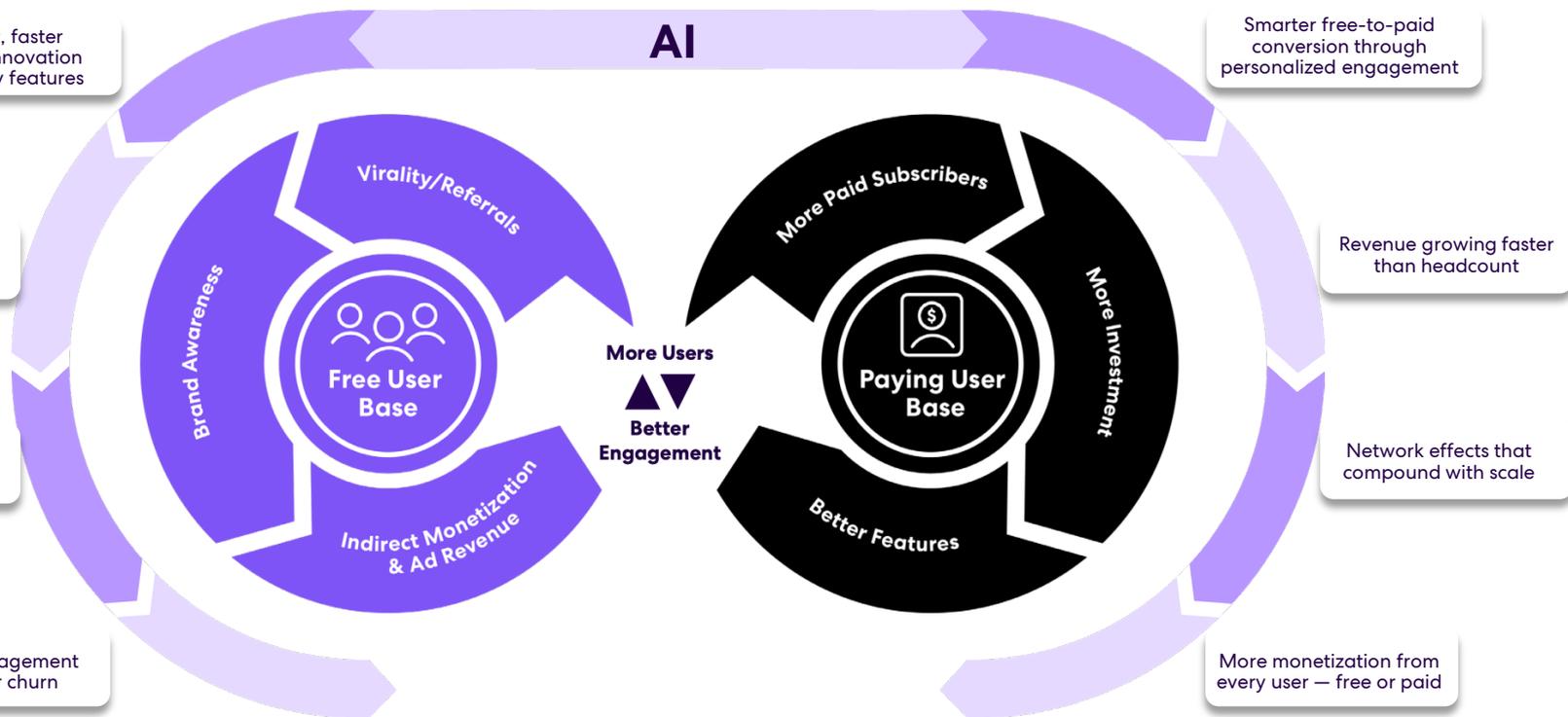
- Organization-wide AI adoption of ~95% is enabling efficiencies across the organization, resulting in faster R&D releases and customer support automation without additional headcount
  - AI is allowing us to grow revenue faster than headcount, enabling us to invest more into product capabilities and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



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

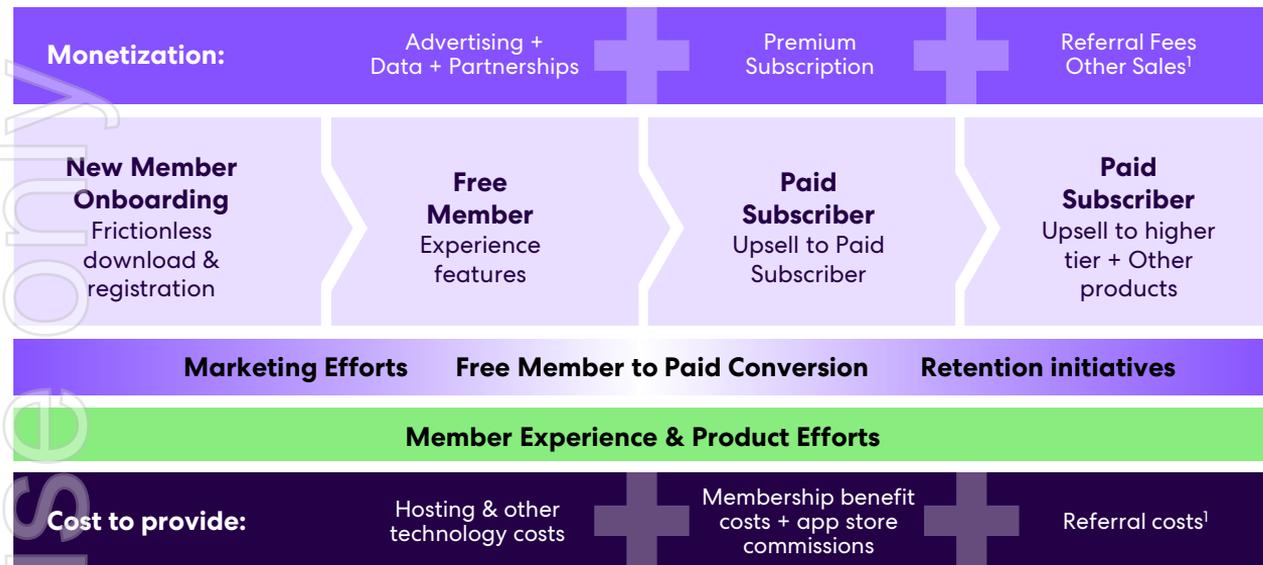
# AI accelerates our flywheel and deepens our moats

AI enhances our relationships and advantages without replicating or replacing them



# 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

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

# The aspirational goals that drive our strategy



**#1**

Brand for everyday  
family life



**150M+**

Monthly Active Users



**\$1B+**

Revenue



**35%+**

AEBITDA margins

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

03

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# Financial Update FY'25



# FY'25 Achievements

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



**Growing our audience**

**~95.8m**

Global Monthly Active Users (MAU)  
+ 20% YoY

**26%**

YoY growth in International MAU



**Scaling paid offerings**

**~2.8m**

Global Paying Circles  
+ 26% YoY

**132k**

Quarterly net adds, an all-time Q4 record



**Creating new revenue streams**



Growing advertising revenue stream

**hubble** **ĀURA** **Uber**  
**AccuWeather**

Establishing new B2B partnerships to drive indirect monetization



**Expanding profitability**

**\$489.5m**

FY'25 Revenue  
+32% YoY

**\$93.2m**

FY'25 Adjusted EBITDA<sup>1</sup>  
19% Margin

# FY'25 Results Summary

Delivering on growth

\$M	FY'24	FY'25	Guidance	\$ Change	% ch YoY
<b>Revenue</b>					
Subscription	277.8	369.3	366 - 368	91.4	33 %
Hardware	57.6	51.8	46 - 50	(5.8)	(10)%
Other	36.0	68.4	62 - 67	32.4	90 %
<b>Total revenue</b>	<b>371.5</b>	<b>489.5</b>	<b>474 - 485</b>	<b>118.0</b>	<b>32 %</b>
<b>Annualized Monthly Revenue (AMR)<sup>1</sup></b>					
	367.6	478.0		110.4	30 %
<b>Operating expenses</b>					
	287.1	362.0		74.9	26 %
<b>Net Income (Loss)</b>					
	(4.6)	150.8		155.4	3411%
<b>Adjusted EBITDA (Non-GAAP)<sup>2</sup></b>					
	45.5	93.2	84 - 88	47.7	105 %
<b>Adjusted EBITDA Margin</b>					
	12%	19%			7 %
<b>Cash and cash equivalents<sup>3</sup></b>					
	160.5	495.8		335.4	209 %
<b>Operating cash flow</b>					
	32.6	88.6		56.0	172 %

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

<sup>1</sup>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.

