



Q1'26

# Investor Presentation

11 May 2026 U.S. PT | 12 May 2026 AEST

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Operating metrics  
Financials  
GAAP to Non-GAAP reconciliations & Non-GAAP financial measures  
Beyond MAU: 117 million Total Users in the Life360 Ecosystem  
End-to-End Differentiated Ads Platform at Scale  
Competitive landscape

Final use only

01

# Life360 Overview



# Life360 at a glance

Global scale, durable growth, expanding profitability



**~97.8M**

Global Monthly  
Active Users



**180+**

Countries



**575 billion**

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



**#7**

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

**\$143.1m**

**+38% YoY**

Q1'26 Revenue



**~3.0M**

Global Paying  
Circles



**17%**

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



**91 billion**

Safe arrival  
notifications<sup>2</sup>



**10.9M+**

Monthly active  
Tile devices

**\$17.1m**

**12% Margin**

Q1'26 Adjusted  
EBITDA<sup>4</sup>

Note: As of March 31, 2026 unless otherwise stated. <sup>1</sup> U.S. smartphone penetration based on approximately 51.8 million U.S. MAU as of March 2026 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. <sup>2</sup> LTM as of March 31, 2026. <sup>3</sup> By DAU in the U.S. as of March 31, 2026. 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

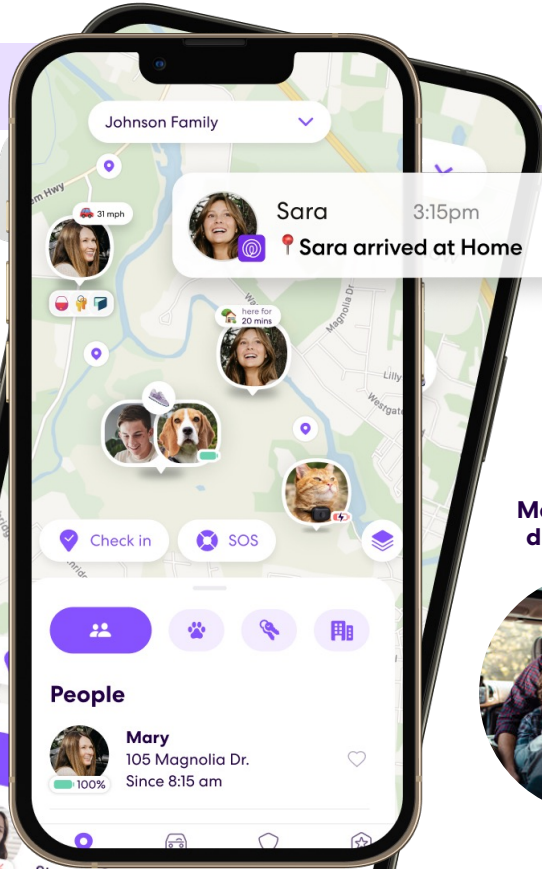
Private map for your inner circle



Free to use



Built for families



...with safety top of mind



Market leading driving safety



Devices for people, pets, and things

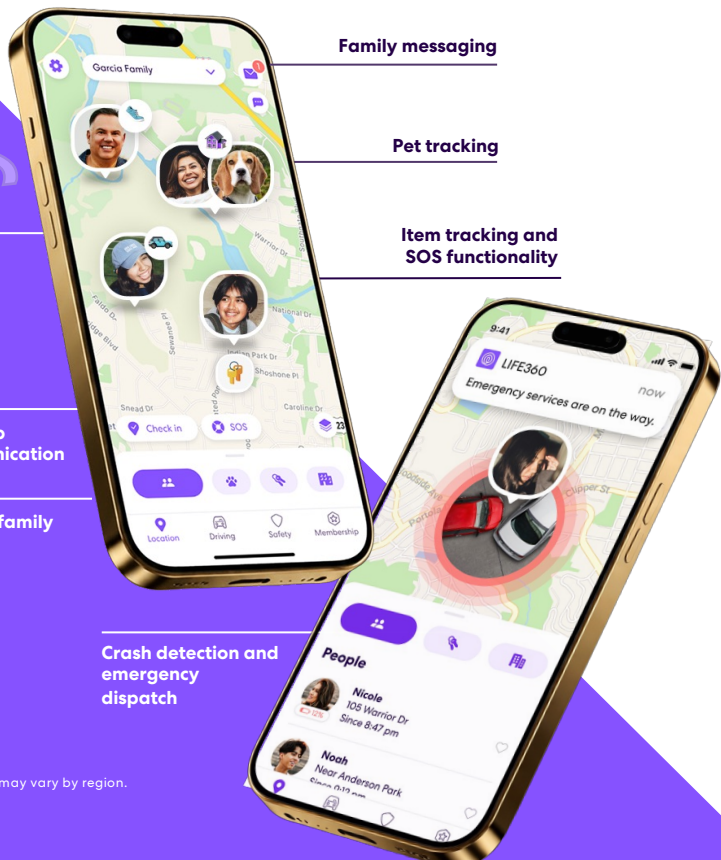


Premium safety services



# Keeping people close to the ones they love

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



**Family messaging**

**Pet tracking**

**Item tracking and SOS functionality**

**Real-time driving**

**One-tap communication**

**Private family Circle**

**Crash detection and emergency dispatch**



## Location Sharing and Item Tracking

Effortless daily coordination with advanced location sharing and item tracking



## Driving Safety

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



## Digital Safety

Protection and prevention for each family member



## Emergency Dispatch

Expert assistance any time, anywhere



## Pet Finder Network

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



## Comprehensive Offering

All-in-one solution for real life



Families of all stages



New drivers



Young couples



Adoring pet parents



Aging parents

Note: Features may vary by region.

# 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 6**  
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”

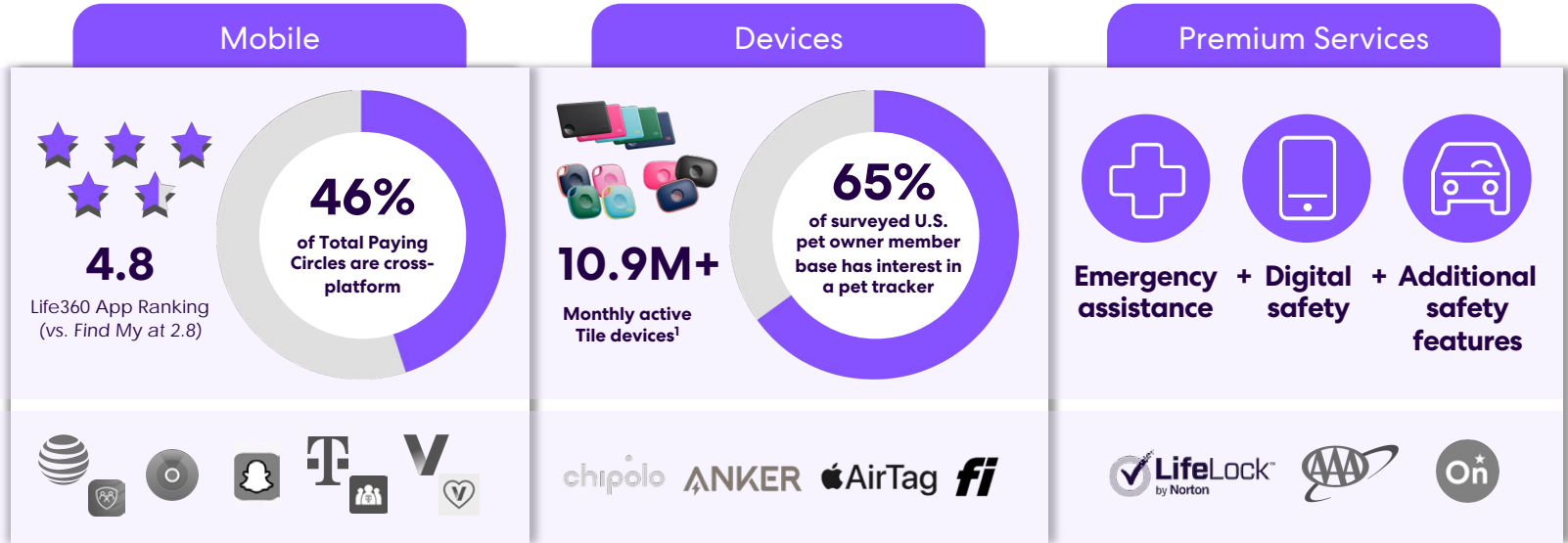
**60**   
NPS Score  
Considered “Excellent” by NPS Creator, Bain & Co.<sup>3</sup>

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

<sup>1</sup>As of March 31, 2026. <sup>2</sup>Life360 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 March 31, 2026.

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

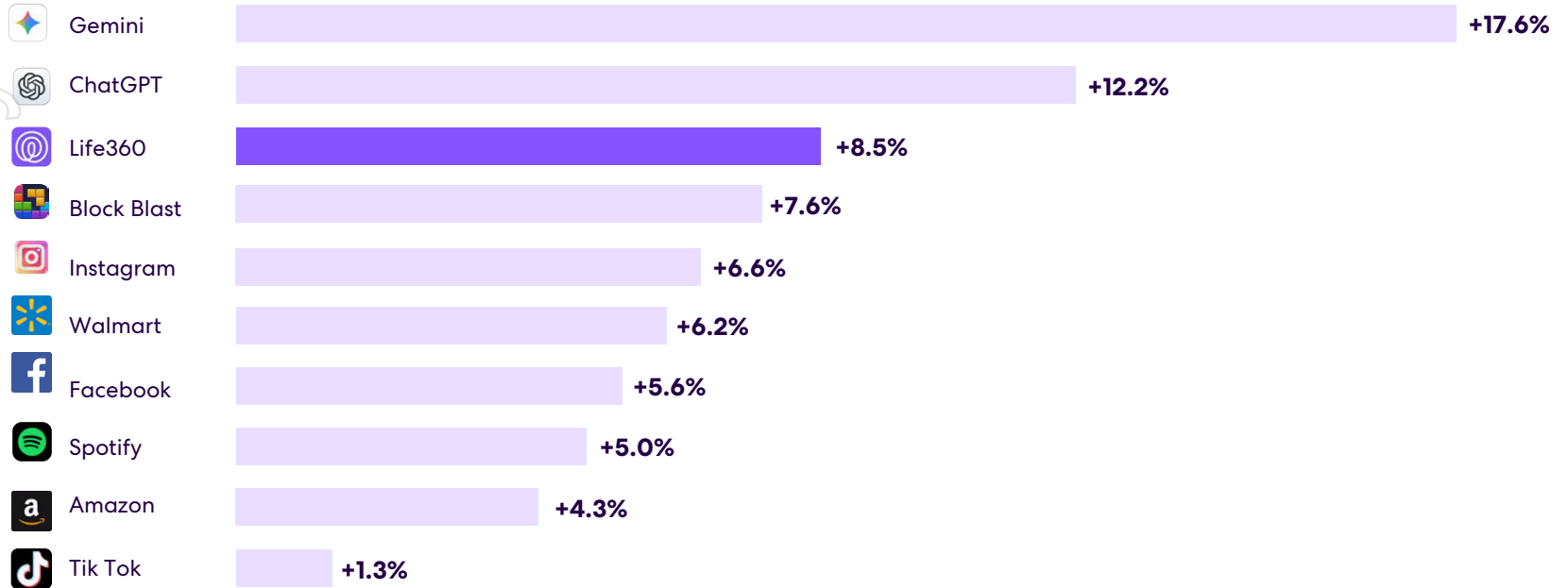
### Triple Tier Social Networking App Rankings by DAU<sup>1</sup>

	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 March 2026.