<sup>2</sup>Adjusted EBITDA is a non-GAAP measure. For more information, including the definition of Adjusted EBITDA, the use of this non-GAAP measure, as well as a reconciliation of Net Income to Adjusted EBITDA see Appendix 3.

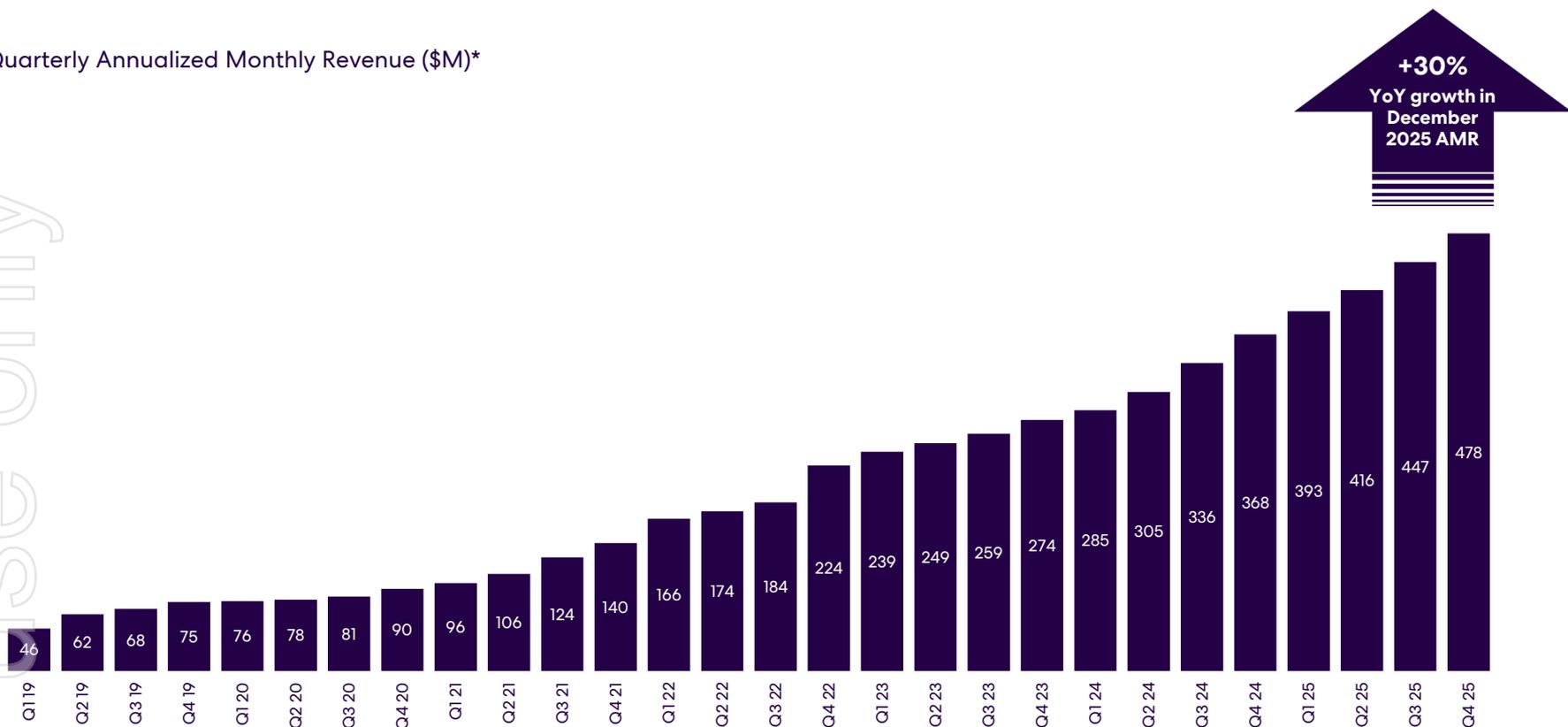
<sup>3</sup>Cash and cash equivalents includes Restricted Cash.

## Commentary

- Continued strong subscription revenue momentum, up 33% primarily driven by Life360 core subscription revenue up 36% to \$347.1 million and growth in Paying Circles of 26%
- Hardware revenue decrease of 10%, as higher unit shipments were more than offset by increased promotional and competitive discounts and lower revenue related to bundled offerings
- Other revenue increase of 90% is primarily due to a greater number of partners and higher spend under existing arrangements
- Annualized Monthly Revenue up 30% to \$478.0 million
- Operating expenses increased 26% and declined 3% YoY as a percentage of revenue, demonstrating an ongoing focus on cost discipline and operational efficiency
- Net income of \$150.8 million impacted by a significant one-time, non-cash tax benefit. Income before income taxes was \$32.7 million
- Adjusted EBITDA expansion driven by strong subscription and other revenue growth and increased operating leverage

# Continued Strong Revenue Momentum

Quarterly Annualized Monthly Revenue (\$M)\*

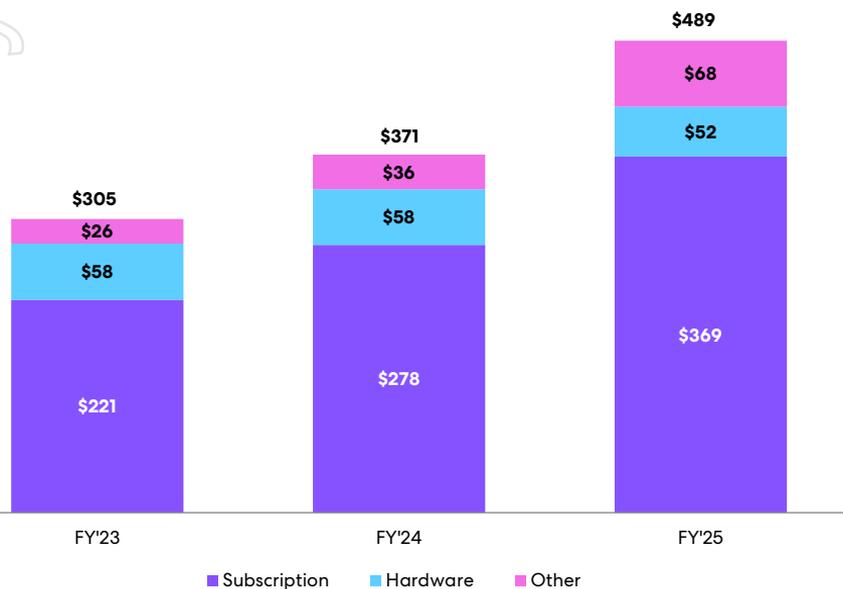


\* Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements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

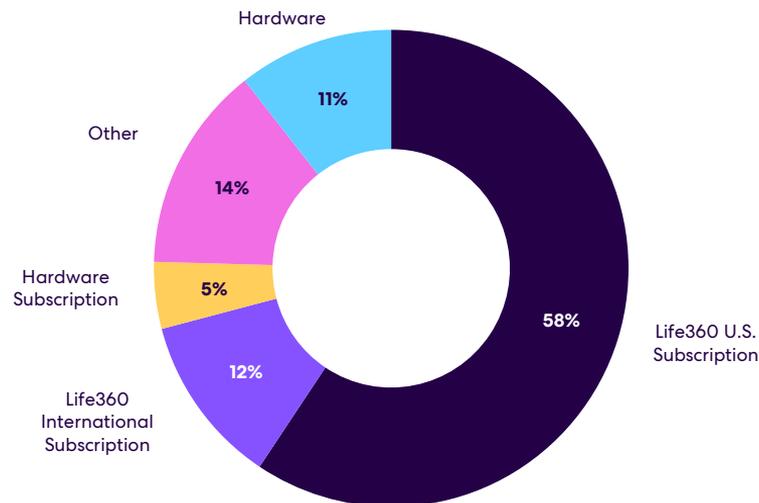
# Consolidated Revenue

FY'25 year over year growth of 32%

Annual Revenue (\$M)