# One of the fastest growing apps for Parents

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



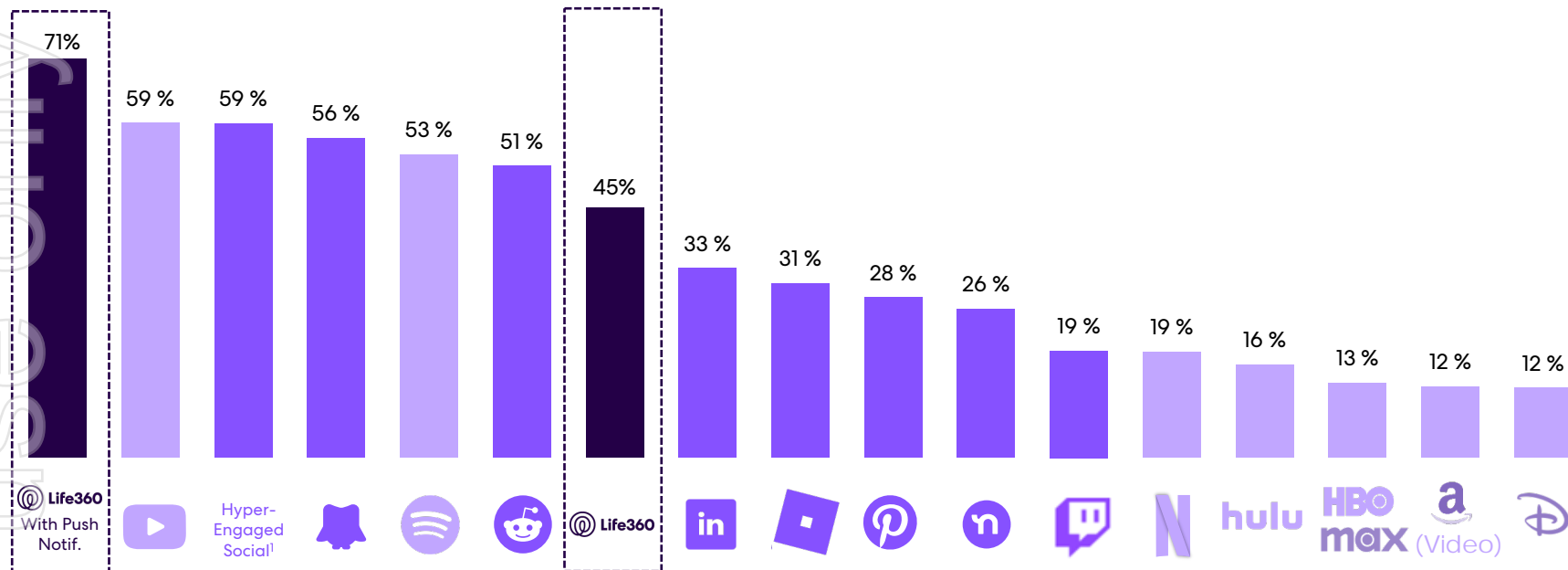
Source: Sensor Tower

<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 (%)

■ Social Media ■ Streaming Media



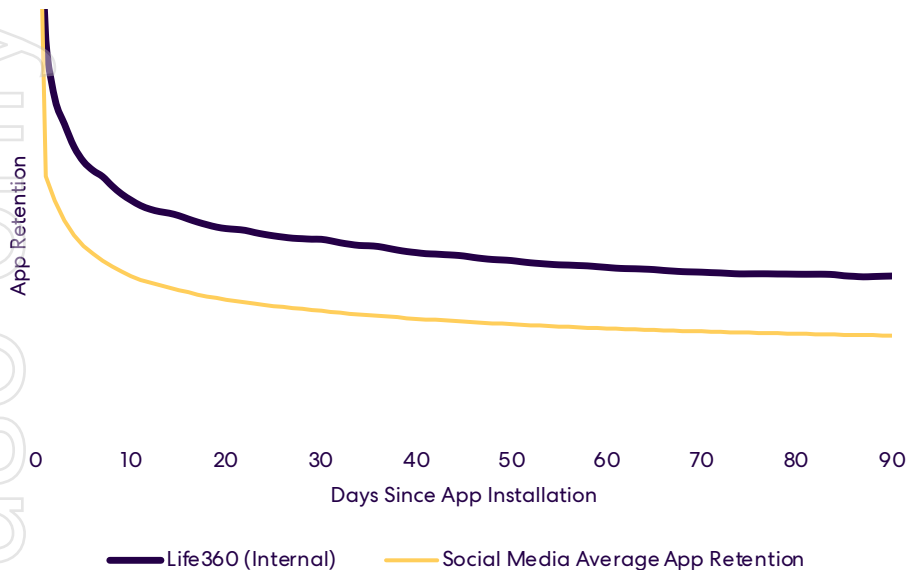
Source: Sensor Tower company as of March 31, 2026; Company Data for Life360 metrics.

<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



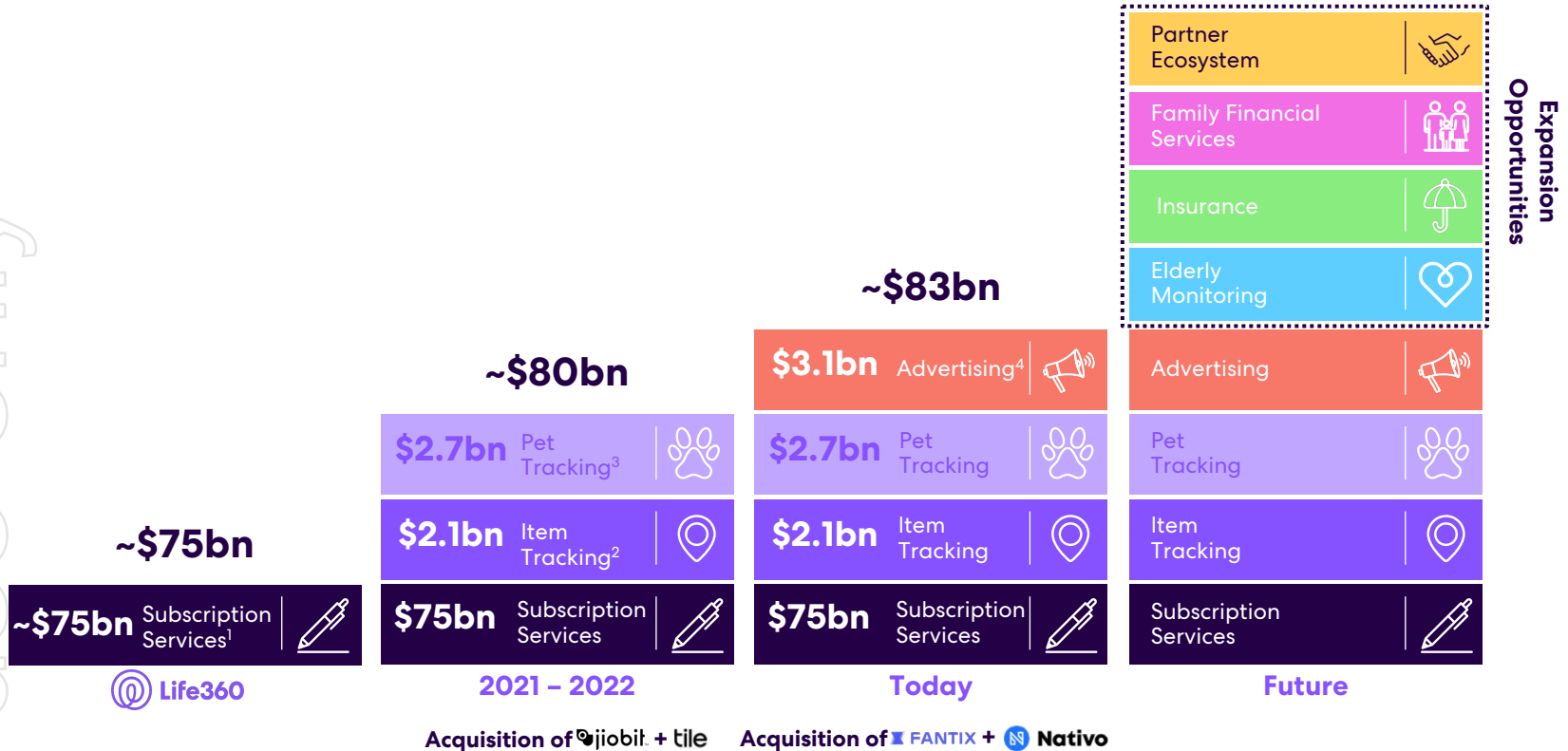
Life360 app retention consistently **outperforms peers – outperforming the social media average by 1.5x** following the first 90 days since app installation, with a widening gap **after the first weeks as families settle into daily use**

Source: Sensor Tower company as of March 31, 2026; 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



Use only

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

Future Opportunity

## 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



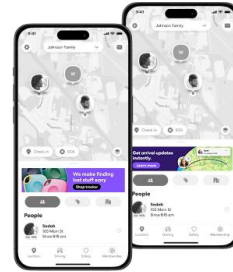
First Party Data Monetization



Hubble Partnership



## Advertising



Ads for Free Members



Access unique audiences based on First Party Data



## 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 March 31, 2026. <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



**Free**

### Pet Finder Network

9:41

LOST PET ALERT 📍  
Help me find Waffle

**LOST**

**Brown Bernedoodle**  
Male - 45 lbs

**>6M**  
Pets added to Life360 Circles

If you have any information about your missing pet, Life360 is not responsible for the content of any communications sent by other members.

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 3:35pm  
Arrived at Home

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

**Paid**

### Life360 Pet GPS

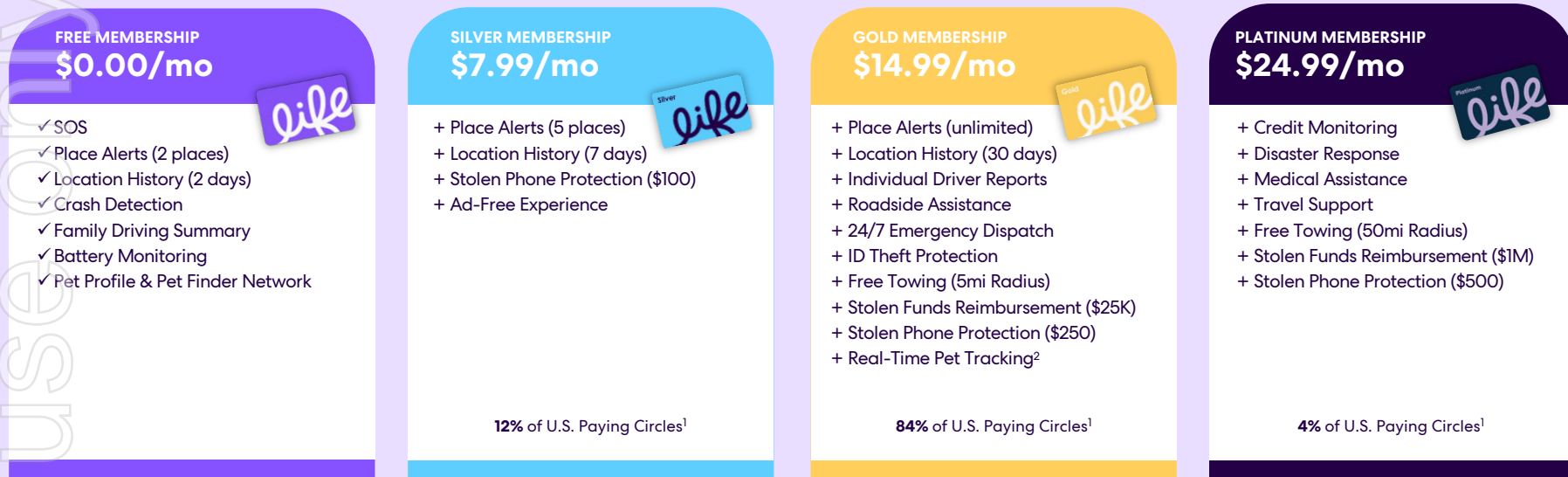
- Real-time tracking via GPS, BLE, and WiFi
- \$49.99 MSRP with Gold membership required<sup>1</sup>
- Up to 14 day battery life per charge + 6 month Reserve Mode
- Safety light
- Water-resistant
- Georeferences and escape alerts
- Universal attachment fits most standard collars
- Escaped Pet instantly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

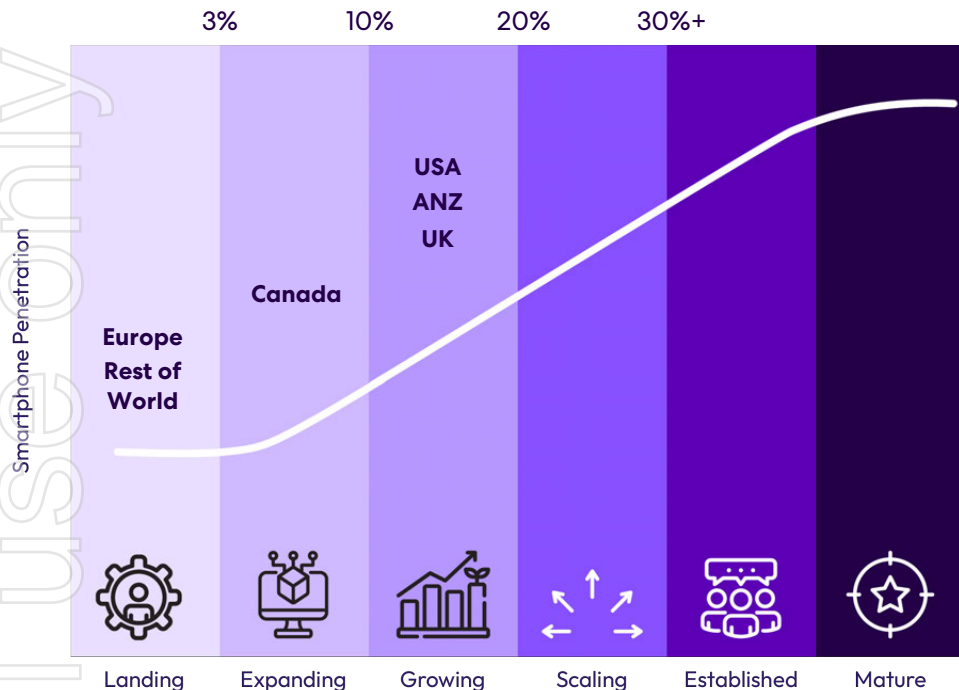
## Current Triple Tier Membership Bundles (U.S., UK, Canada, ANZ)



<sup>1</sup>As of March 31, 2026. 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:



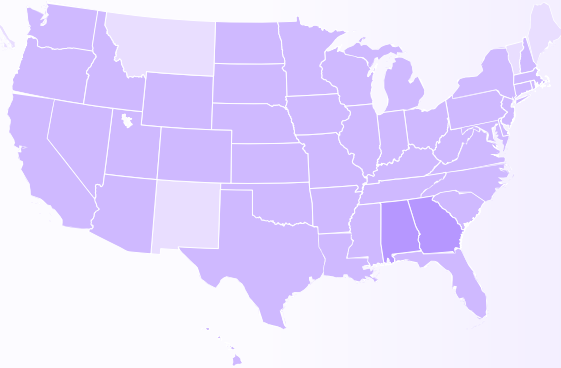
Penetration Stages Definitions:

- 
**Landing** <3% 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.

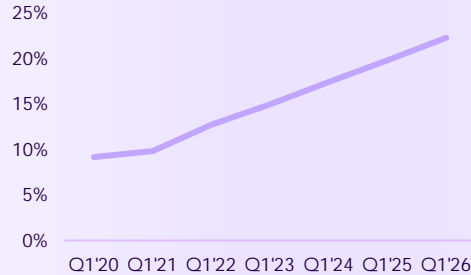
# Long remaining runway in U.S. penetration

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

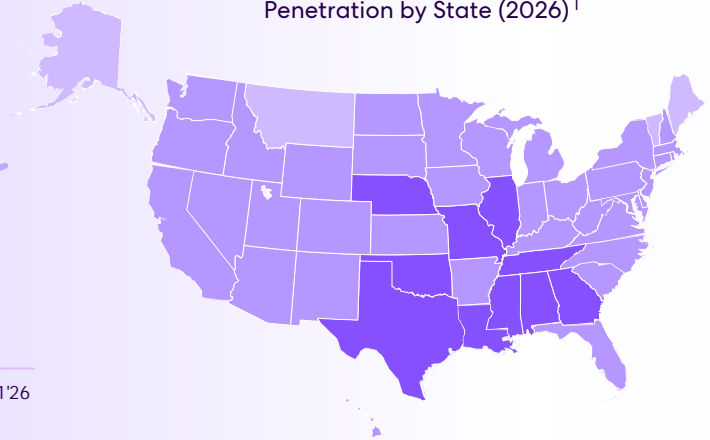
Penetration by State (2020)<sup>1</sup>



U.S. Top 5 penetrated states penetration rate trend



Penetration by State (2026)<sup>1</sup>



**Legend**

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

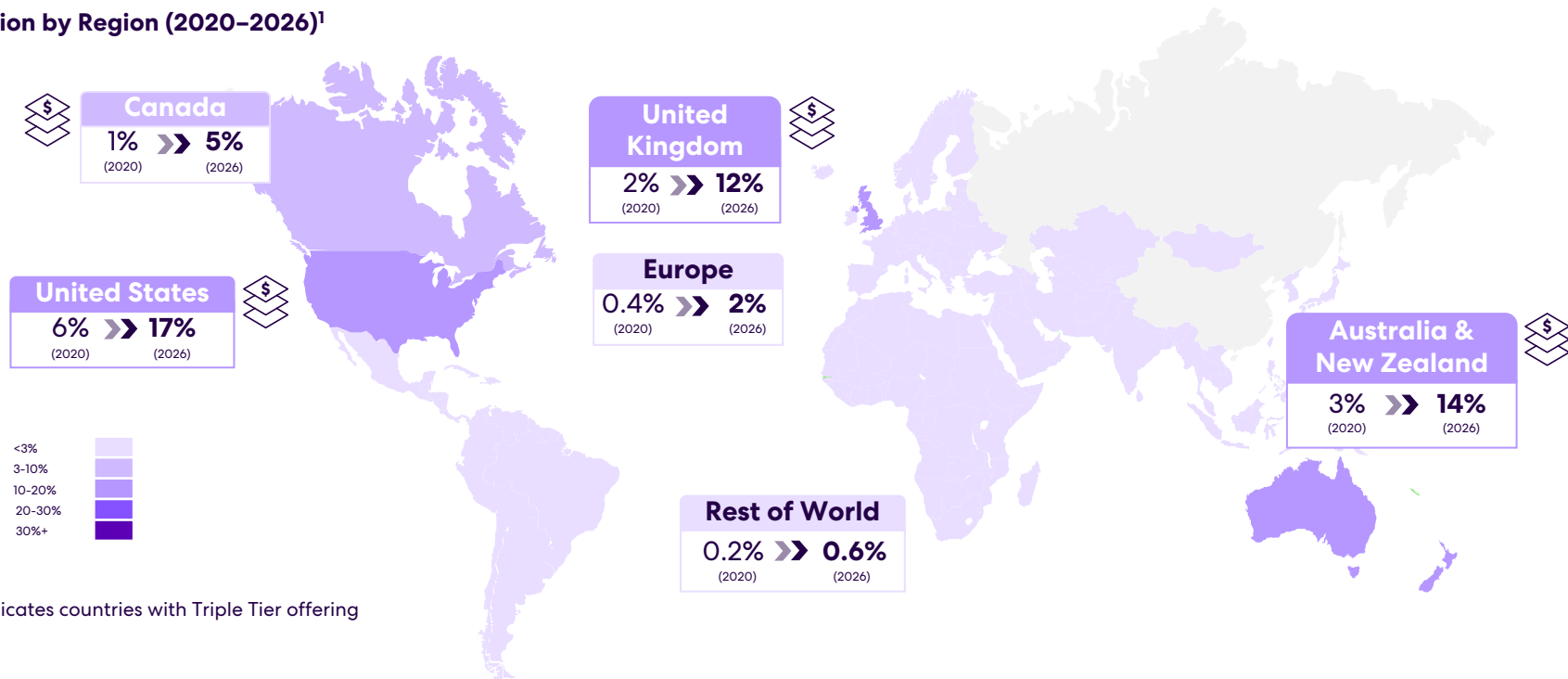
Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, and Company Data.

<sup>1</sup>Estimated number of Life360 members as a percentage of smartphone-enabled population by state; Penetration rates of March 31, 2026 unless otherwise noted.

# Large global opportunity for membership

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

## Penetration by Region (2020–2026)<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 March 31, 2026 unless otherwise noted.

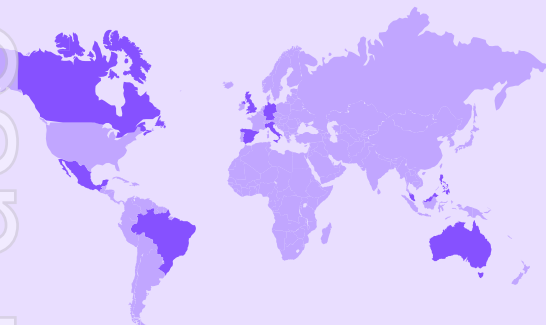
# Scaling the international opportunity

Growing usage and increasing monetization globally

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

(65% of total International)

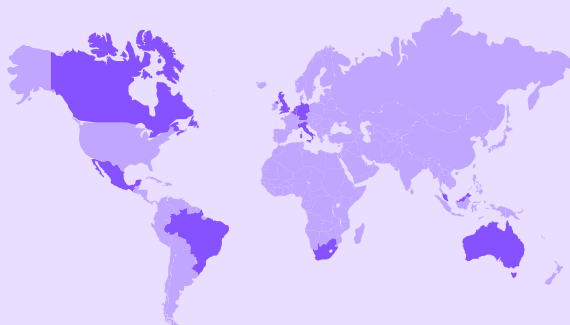
- |                   |                |
|-------------------|----------------|
| 1. United Kingdom | 6. Philippines |
| 2. Brazil         | 7. Malaysia    |
| 3. Mexico         | 8. Canada      |
| 4. Australia      | 9. Spain       |
| 5. Italy          | 10. Germany    |



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

(77% of total International)

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



<sup>1</sup>Data as of Q1'26

## 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

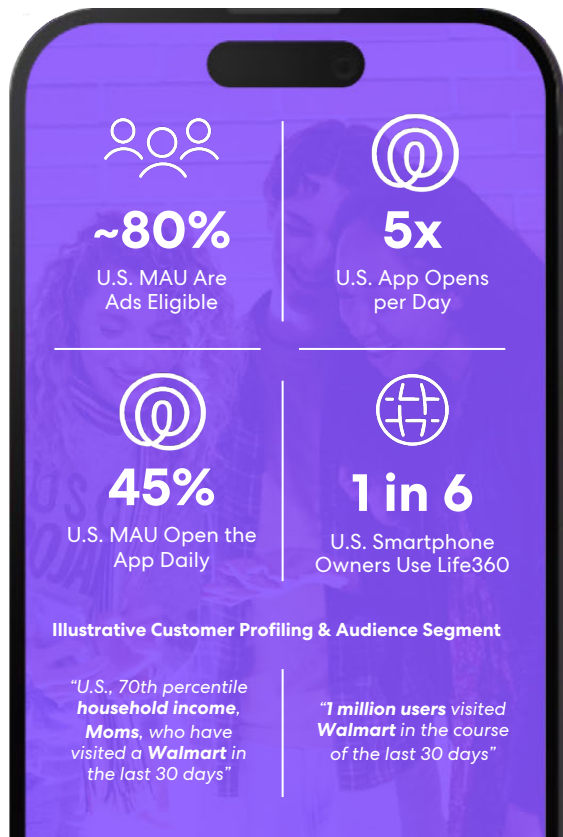
Rest of World: Non-Triple Tier Countries

- 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>

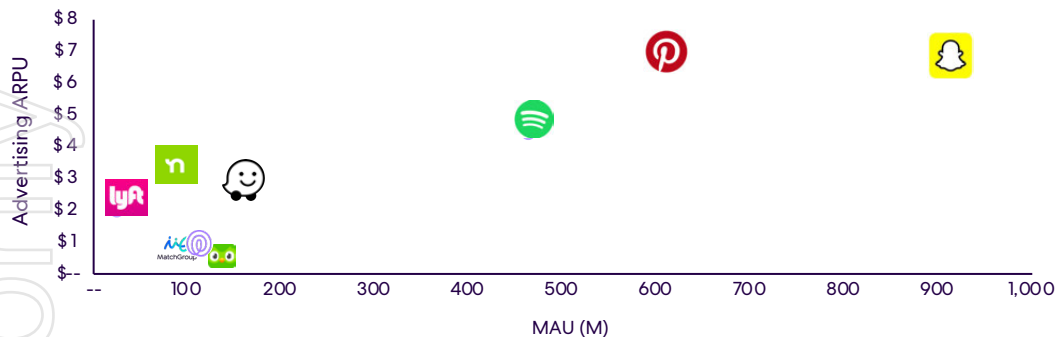


Note: All metrics as of March 31, 2026 unless otherwise noted. <sup>1</sup> Based on MAU and Paying Circles by Registration Year data.

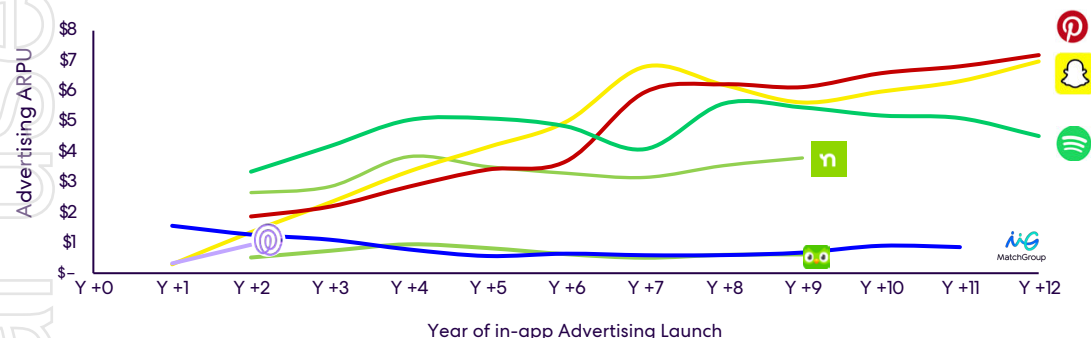
# The advertising opportunity for Life360

Data indicates long-term growth potential in advertising revenue

Ad Revenue ARPU by MAU (M)<sup>1,2,4</sup>



Ad Revenue ARPU from Launch<sup>1,3,4</sup>



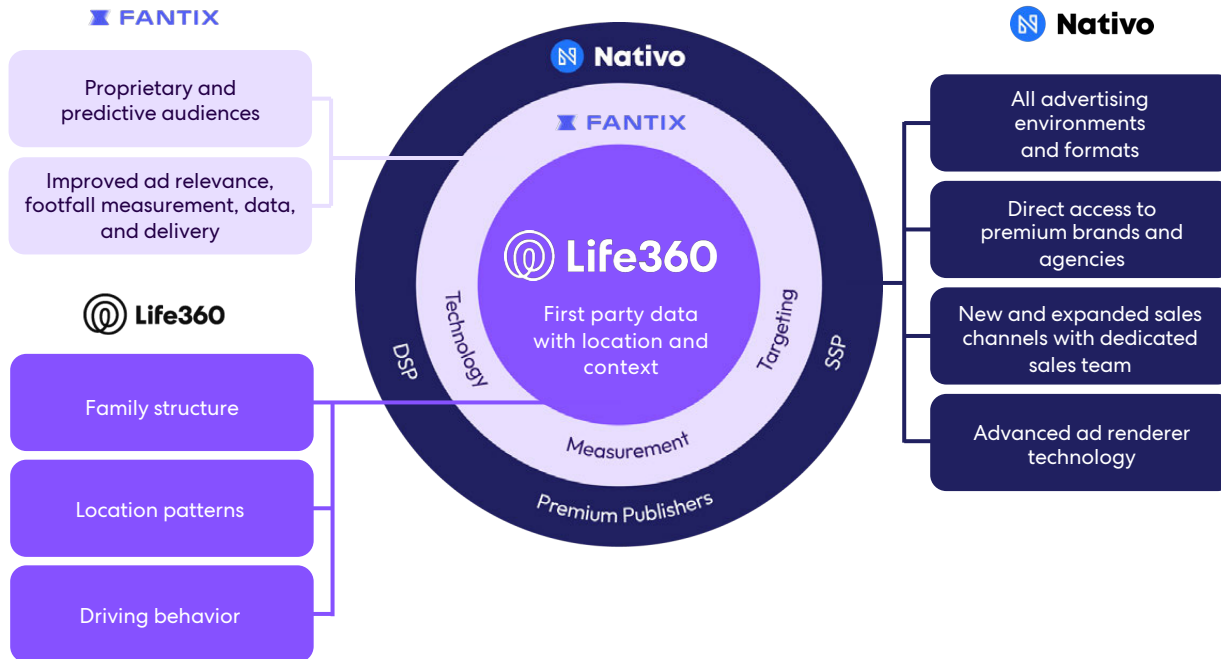
Expanded Market Opportunity  
with Native Acquisition  
**\$1.25 trillion**

Global Advertising Spend<sup>5</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>Life360 ARPU estimated based on ending MAU for the first full year of advertising revenue (FY 2025) for Y+1. Y+2 is based on the midpoint of advertising revenue and MAU guidance for FY 2026. <sup>5</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 March 2026. <sup>2</sup>Source: Comscore. Data as of March 2026.