Total Consolidated Revenue Breakdown (FY'25)

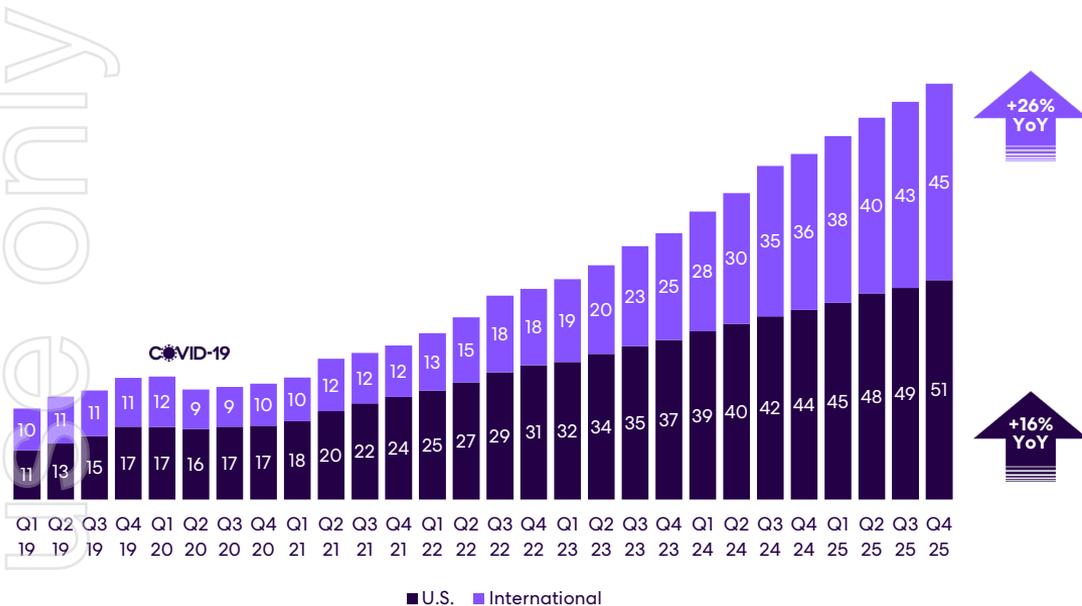


Note: Numbers may not add or recalculate due to rounding.

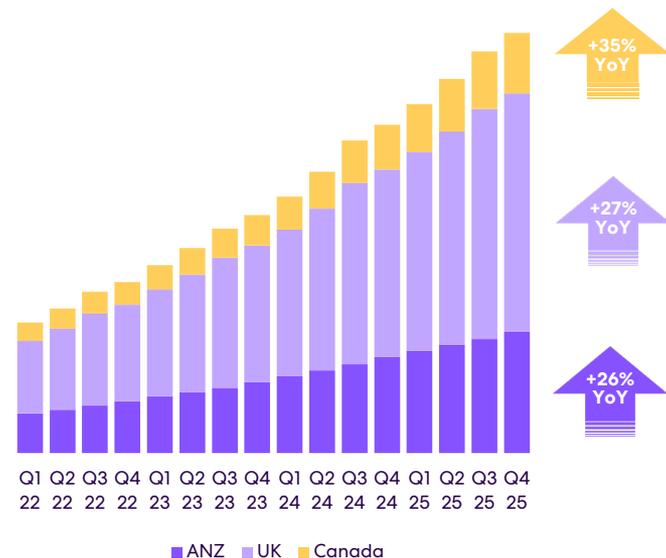
# Global MAU

Q4'25 year over year growth of 20%, with significant contribution from organic channels

Life360 Core Monthly Active Users (MAU) (M)



International Triple Tier countries MAU (M)

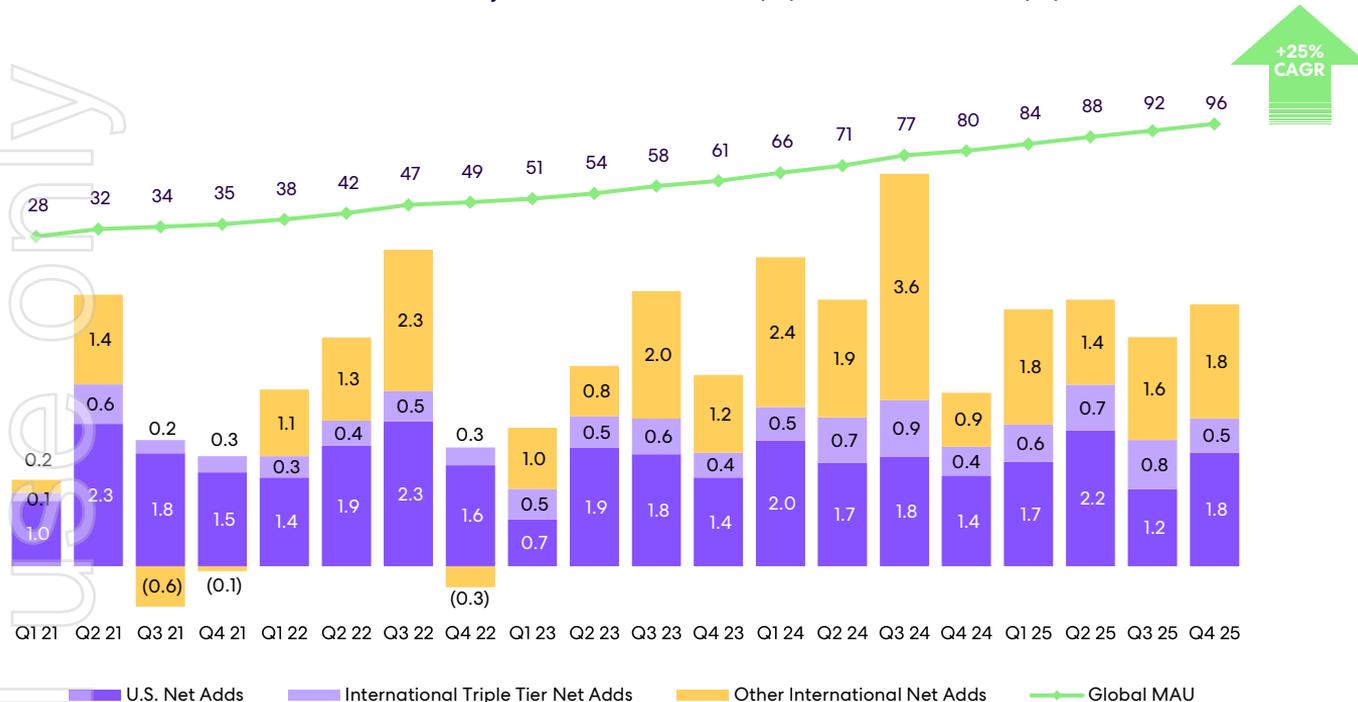


Note: Numbers may not add or recalculate due to rounding.