# 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

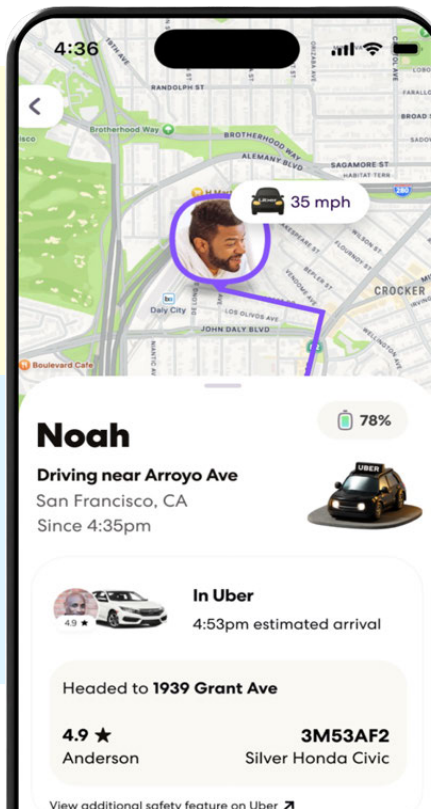
Shared value across Life360 and Uber memberships – building on an existing collaboration that delivers more value for Life360 members

## 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

**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

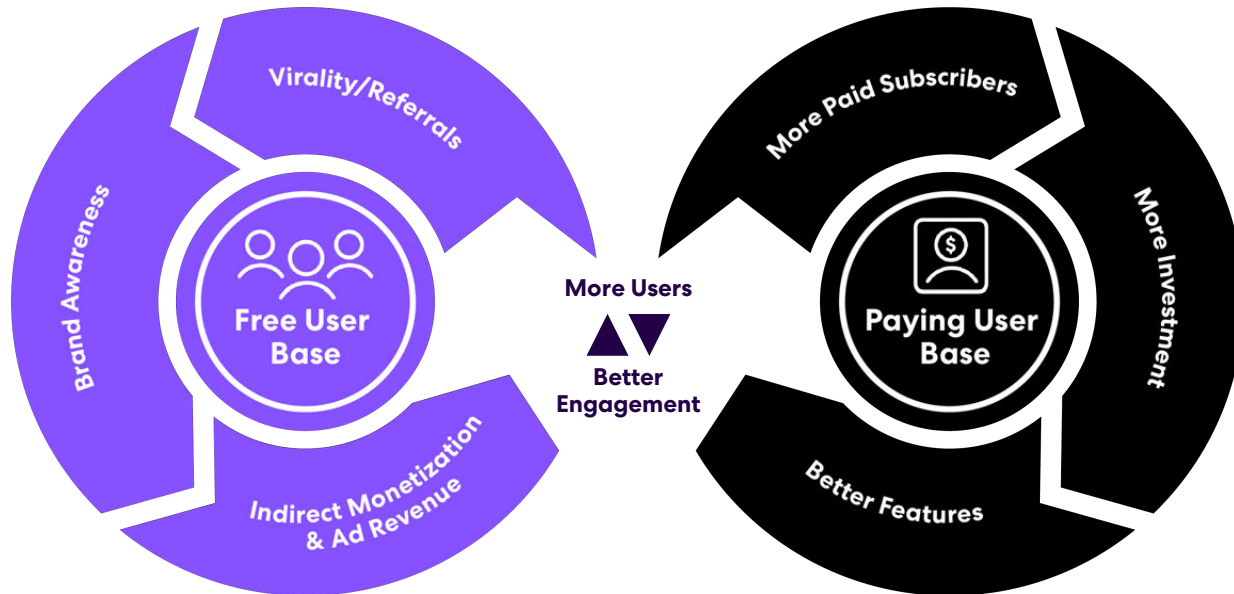


## Expand profitability

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 97M+ 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

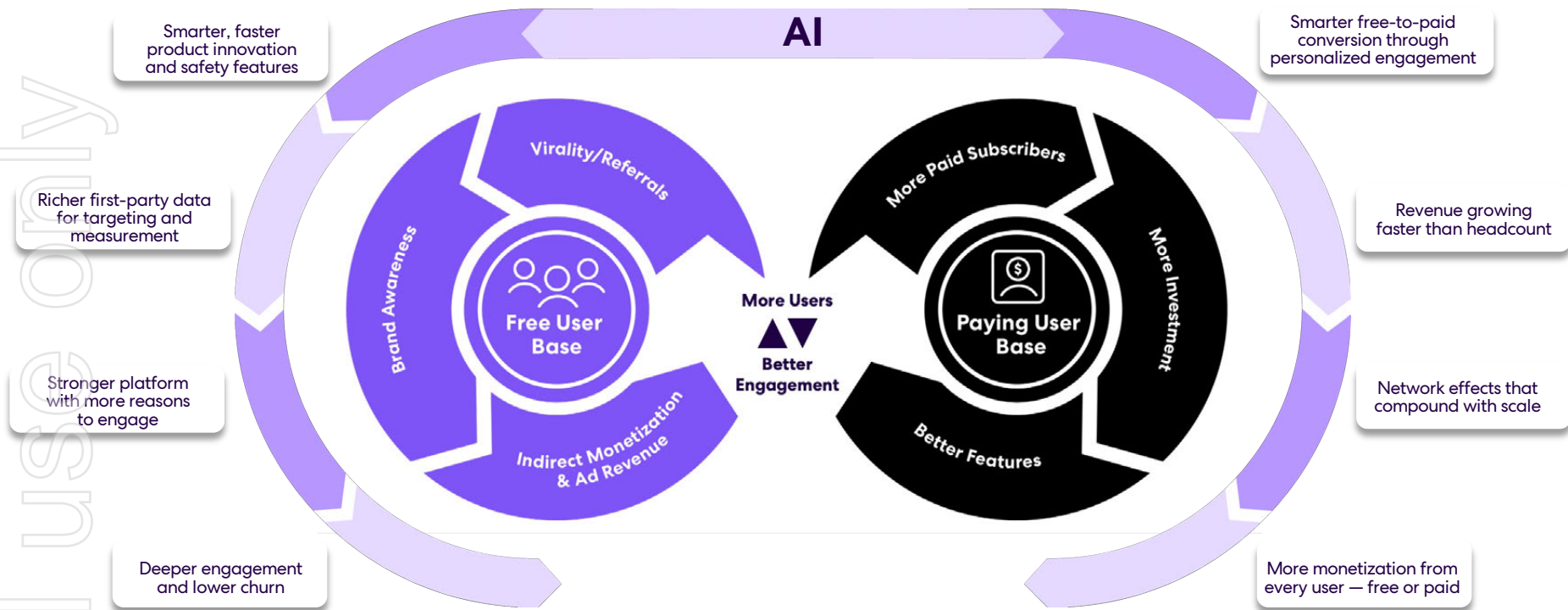
- Organization-wide AI adoption of ~95% is enabling efficiencies across the organization, resulting in faster R&D releases and customer support automation without additional headcount
  - AI is allowing us to grow revenue faster than headcount, enabling us to invest more into product capabilities and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



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

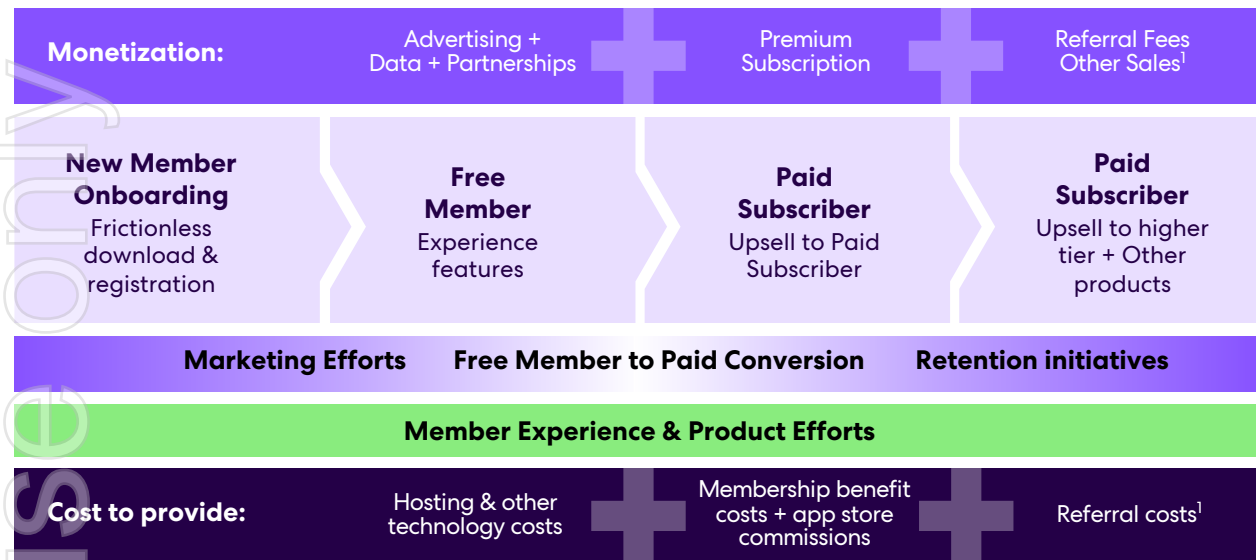
# AI accelerates our flywheel and deepens our moats

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.

# Four Levers Driving Sustained MAU Growth

Growth is not dependent on any single initiative; each lever addresses a distinct driver of the member flywheel

01

## Top-of-Funnel Efficiency



Converting organic, word-of-mouth demand into active members by reducing registration friction.

02

## Expanding to New Relationship Types



Extending the platform beyond the nuclear family to unlock a broader addressable user base.

03

## International Market Activation



Shifting high-potential markets from organic-led growth to active development through full-funnel marketing and local partnerships.

04

## Engagement Deepening and Re-engagement



Translating improving retention trends into compounding net adds across the installed base.

# 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.

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03

# Financial Update

## Q1'26



# Q1'26 Achievements

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



**Growing our audience**

**~97.8m**

Global Monthly Active Users (MAU)  
+17% YoY

**20%**

YoY growth in International MAU



**Scaling paid offerings**

**~3.0m**

Global Paying Circles  
+27% YoY

**201k**

Quarterly net adds, an all-time record



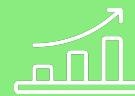
**Creating new revenue streams**



Growing advertising revenue stream

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

Establishing new B2B partnerships to drive indirect monetization



**Expanding profitability**

**\$143.1m**

Q1'26 Revenue  
+38% YoY

**\$17.1m**

Q1'26 Adjusted EBITDA<sup>1</sup>  
12% Margin

# Q1'26 Results Summary

## Delivering on growth

\$M	Q1'25	Q1'26	\$ Change	% YoY
Revenue				
Subscription	81.9	108.2	26.3	32 %
Hardware	8.9	4.5	(4.4)	(49)%
Advertising	4.6	19.7	15.1	329 %
Other	8.3	10.7	2.5	30 %
<b>Total revenue</b>	<b>103.6</b>	<b>143.1</b>	<b>39.5</b>	<b>38 %</b>
Annualized Monthly Revenue (AMR) <sup>1</sup>	393.0	517.9	124.9	32 %
Operating expenses	81.4	118.6	37.2	46 %
Net Income	4.4	2.8	(1.6)	(37)%
Adjusted EBITDA (Non-GAAP) <sup>2</sup>	15.9	17.1	1.2	7 %
Adjusted EBITDA Margin	15%	12%		(3)%
Cash and cash equivalents <sup>3</sup>	170.4	352.9	182.5	107 %
Operating cash flow	12.1	17.2	5.1	42 %

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.

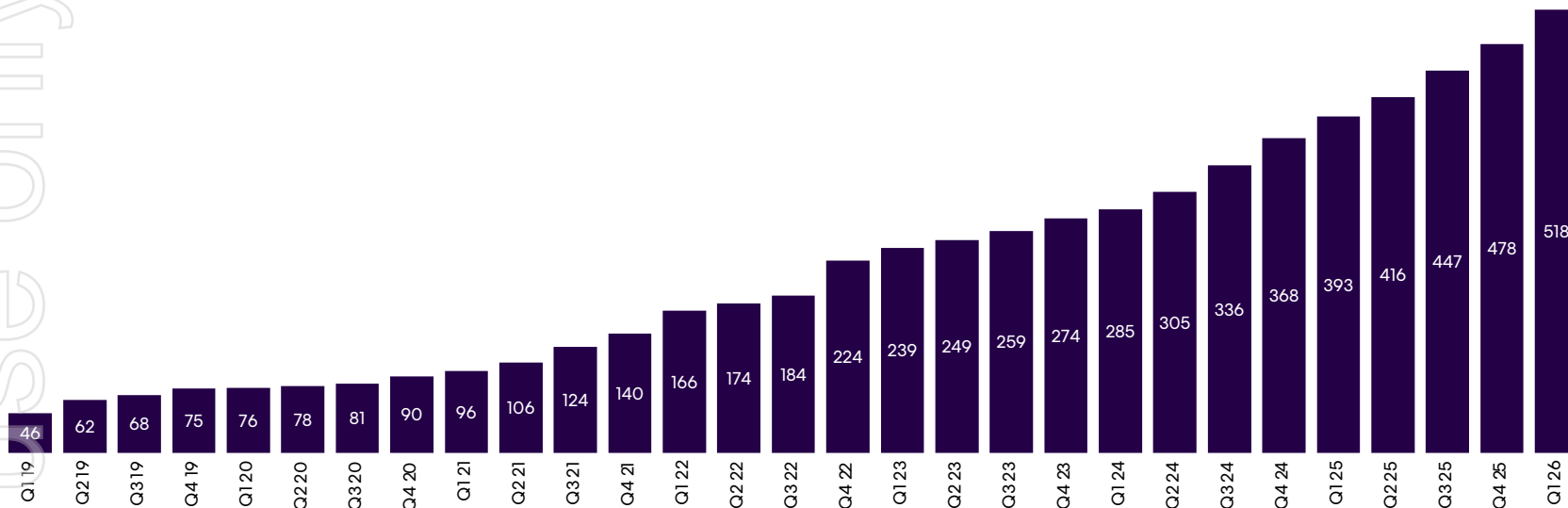
## Commentary

- Continued strong subscription revenue momentum, up 32% YoY, primarily driven by 27% growth in Paying Circles and a 7% uplift in ARPPC
- Hardware revenue decreased 49% YoY, primarily driven by a 25% decrease in Net Hardware Units Shipped and an increase in discounts and returns largely related to the strategic exit of our brick-and-mortar retail channel
- Advertising revenue increased 329% YoY, primarily driven by growth in managed advertising following the acquisition of Nativo
- Other revenue increased 30% YoY due to an increase in data revenue driven by increased data volumes resulting from user growth, as well as an increase in partnership revenue
- Annualized Monthly Revenue up 32% YoY to \$517.9 million
- Operating expenses increased 46% YoY to \$118.6 million, primarily driven by higher R&D and S&M investment supporting advertising platform scaling and international expansion
- Net income of \$2.8 million; loss before income taxes of \$8.9 million, with \$11.7 million non-cash income tax benefit
- Adjusted EBITDA grew 7% YoY, driven by strong subscription and advertising revenue growth

# Continued Strong Revenue Momentum

Quarterly Annualized Monthly Revenue (\$M)\*

32% YoY  
growth in  
March 2026  
AMR

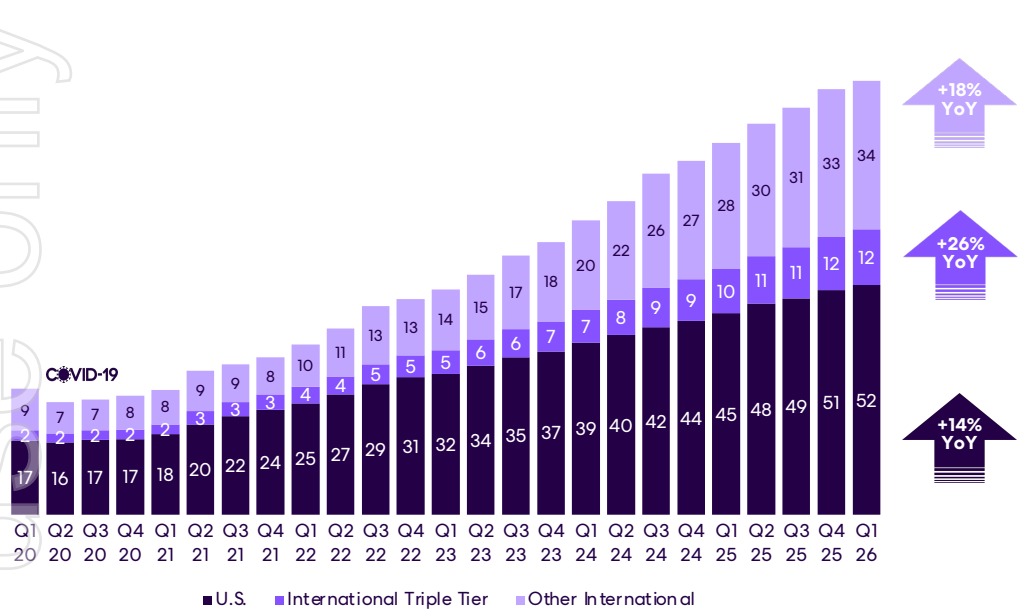


\*Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements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

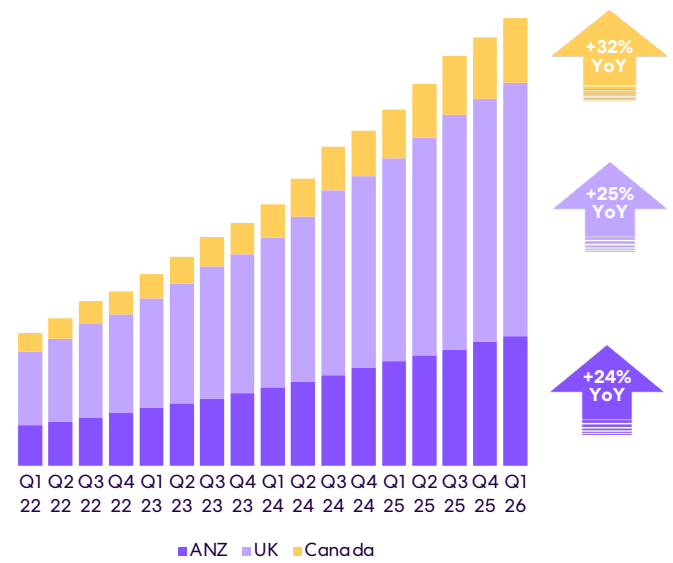
# Global MAU

Q1'26 year over year growth of 17%, with consistent performance in key monetization countries

Life360 Core Monthly Active Users (MAU) (M)



International Triple Tier countries MAU (M)

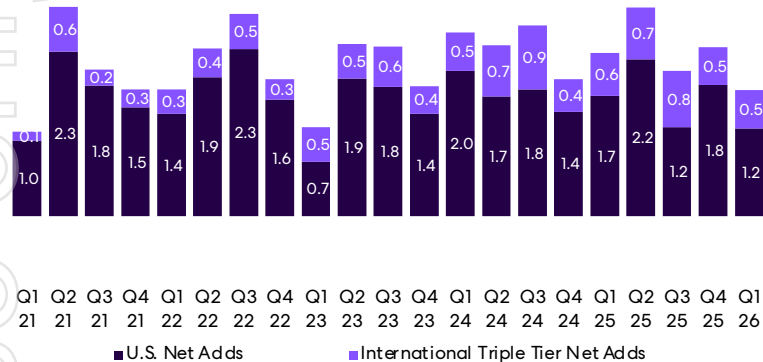


Note: Numbers may not add or recalculate due to rounding.

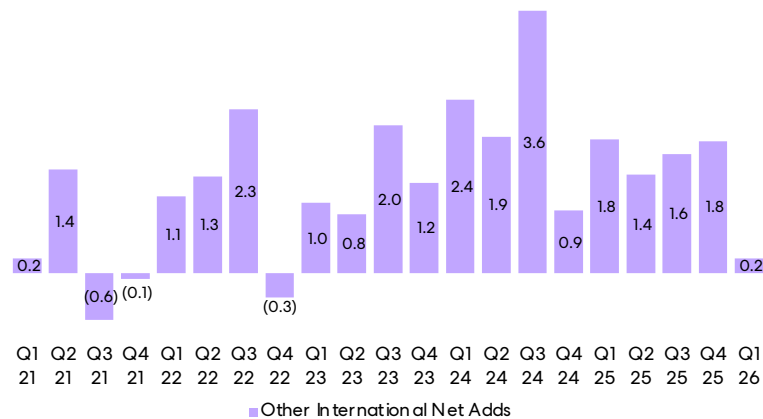
# Global MAU Net Additions

Q1'26 year over year growth of 17%, with 26% growth in International Triple Tier

U.S. & International Triple Tier MAU Net Additions (M)



Other International MAU Net Additions (M)



- Net quarterly MAU additions in U.S. and International Triple Tier markets have historically been in a relatively narrow range

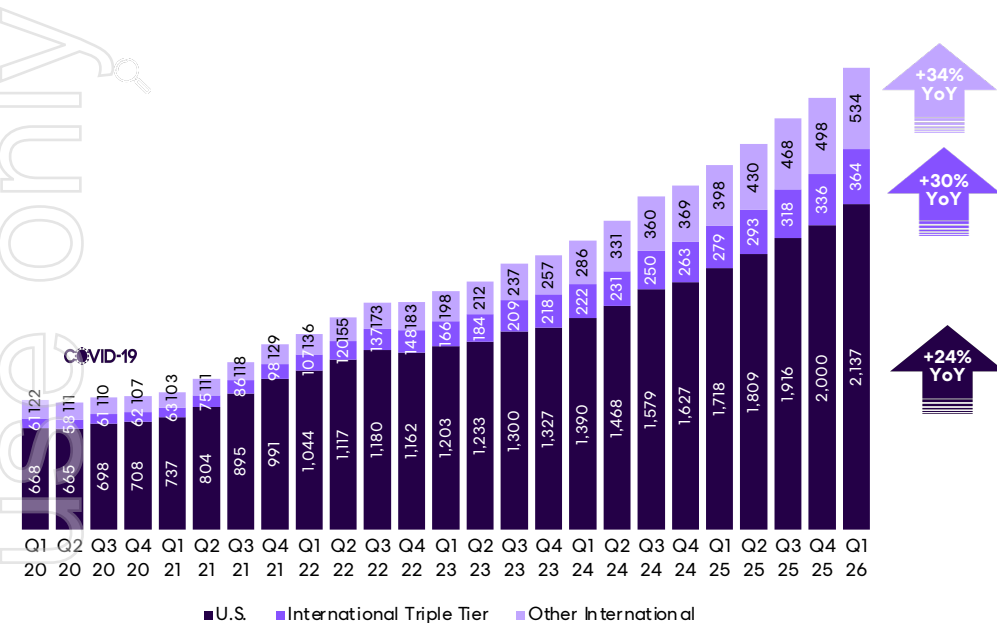
- Net quarterly MAU additions in Other International markets have experienced highly varied outcomes due to viral surges related to safety and other issues

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

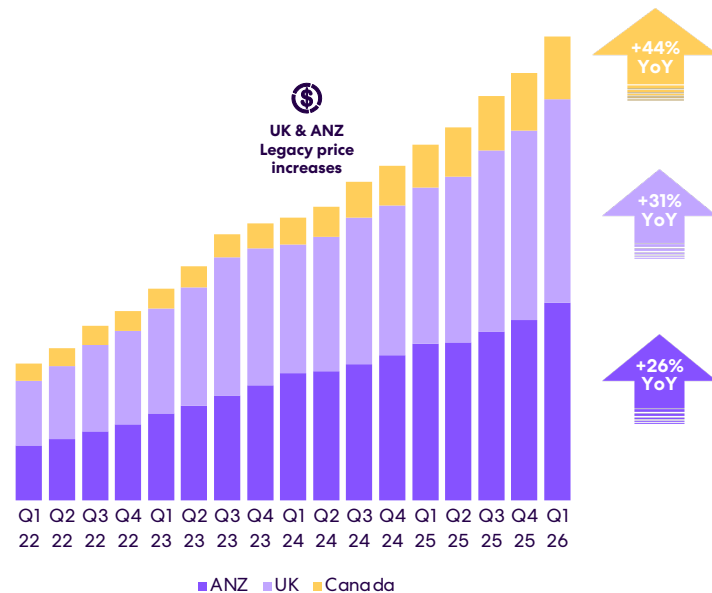
# Paying Circles

Q1'26 year over year growth of 27%, while raising prices and improving customer value

Paying Circles by Geography (000s)



International Triple Tier Countries Paying Circles (000s)

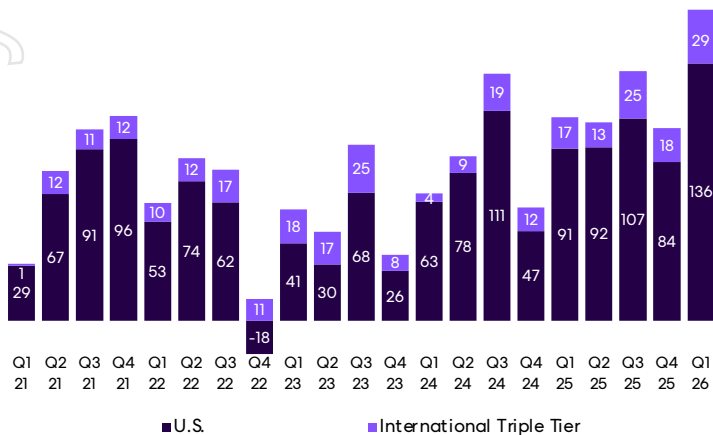


Note: Numbers may not add or recalculate due to rounding.