# Global MAU Net Additions

Q4'25 year over year growth of 51%, with significant growth internationally

Life360 Core Quarterly MAU Net Additions (M) and Global MAU (M)



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

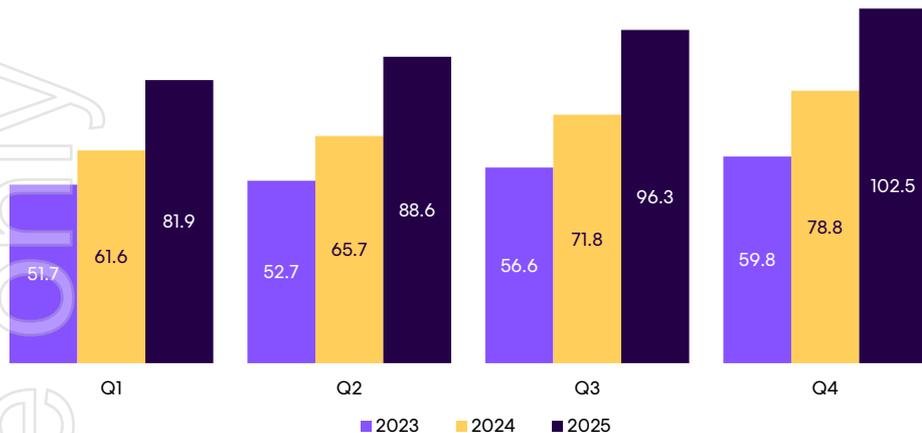


- Strong YoY growth across U.S. (+26%) and international (+80%)
- We reached 95.8 million MAU in Q4'25 with 16.2 million net additions for the full year, achieving our strongest Q4 net additions in Company history
- Historical variability between quarters specifically related to emerging markets and directly following quarters with high net additions
- In FY'26, we expect 20% MAU growth for the full year, while quarterly MAU net additions will continue to vary quarter to quarter

# Subscription Revenue

Q4'25 revenue growth of 30% underpinned by 26% YoY uplift in Paying Circles and 6% YoY increase in ARPPC

Consolidated Quarterly Subscription Revenue (\$M)



Global Paying Circles (000s) and Global ARPPC (\$)



- Strong subscription revenue growth across U.S. and international, with consolidated subscription revenue uplift of 30% YoY in Q4'25

- Core Life360 subscription revenue growth of 33% YoY in Q4'25, benefitting from strong Paying Circles growth of 26% YoY

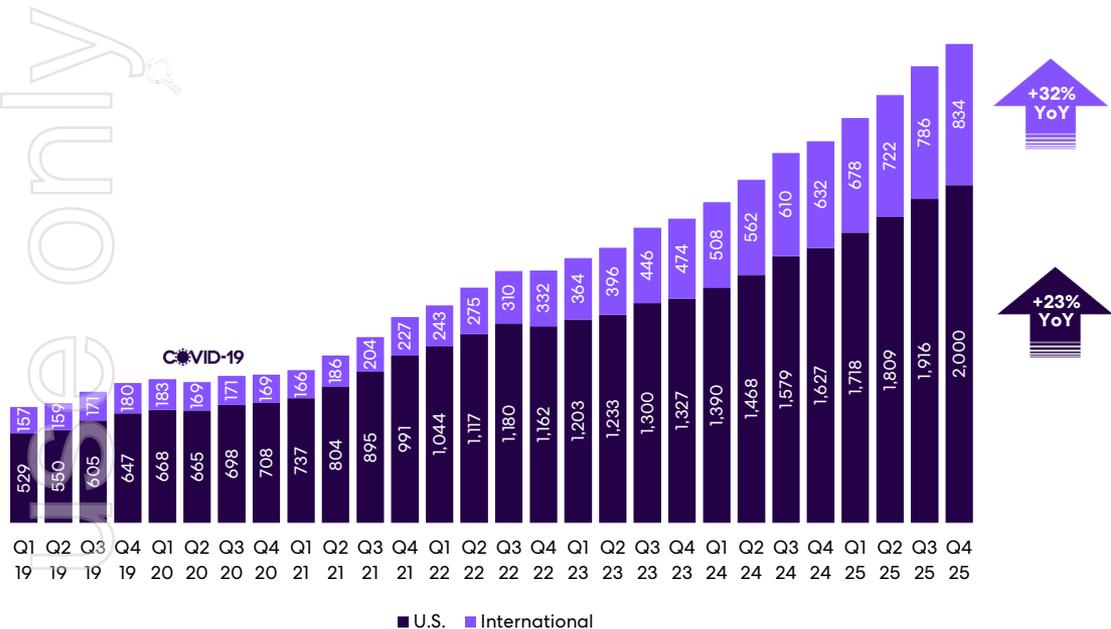
- Core Life360 Subscription revenue growth also supported by price increases in the U.S. and a shift in product mix towards higher priced products. The U.S. price increases impacted new and existing annual subscribers beginning in the second half of 2024 and continuing into 2025

- Additional uplift from international regions implemented in 2024 due to legacy subscriber price increases and the launch of higher priced membership tiers in non-Triple Tier markets, as well as continued growth in existing Triple Tier markets

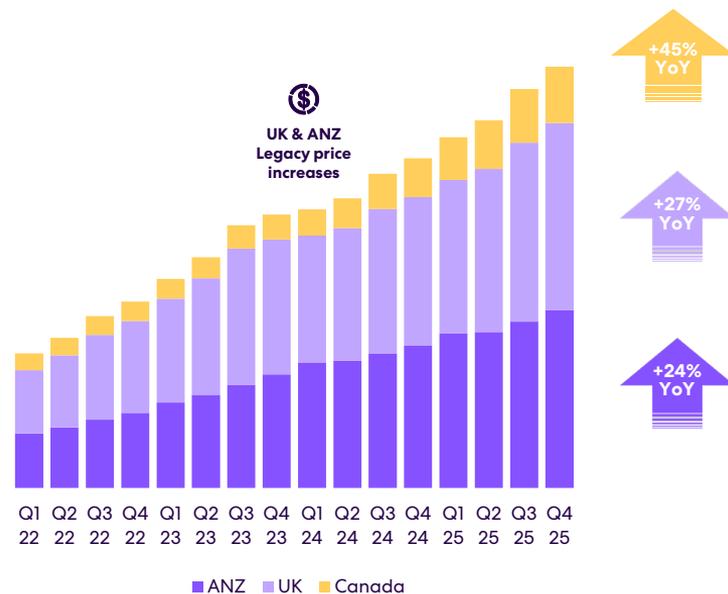
# Paying Circles

Q4'25 year over year growth of 26%, while raising prices and improving customer value

Paying Circles by Geography (000s)



International Triple Tier Countries Paying Circles (000s)

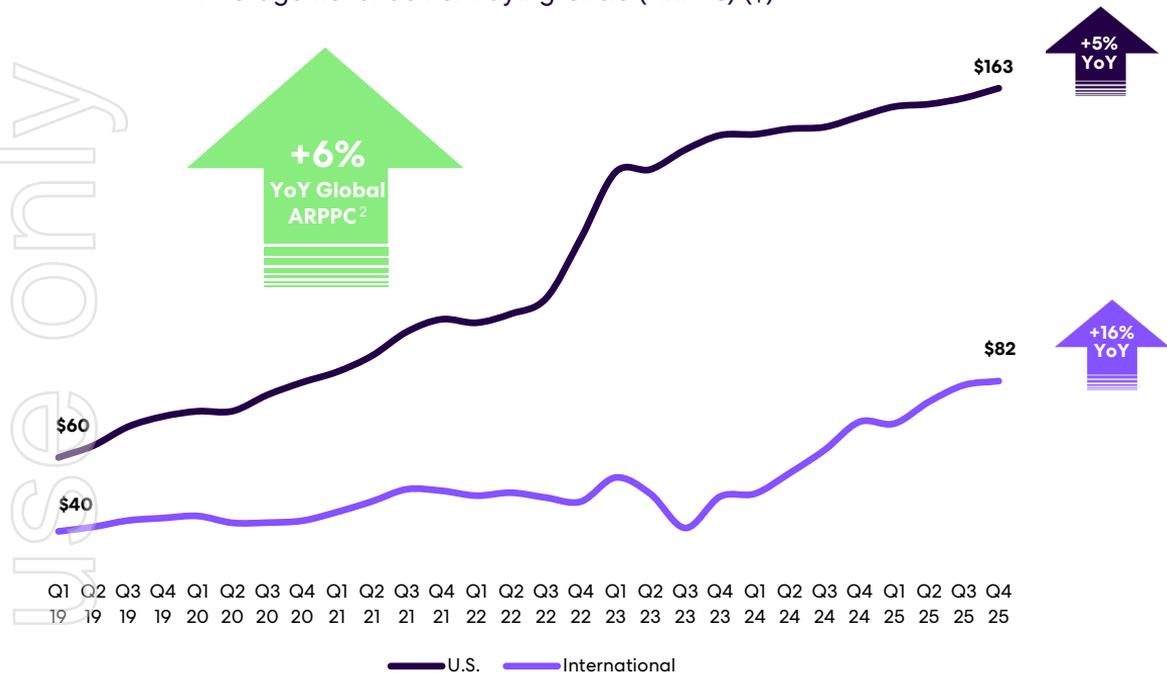


Note: Numbers may not add or recalculate due to rounding.