# Global Paying Circle Net Additions

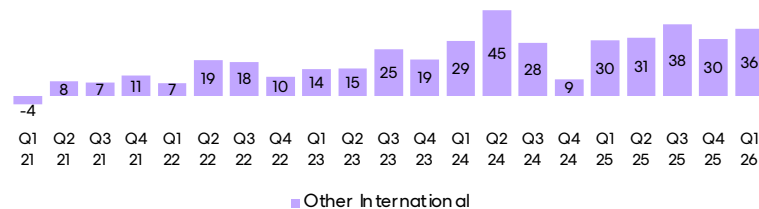
Q1'26 global Paying Circles grew 27% year over year

Life360 US & International Triple Tier Paying Circle Net Additions (M)



- U.S. Paying Circle net adds of 136K set a single-quarter record, due to improved quality of new users with higher likelihood to convert to paid

Other International Paying Circle Net Additions (M)



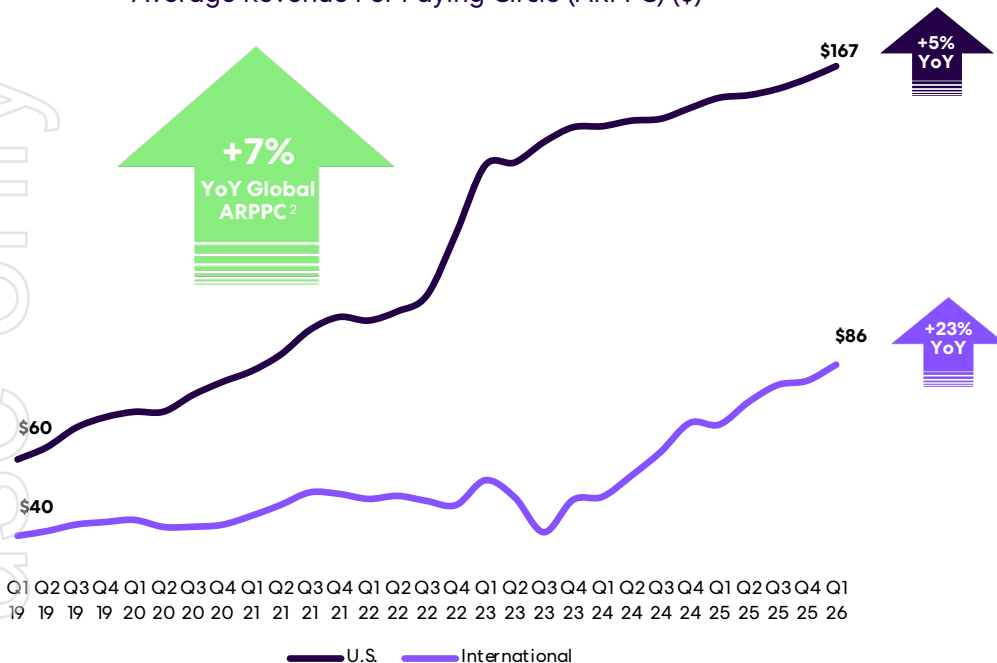
- Other International Paying Circle net adds expanded 20% YoY despite MAU softness – signals monetization is decoupled from MAU variability

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

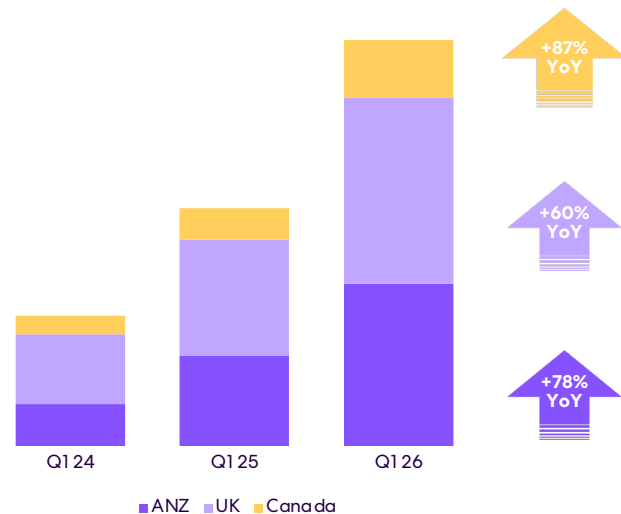
# Average Revenue Per Paying Circle (ARPPC)

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

Average Revenue Per Paying Circle (ARPPC) (\$) <sup>1</sup>



International Triple Tier Countries Revenue



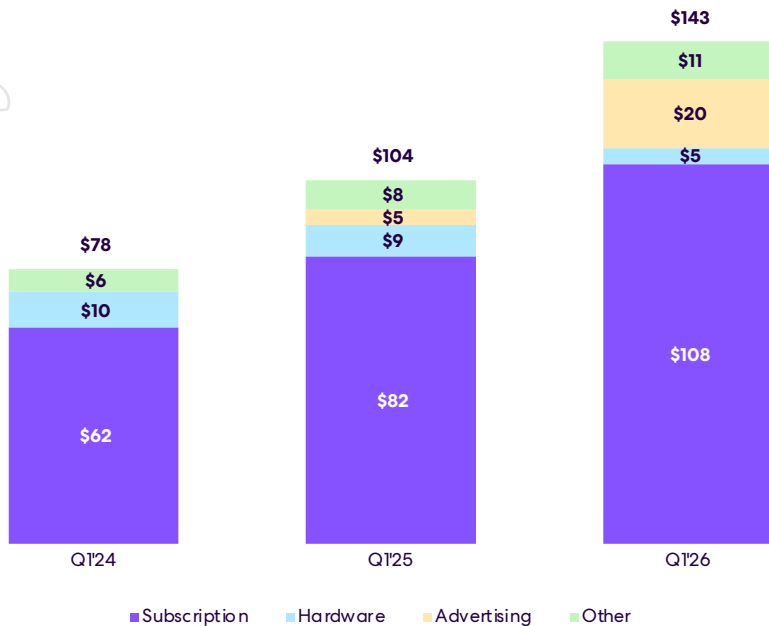
<sup>1</sup> U.S. Price increase took effect across all Membership tiers starting in August 2022.

<sup>2</sup> 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.

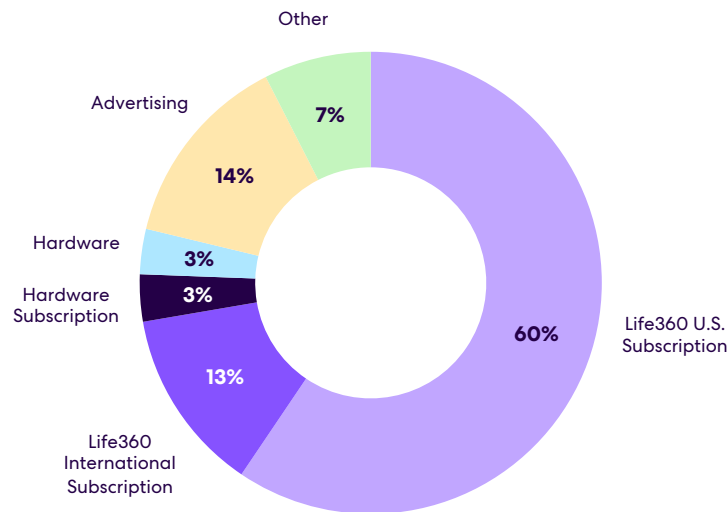
# Consolidated Revenue

Q1'26 year over year growth of 38%

Q1 Revenue (\$M)



Total Consolidated Revenue Breakdown (Q1'26)

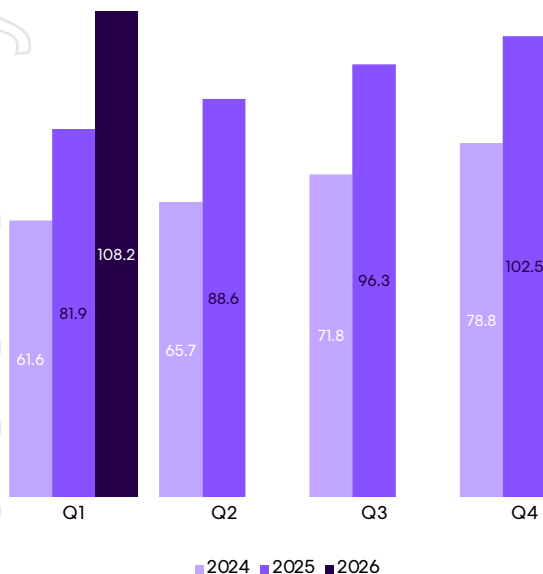


Note: Numbers may not add or recalculate due to rounding.

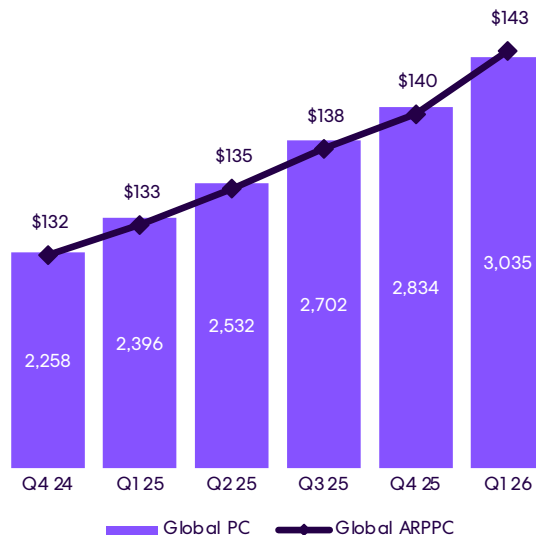
# Subscription Revenue

Q1'26 revenue growth of 32% underpinned by 27% YoY uplift in Paying Circles and 7% YoY increase in ARPPC

Consolidated Quarterly Subscription Revenue (\$M)



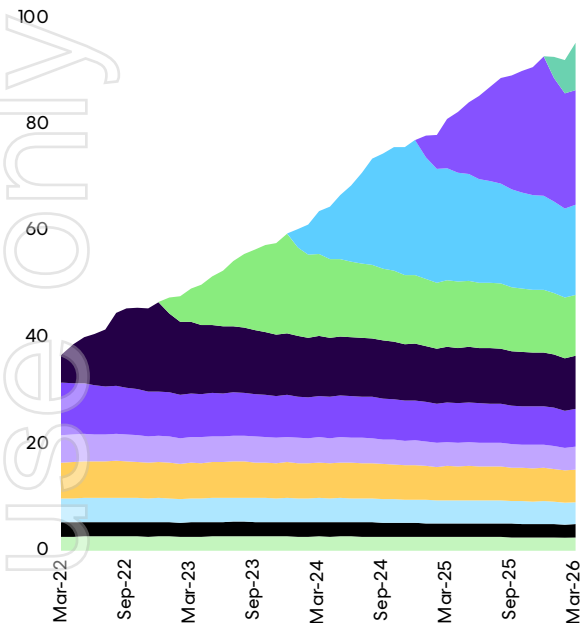
Global Paying Circles (000s) and Global ARPPC (\$)