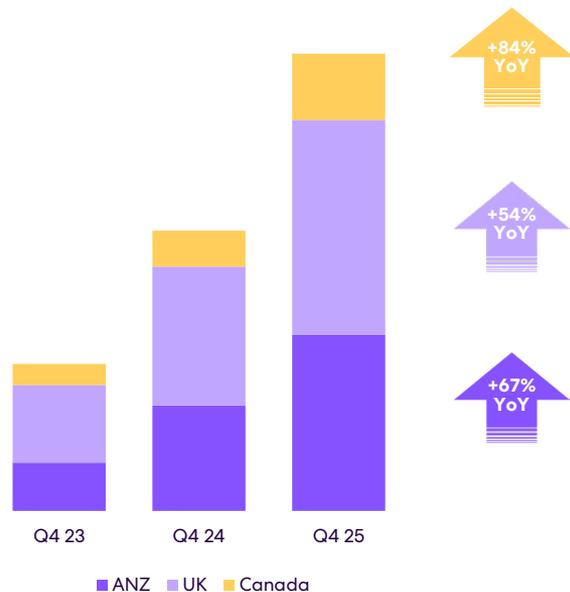
# Average Revenue Per Paying Circle (ARPPC)

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

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



International Triple Tier Countries Revenue

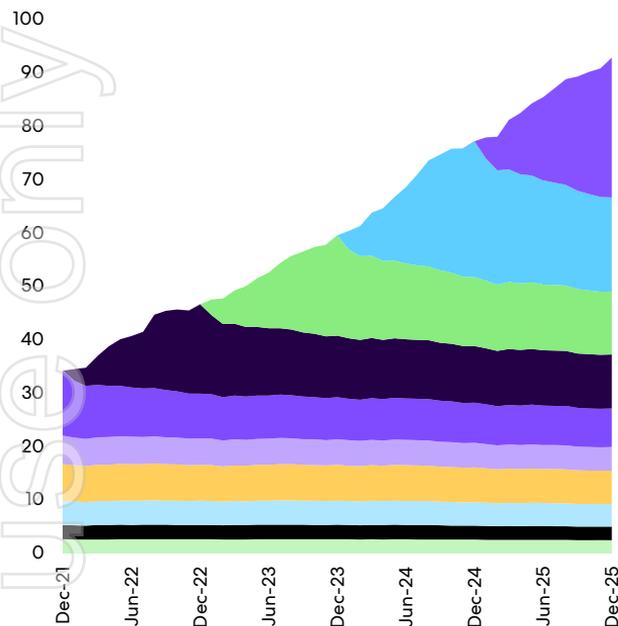


¹ U.S. Price increase took effect across all Membership tiers starting in August 2022.

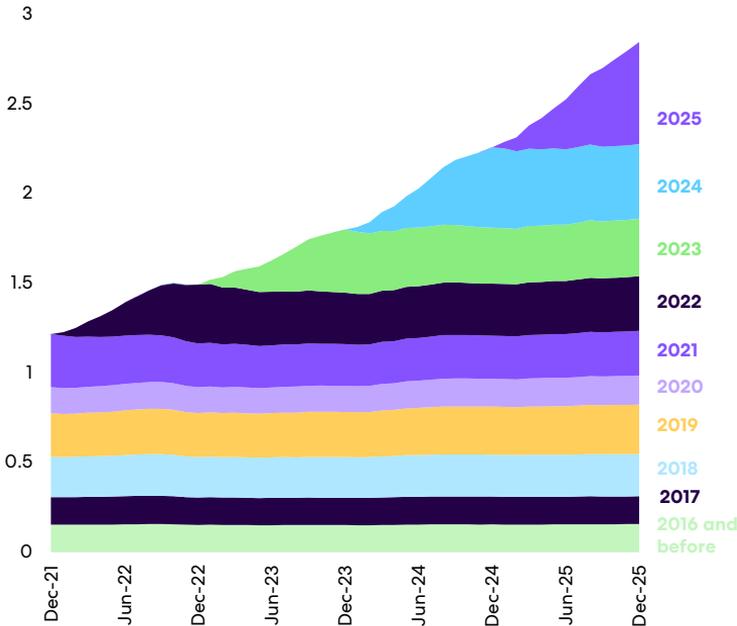
² The uplift to global ARPPC was tempered by a 5% increase in the weighting of international Paying Circles as a percentage of global Paying Circles, reflecting faster growth in international regions that have lower pricing relative to the U.S.

# 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)



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

<sup>1</sup>Based on the average monthly subscription revenue for the six months ended December 31, 2025 compared to the prior six-month period

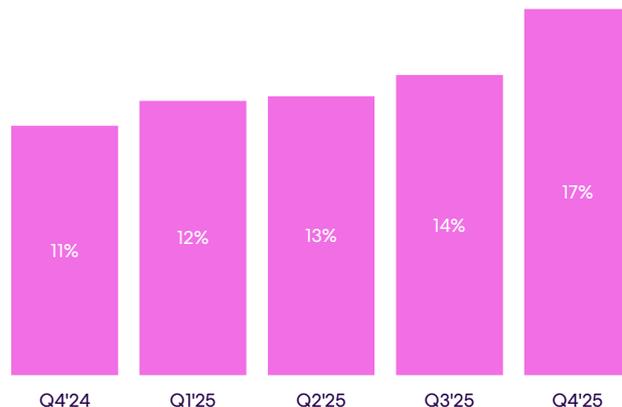
# Other Revenue

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

Quarterly Other Revenue (\$M)



Other Revenue as % of Total Revenue



- Q4'25 Other revenue growth of 86% YoY reflects increases in data and partnership revenue, which includes advertising revenue, and is primarily due to a greater number of partners and higher spend under existing arrangements
- Significant uplift in Q4'25 YoY driven primarily by advertising revenue contribution

- 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

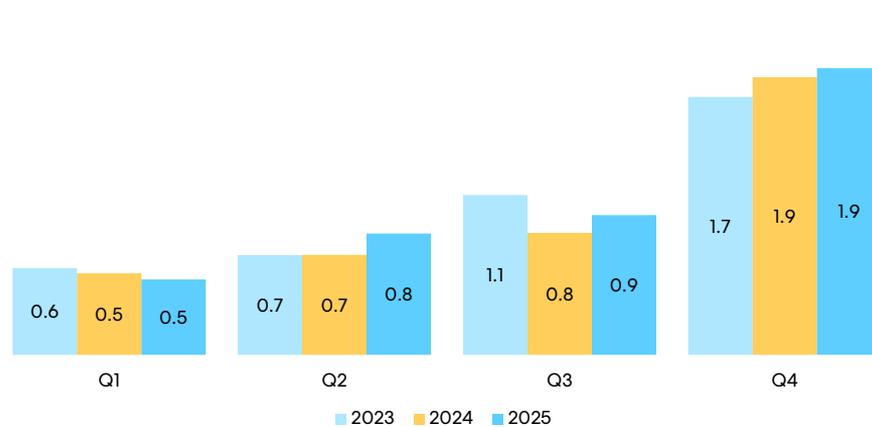
# Hardware Revenue

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

Quarterly Hardware Revenue (\$M)



Quarterly Hardware Units Shipped (M)



- Q4'25 hardware revenue decrease of 19% YoY, as higher unit shipments were more than offset by increased promotional and competitive discounts and lower revenue related to bundled offerings

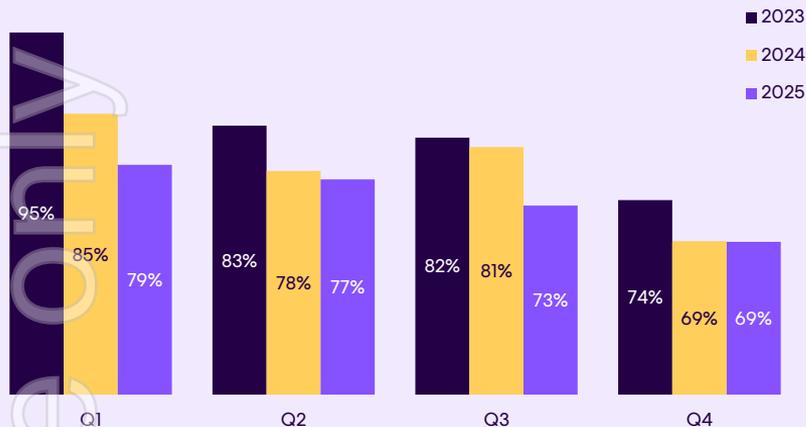
- Q4'25 net hardware units shipped increased 3% YoY primarily driven by increased online retail demand

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

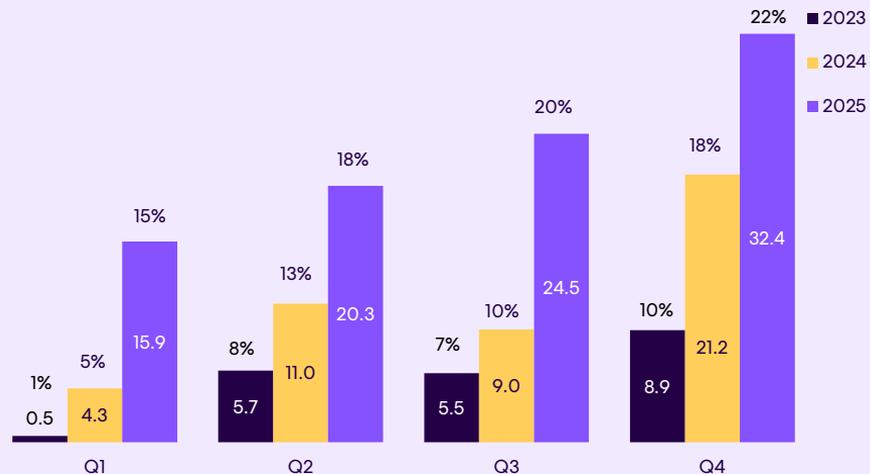
# Expanding Profitability

Leveraging the cost base as we scale with strong Adjusted EBITDA margin expansion YoY

Operating Expenses Declining as a % of Revenue



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

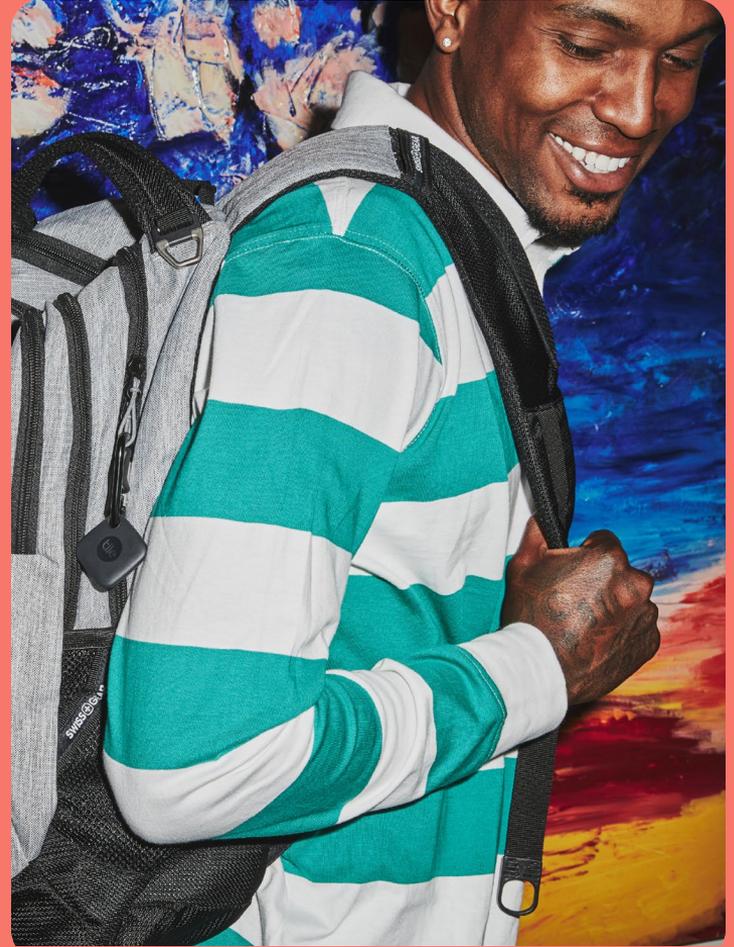


Operating expenses as a % of revenue have declined over time, reaching 69% in Q4'25, demonstrating our ongoing focus on cost discipline and operational efficiency

Adjusted EBITDA margin expansion to 22% in Q4'25 driven by strong subscription and other revenue growth and increased operating leverage

04

**FY 2026  
Outlook**



# Outlook

For FY'26, Life360 expects to deliver:

- **Global MAU growth of 20% year-over-year;**
- **Consolidated revenue of \$640 million to \$680 million (YoY growth of 31% to 39%), comprised of:**
  - **Subscription revenue of \$460 million to \$470 million (YoY growth of 25% to 27%);**
  - **Other revenue of \$140 million to \$160 million (YoY growth of 105% to 134%);**
  - **Hardware revenue of \$40 million to \$50 million; and**
- **Adjusted EBITDA<sup>1</sup> of \$128 million to \$138 million, which represents a margin of approximately 20%. Due to timing of investments in initiatives to support our growth, and seasonality, we anticipate Adjusted EBITDA to be lightly weighted in the first half of 2026, and heavily weighted in the second half of 2026.**

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

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# Appendix



## APPENDIX 1

# Operating Metrics

(in millions, except ARPPC, ARPPS, ASP)	Q4 2025	Q3 2025	Q2 2025	Q1 2025	Q4 2024
<b>Life360 Core<sup>(1)</sup></b>					
<b>Monthly Active Users (MAU) - Global</b>	95.8	91.6	88.0	83.7	79.6
U.S.	50.6	48.7	47.5	45.3	43.7
International	45.3	42.9	40.5	38.4	36.0
ANZ	3.5	3.2	3.1	2.9	2.7
<b>Paying Circles - Total</b>	2.8	2.7	2.5	2.4	2.3
U.S.	2.0	1.9	1.8	1.7	1.6
International	0.8	0.8	0.7	0.7	0.6
<b>Average Revenue per Paying Circle (ARPPC)</b>	\$ 139.54	\$ 137.63	\$ 135.42	\$ 133.42	\$ 131.76
<b>Life360 Consolidated</b>					
<b>Subscriptions</b>	3.4	3.3	3.1	3.0	2.9
<b>Average Revenue per Paying Subscription (ARPPS)</b>	\$ 122.41	\$ 119.33	\$ 116.06	\$ 112.98	\$ 110.43
<b>Net hardware units shipped</b>	1.9	0.9	0.8	0.5	1.9
<b>Average Selling Price (ASP)</b>	\$ 10.06	\$ 11.99	\$ 14.81	\$ 16.99	\$ 12.56
<b>Annualized Monthly Revenue (AMR)</b>	\$ 478.0	\$ 446.7	\$ 416.1	\$ 393.0	\$ 367.6
<b>Additional KPI Related Information</b>					
Subscription revenue	\$ 102.5	\$ 96.3	\$ 88.6	\$ 81.9	\$ 78.8
Non-Core subscription revenue	\$ (5.2)	\$ (5.6)	\$ (5.7)	\$ (5.7)	\$ (5.7)
<b>Core subscription revenue<sup>(2)</sup></b>	\$ 97.3	\$ 90.7	\$ 82.9	\$ 76.2	\$ 73.1
Subscription revenue bundling related adjustment	\$ (0.0)	\$ (0.1)	\$ (0.3)	\$ (0.4)	\$ (0.6)
Hardware revenue bundling related adjustment	\$ 0.0	\$ 0.1	\$ 0.3	\$ 0.4	\$ 0.4

<sup>1</sup> Core metrics relate solely to the Life360 mobile application.