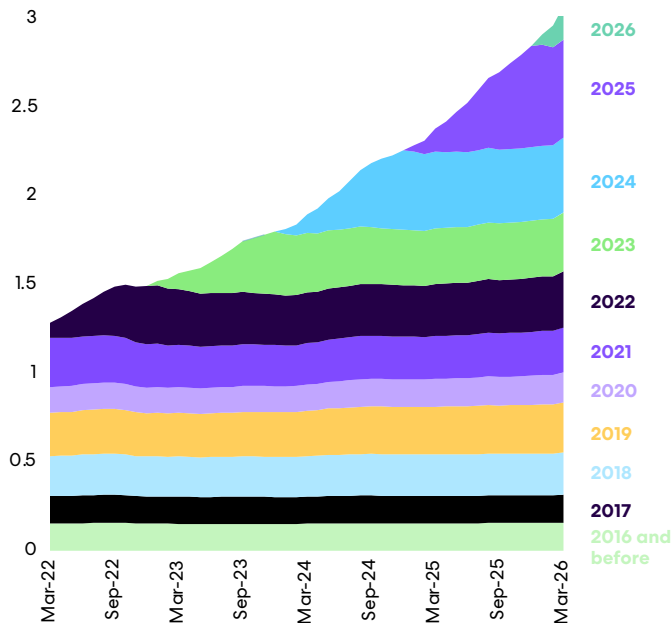
- Strong subscription revenue growth across U.S. and international, with consolidated subscription revenue uplift of 32% YoY in Q1'26
- Core Life360 subscription revenue growth of 36% YoY in Q1'26, benefitting from strong Paying Circles growth of 27% YoY
- Core Life360 Subscription revenue growth also 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

# 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)



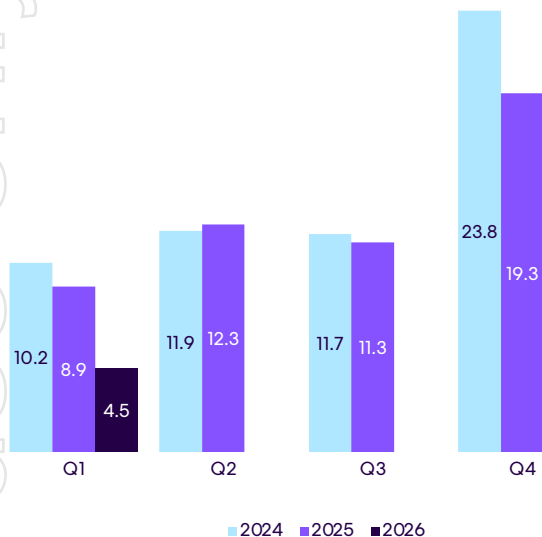
- MAU and Paying Circles by member registration year have **increased over time, demonstrating strong retention dynamics and ability to convert free members to paid over the long-term**
- Consistent historical net subscriber retention across member registration years, driving net **subscription revenue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

<sup>1</sup>Based on the average monthly subscription revenue for the six months ended March 31, 2026 compared to the prior six-month period

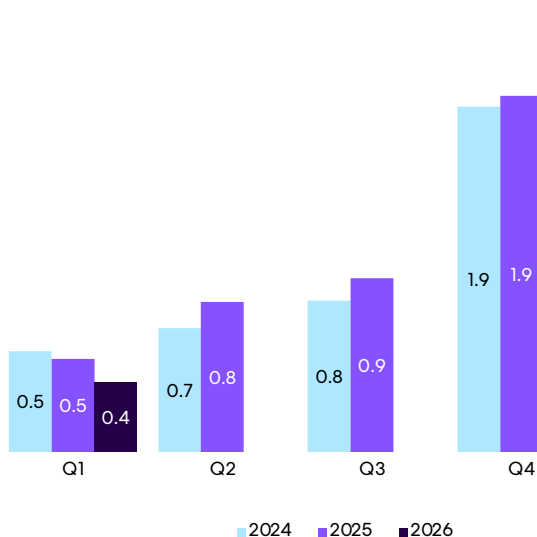
# Hardware Revenue

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

Quarterly Hardware Revenue (\$M)



Quarterly Hardware Units Shipped (M)

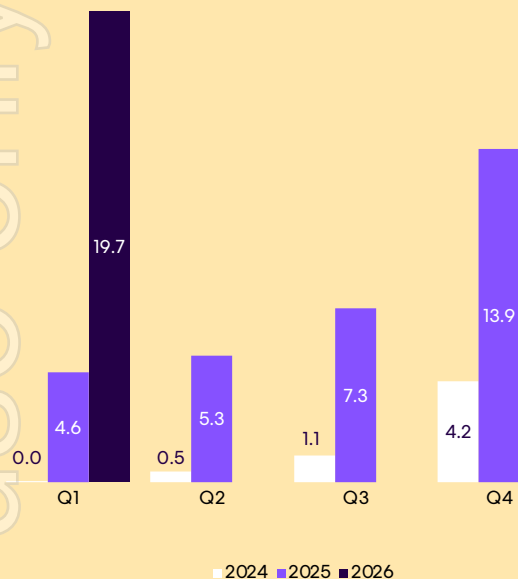


- Q1'26 hardware revenue decrease of 49% YoY, primarily driven by a 25% decrease in Net Hardware Units Shipped and an increase in discounts largely related to the strategic exit of the brick-and-mortar retail channel
- Q1'26 Net Hardware Units Shipped decreased 25% YoY, also driven by the strategic exit of brick-and-mortar retail channel
- Continued growth in Tiles sold into Life360 user base, which is expected to continue with full integration of premium Tile features into Life360 app

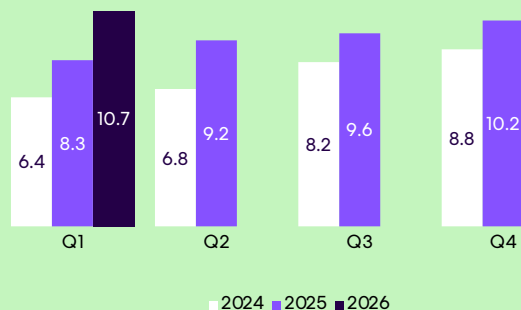
# Advertising & Other Revenue

Significant YoY revenue uplift driven by continued monetization of free user base and Nativio acquisition

### Quarterly Advertising Revenue (\$M)



### Quarterly Other Revenue (\$M)

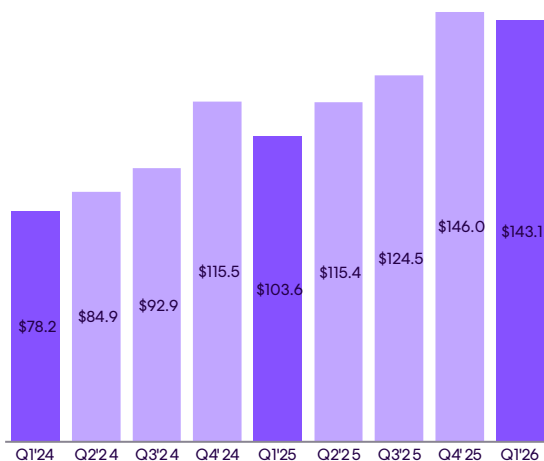


- Q1'26 Advertising revenue of \$19.7 million represents 329% YoY growth, primarily driven by growth in managed and other advertising revenue following the acquisition of Nativio
- Advertising revenue has grown from \$0.0 million in Q1'24 to \$19.7 million in Q1'26, reflecting the ramp-up of the advertising platform
- Q1'26 Other revenue growth of 30% YoY reflects increases in data and partnership revenue, and is primarily driven by increased data volumes resulting from user growth
- Significant long term growth potential as part of broader advertising and free user monetization strategy

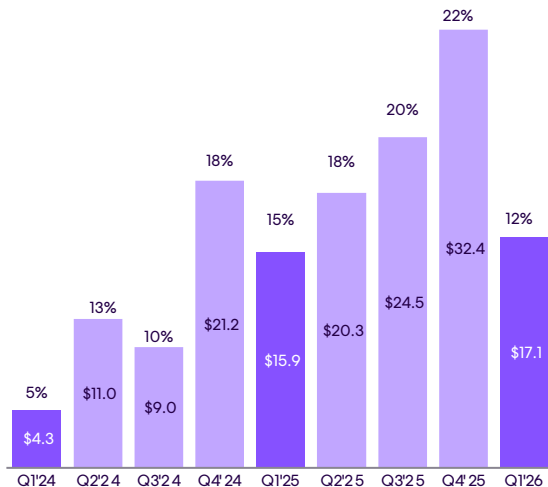
# Revenue & Adjusted EBITDA Seasonality

AEBITDA up 7% YoY with Q1 margin reflecting seasonally lower revenue against an expanded post-acquisition cost base

Quarterly Seasonality - Revenue (\$M)



Quarterly Seasonality - Adjusted EBITDA (\$M) & Margin (%)



- Adjusted EBITDA of \$17.1 million, up 7% YoY, with AEBITDA margin of 12% in Q1'26 driven by strong subscription and advertising revenue growth
- Decrease in Q1 AEBITDA margin YoY reflects the absorption of the Nativo cost base in a seasonally lower quarter for Advertising revenue
- Adjusted EBITDA margins expected to expand YoY in the remaining quarters of 2026 driven by revenue seasonality benefiting from gross margin expansion and operating leverage

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04

**FY2026**

**Outlook**



# Outlook

## For FY'26, Life360 expects to deliver:

- MAU growth of 17% to 20%, weighted toward the second half of the year;
- Consolidated revenue of \$650 million to \$685 million (YoY growth of 33% to 40%), increased from the previous range of \$640 million to \$680 million, comprised of:
  - Subscription revenue of \$470 million to \$475 million, increased from \$460 million to \$470 million;
  - Hardware revenue of \$40 million to \$50 million (unchanged);
  - Advertising revenue of \$98 million to \$115 million (unchanged); and
  - Other revenue of \$42 million to \$45 million (unchanged);
- Adjusted EBITDA<sup>1</sup> of \$130 million to \$140 million, increased from \$128 million to \$138 million which represents a margin of approximately 20%. As previously disclosed, due to timing of investments to support our growth, and typical 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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05

# Appendix



# Operating Metrics

(in millions, except ARPPC, ARPPS, ASP)	Q1 2026	Q4 2025	Q3 2025	Q2 2025	Q1 2025
<b>Life360 Core<sup>(1)</sup></b>					
<b>Monthly Active Users (MAU) - Global</b>	97.8	95.8	91.6	88.0	83.7
U.S.	51.8	50.6	48.7	47.5	45.3
International	46.0	45.3	42.9	40.5	38.4
UK, ANZ, CA	12.5	12.0	11.4	10.7	9.9
Other International	33.5	33.3	31.5	29.8	28.5
<b>Paying Circles - Global</b>	3.0	2.8	2.7	2.5	2.4
U.S.	2.1	2.0	1.9	1.8	1.7
International	0.9	0.8	0.8	0.7	0.7
UK, ANZ, CA	0.4	0.3	0.3	0.3	0.3
Other International	0.5	0.5	0.5	0.4	0.4
<b>Average Revenue per Paying Circle (ARPPC)</b>	\$ 143.03	\$ 139.54	\$ 137.63	\$ 135.42	\$ 133.42
<b>Life360 Consolidated</b>					
<b>Subscriptions</b>	3.5	3.4	3.3	3.1	3.0
<b>Average Revenue per Paying Subscription (ARPPS)</b>	\$ 127.15	\$ 122.41	\$ 119.33	\$ 116.06	\$ 112.98
<b>Net hardware units shipped</b>	0.4	1.9	0.9	0.8	0.5
<b>Average Selling Price (ASP)</b>	\$ 11.88	\$ 10.06	\$ 11.99	\$ 14.81	\$ 16.99
<b>Annualized Monthly Revenue (AMR)</b>	\$ 517.9	\$ 478.0	\$ 446.7	\$ 416.1	\$ 393.0
<b>Additional KPI Related Information</b>					
Subscription revenue	\$ 108.2	\$ 102.5	\$ 96.3	\$ 88.6	\$ 81.9
Non-Core subscription revenue	\$ (4.7)	\$ (5.2)	\$ (5.6)	\$ (5.7)	\$ (5.7)
<b>Core subscription revenue<sup>(2)</sup></b>	\$ 103.5	\$ 97.3	\$ 90.7	\$ 82.9	\$ 76.2
Subscription revenue bundling related adjustment	\$ 0.0	\$ 0.0	\$ (0.1)	\$ (0.3)	\$ (0.4)
Hardware revenue bundling related adjustment	\$ 0.0	\$ 0.0	\$ 0.1	\$ 0.3	\$ 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

	Three Months Ended March 31,	
\$ in millions, except share and per share data	2026	2025
Subscription revenue	\$ 108.2	\$ 81.9
Hardware revenue	4.5	8.9
Advertising revenue	19.7	4.6
Other revenue	10.7	8.3
<b>Total revenue</b>	<b>143.1</b>	<b>103.6</b>
<b>Cost of Revenue</b>		
Cost of subscription revenue	14.5	10.1
Cost of hardware revenue	8.6	8.6
Cost of advertising revenue	7.9	0.3
Cost of other revenue	1.5	1.1
<b>Total cost of revenue</b>	<b>32.6</b>	<b>20.1</b>
<b>Gross Profit</b>	<b>110.6</b>	<b>83.5</b>
<b>Operating expenses</b>		
Research and development	39.3	30.4
Sales and marketing	57.0	35.3
General and administrative	22.3	15.6
<b>Total operating expenses</b>	<b>118.6</b>	<b>81.4</b>
<b>Income (loss) from operations</b>	<b>(8.1)</b>	<b>2.2</b>
<b>Other income (expense)</b>		
Loss on change in fair value of investment	(3.9)	—
Interest income	3.8	1.8
Other income (expense), net	(0.8)	0.2
<b>Total other income (expense), net</b>	<b>(0.8)</b>	<b>2.0</b>
<b>Income (loss) before income taxes</b>	<b>(8.9)</b>	<b>4.2</b>
Benefit from income taxes	(11.7)	(0.2)
<b>Net income</b>	<b>\$ 2.8</b>	<b>\$ 4.4</b>
Net income per share, basic	\$ 0.03	\$ 0.06
Net income per share, diluted	\$ 0.03	\$ 0.05
Weighted-average shares used in computing net income per share, basic	80,148,997	75,699,493
Weighted-average shares used in computing net income per share, diluted	85,677,079	83,445,337