<sup>2</sup> 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 December 31,		Year Ended December 31,	
	2025	2024	2025	2024
<b>Revenue</b>				
Subscription revenue	\$ 102.5	\$ 78.8	\$ 369.3	\$ 277.8
Hardware revenue	19.3	23.8	51.8	57.6
Other revenue	24.2	13.0	68.4	36.0
<b>Total revenue</b>	<b>146.0</b>	<b>115.5</b>	<b>489.5</b>	<b>371.5</b>
<b>Cost of Revenue</b>				
Cost of subscription revenue	13.8	10.6	51.0	41.0
Cost of hardware revenue	20.7	18.1	51.2	47.2
Cost of other revenue	1.9	1.3	6.5	4.1
<b>Total cost of revenue</b>	<b>36.3</b>	<b>30.0</b>	<b>108.6</b>	<b>92.3</b>
<b>Gross Profit</b>	<b>109.7</b>	<b>85.5</b>	<b>380.8</b>	<b>279.2</b>
<b>Operating expenses</b>				
Research and development	33.3	29.8	128.4	113.1
Sales and marketing	41.8	33.5	155.0	113.4
General and administrative	25.6	16.5	78.6	60.7
<b>Total operating expenses</b>	<b>100.7</b>	<b>79.8</b>	<b>362.0</b>	<b>287.1</b>
<b>Income (loss) from operations</b>	<b>9.0</b>	<b>5.7</b>	<b>18.8</b>	<b>(8.0)</b>
<b>Other income (expense), net</b>				
Convertible notes fair value adjustment	—	—	—	(0.6)
Derivative liability fair value adjustment	—	—	—	(1.7)
Loss on settlement of convertible notes	—	—	—	(0.4)
Gain on settlement of derivative liability	—	—	—	1.9
Gain (loss) on change in fair value of investments	(1.5)	—	0.6	5.4
Interest income	4.7	1.8	13.7	6.0
Other income (expense), net	(0.5)	(1.2)	(0.5)	(7.2)
<b>Total other income (expense), net</b>	<b>2.7</b>	<b>0.6</b>	<b>13.8</b>	<b>3.4</b>
<b>Income (loss) before income taxes</b>	<b>11.7</b>	<b>6.3</b>	<b>32.7</b>	<b>(4.6)</b>
Benefit from income taxes	(118.0)	(2.2)	(118.2)	(0.1)
<b>Net income (loss)</b>	<b>\$ 129.7</b>	<b>\$ 8.5</b>	<b>\$ 150.8</b>	<b>\$ (4.6)</b>
Net income (loss) per share, basic	\$ 1.65	\$ 0.11	\$ 1.95	\$ (0.06)
Net income (loss) per share, diluted	\$ 1.51	\$ 0.10	\$ 1.77	\$ (0.06)
Weighted-average shares used in computing net income (loss) per share, basic	78,733,783	74,920,574	77,251,239	72,125,571
Weighted-average shares used in computing net income (loss) per share, diluted	86,004,809	83,212,947	85,172,415	72,125,571

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

## APPENDIX 2

# Balance Sheet

\$M	December 31,	
	2025	2024
<b>Current Assets:</b>		
Cash and cash equivalents	\$ 494.3	\$ 159.2
Accounts receivable, net	80.7	58.0
Inventory	9.9	8.1
Costs capitalized to obtain contracts, net	1.2	1.1
Prepaid expenses and other current assets	20.1	14.6
<b>Total current assets</b>	<b>606.1</b>	<b>241.0</b>
Restricted cash, noncurrent	1.6	1.2
Property and equipment, net	3.0	1.8
Costs capitalized to obtain contracts, noncurrent	0.9	1.0
Prepaid expenses and other assets, noncurrent	48.5	21.6
Operating lease right-of-use asset	0.3	0.7
Intangible assets, net	38.3	40.6
Goodwill	134.6	133.7
Deferred tax assets, net	126.4	—
<b>Total Assets</b>	<b>\$ 959.7</b>	<b>\$ 441.6</b>
<b>Liabilities and Stockholders' Equity</b>		
<b>Current Liabilities:</b>		
Accounts payable	\$ 8.4	\$ 5.5
Accrued expenses and other current liabilities	42.0	32.0
Deferred revenue, current	46.4	39.9
<b>Total current liabilities</b>	<b>96.8</b>	<b>77.3</b>
Convertible notes, net, noncurrent	310.4	—
Deferred revenue, noncurrent	4.3	5.3
Other liabilities, noncurrent	—	0.4
<b>Total Liabilities</b>	<b>\$ 411.5</b>	<b>\$ 83.0</b>
<b>Commitments and Contingencies</b>		
<b>Stockholders' Equity</b>		
Common stock	0.1	0.1
Additional paid-in capital	686.9	648.1
Accumulated deficit	(138.9)	(289.7)
<b>Total stockholders' equity</b>	<b>\$ 548.2</b>	<b>\$ 358.5</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>\$ 959.7</b>	<b>\$ 441.6</b>

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

# Cash Flow

\$M	Year Ended December 31,	
	2025	2024
<b>Cash Flows from Operating Activities:</b>		
Net income (loss)	\$ 150.8	\$ (4.6)
Adjustments to reconcile net income (loss) to net cash provided by operating activities:		
Depreciation and amortization	13.3	9.8
Amortization of costs capitalized to obtain contracts	1.3	1.3
Amortization of operating lease right-of-use asset	0.3	0.3
Stock-based compensation expense, net of amounts capitalized	55.5	42.3
Non-cash interest expense, net	1.3	0.1
Convertible notes fair value adjustment	—	0.6
Derivative liability fair value adjustment	—	1.7
Loss on settlement of convertible notes	—	0.4
Gain on settlement of derivative liability	—	(1.9)
Gain on change in fair value of investments	(0.6)	(5.4)
Provision for credit losses	0.8	0.3
Non-cash revenue from investments	(1.2)	(1.0)
Deferred income taxes	(118.4)	—
Changes in operating assets and liabilities, net of acquisition:		
Accounts receivable, net	(23.5)	(16.1)
Prepaid expenses and other assets	(6.7)	0.1
Inventory	(1.8)	(4.0)
Costs capitalized to obtain contracts, net	(1.2)	(1.6)
Accounts payable	3.1	(0.4)
Accrued expenses and other current liabilities	9.3	4.5
Deferred revenue	6.7	6.6
Other liabilities, noncurrent	(0.4)	(0.4)
<b>Net cash provided by operating activities</b>	<b>88.6</b>	<b>32.6</b>
<b>Cash Flows from Investing Activities:</b>		
Cash paid for acquisition	(2.8)	—
Internally developed software	(5.7)	(3.9)
Purchase of property and equipment	(1.8)	(1.2)
Related Party SAFE	—	(5.0)
Convertible note investment	(25.0)	—
<b>Net cash used in investing activities</b>	<b>(35.3)</b>	<b>(10.1)</b>
<b>Cash Flows from Financing Activities:</b>		
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants	69.5	14.6
Taxes paid related to net settlement of equity awards	(62.8)	(34.0)
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	—	(6.3)
Proceeds from issuance of convertible senior notes	320.0	—
Payments of debt issuance costs	(10.9)	—
Purchase of capped calls	(33.7)	—
<b>Net cash provided by financing activities</b>	<b>282.1</b>	<b>67.3</b>
<b>Net Increase in Cash, Cash Equivalents, and Restricted Cash</b>	<b>335.4</b>	<b>89.7</b>
<b>Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period</b>	<b>160.5</b>	<b>70.7</b>
<b>Cash, Cash Equivalents, and Restricted Cash at the End of the Period</b>	<b>\$ 495.8</b>	<b>\$ 160.5</b>