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

## APPENDIX 2

# Balance Sheet

\$M	March 31, 2026	December 31, 2025
<b>Current Assets:</b>		
Cash and cash equivalents	\$ 351.2	\$ 494.3
Short-term investments	106.1	—
Accounts receivable, net	95.0	80.7
Inventory	15.1	9.9
Costs capitalized to obtain contracts, net	1.2	1.2
Prepaid expenses and other current assets	21.4	20.1
<b>Total current assets</b>	<b>590.0</b>	<b>606.1</b>
Restricted cash, noncurrent	1.7	1.6
Property and equipment, net	2.9	3.0
Costs capitalized to obtain contracts, noncurrent	0.8	0.9
Prepaid expenses and other assets, noncurrent	44.9	48.5
Operating lease right-of-use asset	0.2	0.3
Intangible assets, net	81.6	38.3
Goodwill	173.6	134.6
Deferred tax assets, net	145.0	126.4
<b>Total Assets</b>	<b>\$ 1,040.9</b>	<b>\$ 959.7</b>
<b>Liabilities and Stockholders' Equity</b>		
<b>Current Liabilities:</b>		
Accounts payable	\$ 22.0	\$ 8.4
Accrued expenses and other current liabilities	39.7	42.0
Deferred revenue, current	48.2	46.4
<b>Total current liabilities</b>	<b>109.8</b>	<b>96.8</b>
Convertible notes, net, noncurrent	310.9	310.4
Deferred revenue, noncurrent	3.7	4.3
Other liabilities, noncurrent	18.7	—
<b>Total Liabilities</b>	<b>\$ 443.2</b>	<b>\$ 411.5</b>
<b>Commitments and Contingencies</b>		
<b>Stockholders' Equity</b>		
Common stock	0.1	0.1
Additional paid-in capital	733.6	686.9
Accumulated deficit	(136.1)	(138.9)
Accumulated other comprehensive income	0.1	—
<b>Total stockholders' equity</b>	<b>\$ 597.6</b>	<b>\$ 548.2</b>
<b>Total Liabilities and Stockholders' Equity</b>	<b>\$ 1,040.9</b>	<b>\$ 959.7</b>

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



# Cash Flow

\$M	Three Months Ended March 31,	
	2026	2025
<b>Cash Flows from Operating Activities:</b>		
Net income	\$ 2.8	\$ 4.4
Adjustments to reconcile net income to net cash provided by operating activities:		
Depreciation and amortization	5.4	2.9
Amortization of costs capitalized to obtain contracts	0.4	0.3
Amortization of operating lease right-of-use asset	0.1	0.1
Stock-based compensation expense, net of amounts capitalized	16.3	9.9
Non-cash interest expense, net	0.7	—
Loss on change in fair value of investment	3.9	—
Non-cash revenue from long-term investments	(0.3)	(0.4)
Deferred income taxes	(11.9)	—
Provision for credit losses	0.1	0.3
Changes in operating assets and liabilities, net of acquisition:		
Accounts receivable, net	16.7	5.6
Prepaid expenses and other assets	0.4	(4.2)
Inventory	(5.3)	(1.5)
Costs capitalized to obtain contracts, net	(0.3)	(0.3)
Accounts payable	(5.9)	(0.1)
Accrued expenses and other current liabilities	(7.3)	(6.5)
Deferred revenue	1.4	1.8
Other liabilities, noncurrent	—	(0.1)
<b>Net cash provided by operating activities</b>	<b>17.2</b>	<b>12.1</b>
<b>Cash Flows from Investing Activities:</b>		
Cash paid for acquisitions, net of cash acquired	(55.6)	(2.8)
Internally developed software	(1.6)	(1.4)
Purchase of property and equipment	—	(0.1)
Purchase of short-term investments	(106.4)	—
<b>Net cash used in investing activities</b>	<b>(163.6)</b>	<b>(4.3)</b>
<b>Cash Flows from Financing Activities:</b>		
Indemnity escrow payment in connection with the acquisition of Fantix, Inc.	(0.7)	—
Proceeds from monetization of tariff refund claims	2.3	—
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants	12.2	12.8
Taxes paid related to net settlement of equity awards	(10.3)	(10.6)
<b>Net cash provided by financing activities</b>	<b>3.4</b>	<b>2.2</b>
<b>Net Increase (Decrease) in Cash, Cash Equivalents, and Restricted Cash</b>	<b>(143.0)</b>	<b>9.9</b>
<b>Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period</b>	<b>495.8</b>	<b>160.5</b>
<b>Cash, Cash Equivalents, and Restricted Cash at the End of the Period</b>	<b>\$ 352.9</b>	<b>\$ 170.4</b>

## APPENDIX 3

# GAAP to Non-GAAP reconciliations

### Cost of revenue

\$M	Three Months Ended March 31,	
	2026	2025
Cost of subscription revenue, GAAP	\$ 14.5	\$ 10.1
Less: Depreciation and amortization, GAAP	(1.0)	(0.8)
Less: Stock-based compensation, GAAP	(0.5)	(0.2)
<b>Total cost of subscription revenue, Non-GAAP</b>	<b>13.1</b>	<b>9.2</b>
Cost of hardware revenue, GAAP	8.6	8.6
Less: Depreciation and amortization, GAAP	(1.1)	(1.0)
Less: Stock-based compensation, GAAP	(0.3)	(0.2)
Less: Other, GAAP	0.2	—
<b>Total cost of hardware revenue, Non-GAAP</b>	<b>7.5</b>	<b>7.4</b>
Cost of advertising revenue, GAAP	7.9	0.3
Less: Depreciation and amortization, GAAP	(0.5)	(0.1)
Less: Stock-based compensation, GAAP	(0.1)	—
<b>Total cost of advertising revenue, Non-GAAP</b>	<b>7.3</b>	<b>0.2</b>
Cost of other revenue, GAAP	1.5	1.1
<b>Total cost of other revenue, Non-GAAP</b>	<b>1.5</b>	<b>1.1</b>
Cost of revenue, GAAP	32.6	20.1
Less: Depreciation and amortization, GAAP	(2.6)	(1.8)
Less: Stock-based compensation, GAAP	(0.9)	(0.4)
Less: Other, GAAP	0.2	—
<b>Total cost of revenue, Non-GAAP</b>	<b>\$ 29.3</b>	<b>\$ 17.9</b>

### Operating expenses

\$M	Three Months Ended March 31,	
	2026	2025
Research and development expense, GAAP	\$ 39.3	\$ 30.4
Less: Stock-based compensation, GAAP	(7.8)	(5.7)
Less: Other, GAAP	(0.1)	(0.7)
<b>Total Research and development, Non-GAAP</b>	<b>31.3</b>	<b>23.9</b>
Sales and marketing expense, GAAP	57.0	35.3
Less: Depreciation and amortization, GAAP	(2.8)	(1.1)
Less: Stock-based compensation, GAAP	(2.0)	(1.3)
Less: Other, GAAP	(1.0)	—
<b>Total Sales and marketing expense, Non-GAAP</b>	<b>51.1</b>	<b>32.9</b>
General and administrative expense, GAAP	22.3	15.6
Less: Stock-based compensation, GAAP	(5.5)	(2.5)
Less: Other, GAAP	(1.1)	(0.3)
<b>Total General and administrative expense, Non-GAAP</b>	<b>15.8</b>	<b>12.9</b>
Total Operating expenses, GAAP	118.6	81.4
Less: Depreciation and amortization, GAAP	(2.8)	(1.1)
Less: Stock-based compensation, GAAP	(15.4)	(9.5)
Less: Other, GAAP	(2.2)	(1.0)
<b>Total Operating expenses, Non-GAAP</b>	<b>\$ 98.3</b>	<b>\$ 69.8</b>

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

## APPENDIX 3

# Non-GAAP Financial Measures

\$M	Three Months Ended March 31,	
	2026	2025
Net income	2.8	4.4
Add (deduct):		
Loss on change in fair value of investment <sup>(1)</sup>	3.9	—
Benefit from income taxes	(11.7)	(0.2)
Depreciation and amortization <sup>(2)</sup>	5.4	2.9
Interest income	(3.8)	(1.8)
Other income (expense), net	0.8	(0.2)
Acquisition-related transaction and integration costs <sup>(3)</sup>	1.1	1.0
Stock-based compensation	16.3	9.9
Channel restructuring costs <sup>(4)</sup>	1.8	—
Warehouse relocation costs <sup>(5)</sup>	0.6	—
<b>Adjusted EBITDA</b>	<b>17.1</b>	<b>15.9</b>

1 Relates to the changes in fair value of the Convertible Note Investment. Refer to the Q1 2026 10-Q for the definition and additional information on the Convertible Note Investment.

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

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

4 Relates to non-recurring costs incurred in connection with the strategic exit of the brick-and-mortar retail channel.

5 Relates to non-recurring warehouse relocation costs associated with the move of certain hardware manufacturing operations.

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, excluding (i) loss on change in fair value of investment, (ii) benefit from income taxes, (iii) depreciation and amortization, (iv) interest income, (v) other income (expense), net, (vi) acquisition-related transaction and integration costs, (vii) stock-based compensation, (viii) channel restructuring costs, and (ix) warehouse relocation 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, and our other GAAP results.

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

## APPENDIX 4

# Beyond MAU: 117 million Total Users in the Life360 Ecosystem

~85% of total users open the app within a given month, with an additional ~19m passive users representing further monetization and reactivation potential

### MAU (Monthly Active Users)

Users who opened the Life360 app at least once in the last calendar month



Parents who open the app



~98m

Monthly Active Users

### Passive Users

Users that are actively receiving notifications or sharing their location, without opening the app in the last calendar month



Teenagers who see notifications and share locations without opening the app



~19m

Passive Users



~117m

Member Value Universe



### Total Users

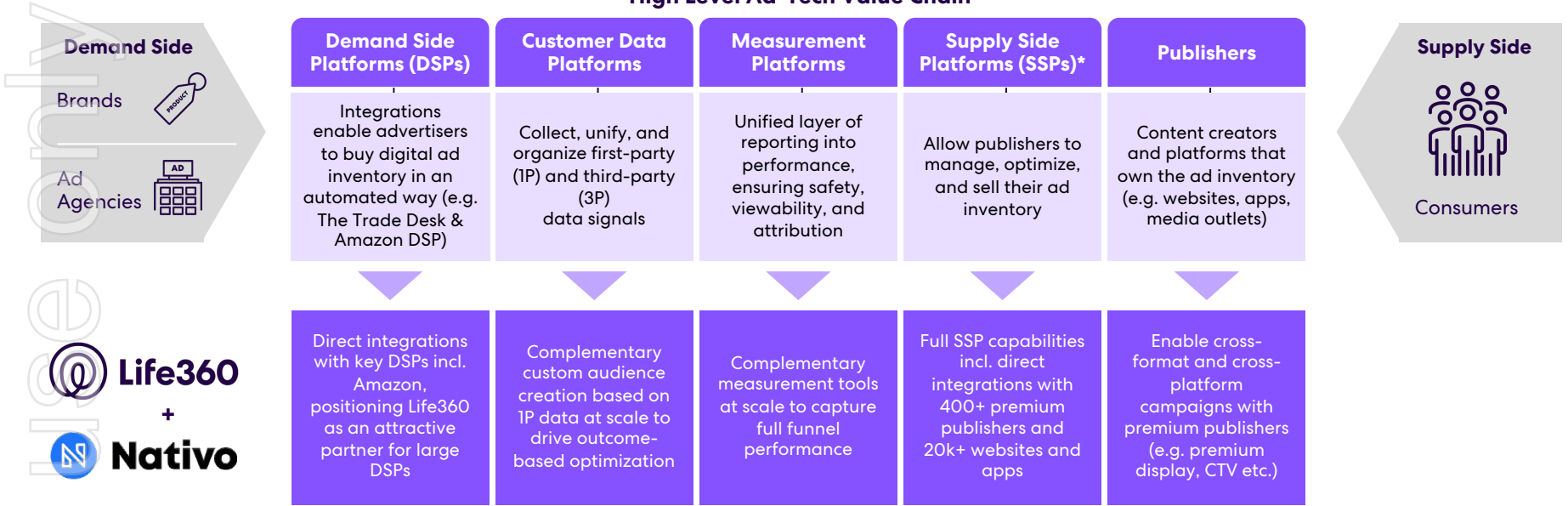
All registered Life360 accounts: MAU + Passive.  
Represents the full scale of Life360's user base and our addressable monetization & engagement opportunity

Note: As of March 31, 2026. Numbers may not add due to rounding

# 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



## APPENDIX 6

# Competitive Landscape

	 Life360	 AAA		 AT&T	 Gen2Life	 LifeLock by Norton	 NOONLIGHT	 On			
<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.**