## APPENDIX 3

# GAAP to Non-GAAP reconciliations

### Cost of revenue

SM	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
Cost of subscription revenue, GAAP	\$ 13.8	\$ 10.6	\$ 51.0	\$ 41.0
Less: Depreciation and amortization, GAAP	(1.0)	(0.7)	(4.3)	(1.7)
Less: Stock-based compensation, GAAP	(0.5)	(0.2)	(1.9)	(0.7)
<b>Total cost of subscription revenue, Non-GAAP</b>	<b>\$ 12.2</b>	<b>\$ 9.8</b>	<b>\$ 44.8</b>	<b>\$ 38.5</b>
Cost of hardware revenue, GAAP	\$ 20.7	\$ 18.1	\$ 51.2	\$ 47.2
Less: Depreciation and amortization, GAAP	(1.0)	(1.0)	(3.9)	(3.7)
Less: Stock-based compensation, GAAP	(0.4)	(0.2)	(1.5)	(0.8)
<b>Total cost of hardware revenue, Non-GAAP</b>	<b>\$ 19.3</b>	<b>\$ 16.9</b>	<b>\$ 45.8</b>	<b>\$ 42.7</b>
Cost of other revenue, GAAP	\$ 1.9	\$ 1.3	\$ 6.5	\$ 4.1
Less: Depreciation and amortization, GAAP	(0.2)	—	(0.6)	—
<b>Total cost of other revenue, Non-GAAP</b>	<b>\$ 1.7</b>	<b>\$ 1.3</b>	<b>\$ 5.9</b>	<b>\$ 4.1</b>
Cost of revenue, GAAP	\$ 36.3	\$ 30.0	\$ 108.6	\$ 92.3
Less: Depreciation and amortization, GAAP	(2.2)	(1.6)	(8.9)	(5.5)
Less: Stock-based compensation, GAAP	(0.9)	(0.4)	(3.4)	(1.5)
<b>Total cost of revenue, Non-GAAP</b>	<b>\$ 33.2</b>	<b>\$ 28.0</b>	<b>\$ 96.4</b>	<b>\$ 85.3</b>

### Operating expenses

SM	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
Research and development expense, GAAP	\$ 33.3	\$ 29.8	\$ 128.4	\$ 113.1
Less: Depreciation and amortization, GAAP	—	—	(0.1)	(0.1)
Less: Stock-based compensation, GAAP	(7.3)	(7.0)	(28.0)	(25.5)
Less: Other, GAAP	—	—	(0.7)	—
<b>Total Research and development, Non-GAAP</b>	<b>\$ 26.1</b>	<b>\$ 22.7</b>	<b>\$ 99.6</b>	<b>\$ 87.5</b>
Sales and marketing expense, GAAP	\$ 41.8	\$ 33.5	\$ 155.0	\$ 113.4
Less: Depreciation and amortization, GAAP	(1.2)	(1.1)	(4.4)	(4.2)
Less: Stock-based compensation, GAAP	(1.6)	(1.1)	(7.0)	(3.3)
<b>Total Sales and marketing expense, Non-GAAP</b>	<b>\$ 38.9</b>	<b>\$ 31.4</b>	<b>\$ 143.5</b>	<b>\$ 105.8</b>
General and administrative expense, GAAP	\$ 25.6	\$ 16.5	\$ 78.6	\$ 60.7
Less: Stock-based compensation, GAAP	(5.7)	(3.3)	(17.0)	(11.9)
Less: Other, GAAP	(4.5)	—	(4.8)	(0.2)
<b>Total General and administrative expense, Non-GAAP</b>	<b>\$ 15.4</b>	<b>\$ 13.2</b>	<b>\$ 56.8</b>	<b>\$ 48.6</b>
Total Operating expenses, GAAP	\$ 100.7	\$ 79.8	\$ 362.0	\$ 287.1
Less: Depreciation and amortization, GAAP	(1.2)	(1.1)	(4.5)	(4.3)
Less: Stock-based compensation, GAAP	(14.5)	(11.4)	(52.1)	(40.7)
Less: Other, GAAP	(4.5)	—	(5.6)	(0.2)
<b>Total Operating expenses, Non-GAAP</b>	<b>\$ 80.4</b>	<b>\$ 67.3</b>	<b>\$ 299.9</b>	<b>\$ 241.9</b>

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

## APPENDIX 3

# Non-GAAP Financial Measures

\$M	Three Months Ended December 31,		Year Ended December 31,	
	2025	2024	2025	2024
Net income (loss)	129.7	8.5	150.8	(4.6)
Add (deduct):				
Convertible notes fair value adjustment <sup>(1)</sup>	—	—	—	0.6
Derivative liability fair value adjustment <sup>(1)</sup>	—	—	—	1.7
Loss on settlement of convertible notes <sup>(2)</sup>	—	—	—	0.4
Gain on settlement of derivative liability	—	—	—	(1.9)
Gain (loss) on change in fair value of investments <sup>(3)</sup>	1.5	—	(0.6)	(5.4)
Benefit from income taxes <sup>(4)</sup>	(118.0)	(2.2)	(118.2)	(0.1)
Depreciation and amortization <sup>(5)</sup>	3.5	2.7	13.3	9.8
Interest income	(4.7)	(10.2)	(13.7)	(6.0)
Other expense, net	0.5	9.7	0.5	1.6
Acquisition and investment related transaction costs <sup>(6)</sup>	3.8	—	4.9	—
Stock-based compensation	15.5	11.8	55.5	42.3
Warehouse relocation costs <sup>(7)</sup>	0.7	—	0.7	—
IPO-related transaction costs, including secondary offering costs	—	1.0	—	6.8
Workplace restructuring costs <sup>(8)</sup>	—	—	—	0.2
<b>Adjusted EBITDA</b>	<b>32.4</b>	<b>21.2</b>	<b>93.2</b>	<b>45.5</b>

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

2 Relates to the settlement of the July 2021 Convertible Notes and September 2021 Convertible Notes.

3 Relates to the changes in fair value of the Related Party Investment and the Convertible Note Investment. Refer to the FY 2025 10-K for the definition and additional information on the Related Party Investment and Convertible Note Investment.

4 The Company recorded a significant one-time, non-cash income tax benefit for the year related to the release of a valuation allowance, based on the Company's current and projected taxable income, supporting the realizability of deferred tax assets.

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

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

7 Relates to non-recurring warehouse relocation costs in connection with the move of certain hardware manufacturing operations.

8 Relates 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 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) gains and losses on the settlement of convertible notes and derivative liabilities, (iii) gain (loss) on change in fair value of investments, (iv) benefit from income taxes, (v) depreciation and amortization, (vi) interest income, (vii) other expense, net, (viii) acquisition and investment related transaction costs, (ix) stock-based compensation, (x) warehouse relocation costs, (xi) IPO-related transaction costs, including secondary offering costs, and (xii) 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.

# Competitive Landscape

	 Life360										
<b>Monthly Price</b>	\$14.99	\$10.00	Free	\$7.99	\$14.99	\$79.99	\$4.99	\$34.99	Free	\$10.00	\$14.99
<b>Membership</b>	Family circle	Individual	Individual	Family	Individual	Family	Individual	Family	Individual	Individual	Individual
<b>Features</b>											
Available on iOS & Android	✓	✓		✓	✓	✓	✓	✓	✓	✓	✓
Roadside Assistance	✓	✓		✓				✓			✓
SOS Alert	✓						✓	✓		✓	✓
Driver Reports	✓				✓						✓
Stolen Phone Reimbursement	✓			✓							
Credit Monitoring	Platinum Only	✓				✓					
ID Theft Protection	✓	✓				✓					
iOS Crash Detection	✓				✓		✓	✓			✓
Disaster Assistance	Platinum Only							✓			
Travel Assistance	Platinum Only	✓									
Location Sharing	✓		✓	✓	✓			✓	✓	✓	✓
Stolen Funds Reimbursement	✓	✓				✓					
Item Tracking	✓		✓								
In-App Messaging	✓								✓		
Pet Tracking <sup>1</sup>	✓										

Note: Pricing and feature information sourced from publicly available data. Feature sets for cellular providers reflect those of their associated family safety apps. Life360 feature set and pricing represents the Gold Membership, with select features available at the Platinum Membership for \$24.99. <sup>1</sup>Real-Time Pet tracking and Pet Finder Network are only available with a Gold or Platinum memberships and the purchase of a Life360 Pet GPS which is sold separately.

mal use only

**Thank you.**

