

Q3'25

Investor Presentation

10 Nov 2025 U.S. PT | 11 Nov 2025 AEDT



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A photograph of a man and a woman smiling and making a heart shape with their hands. The man is on the left, wearing a blue button-down shirt, and the woman is on the right, wearing a black t-shirt with a colorful graphic. The word "Contents" is overlaid in large white text.

Contents

- 01** **Life360 Overview**
(4 – 24)
- 02** **Advertising Update**
(25 – 30)
- 03** **Life360 Strategy**
(31 – 35)
- 04** **Financial Update Q3'25**
(36 – 48)
- 05** **FY'25 Outlook**
(49 – 50)
- 06** **Appendix**
(51 – 58)

- 1. Operating metrics
- 2. Financials
- 3. GAAP to Non-GAAP reconciliations & Non-GAAP financial measures
- 4. Competitive landscape

01

Life360 Overview



Life360 at a glance

Global scale, durable growth, expanding profitability



~91.6M

Global Monthly
Active Users



180+

Countries



463 billion

Miles driven with
Life360 Crash
Detection²



#7

Top Social
Networking App³

\$124.5m

+34% YoY

Q3'25 Revenue



~2.7M

Global Paying
Circles



16%

U.S. Penetration¹



77 billion

Safe arrival
notifications²



10.5M+

Monthly active
Tile devices

\$24.5m

20% Margin

Q3'25 Adjusted
EBITDA⁴

Note: As of September 30, 2025 unless otherwise stated. ¹ U.S. smartphone penetration based on approximately 48.7 million U.S. MAUs as of September 2025 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. ² LTM as of September 30, 2025. ³ By DAU in the U.S. as of September 30, 2025. Source: Sensor Tower. ⁴ 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

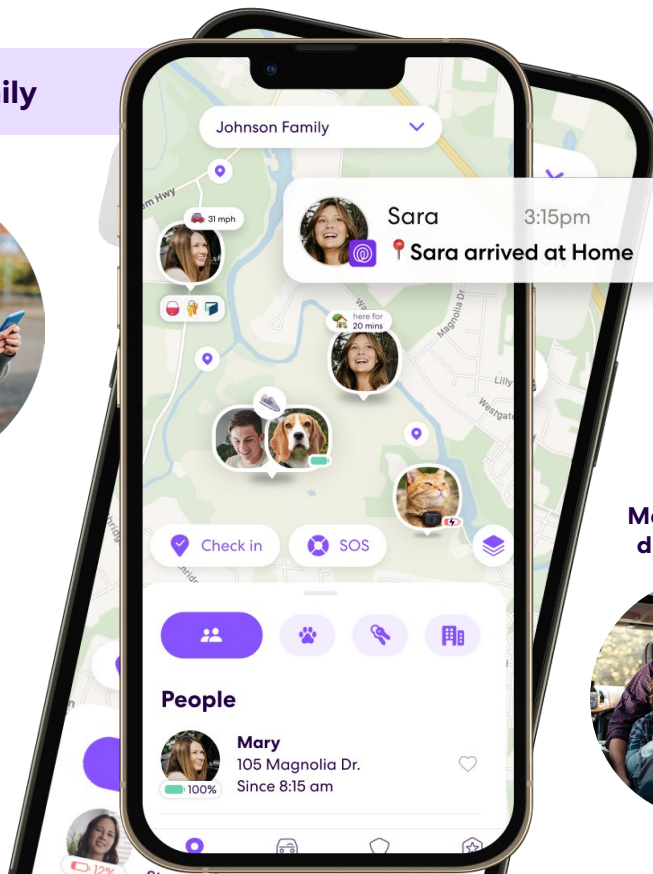
Private map for your inner circle



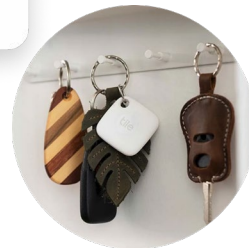
Free to use



Built for families



...with safety top of mind



Market leading driving safety



Premium safety services

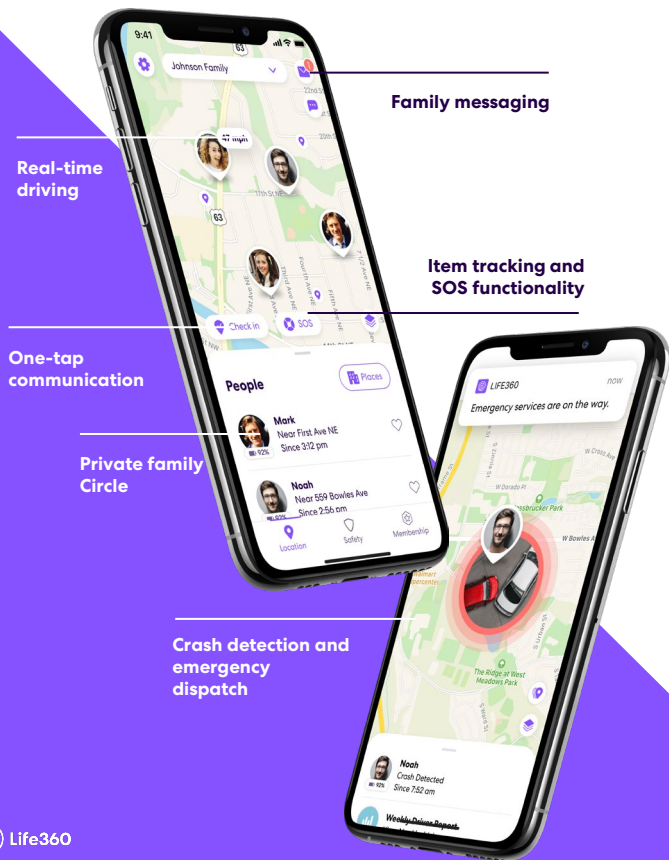


Devices for people, pets, and things



Keeping people close to the ones they love

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



Location Sharing and Item Tracking

Effortless daily coordination with advanced location sharing and item tracking



Driving Safety

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



Digital Safety

Protection and prevention for each family member



Emergency Dispatch

Expert assistance any time, anywhere



Comprehensive Offering

All-in-one solution for real life



Pet Finder Network

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



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



1 in 7
U.S. Smartphone
Owners Use
Life360¹

5x
App Opens
per Day¹

#1
#1 Brand Attribute²
“Peace
of mind”

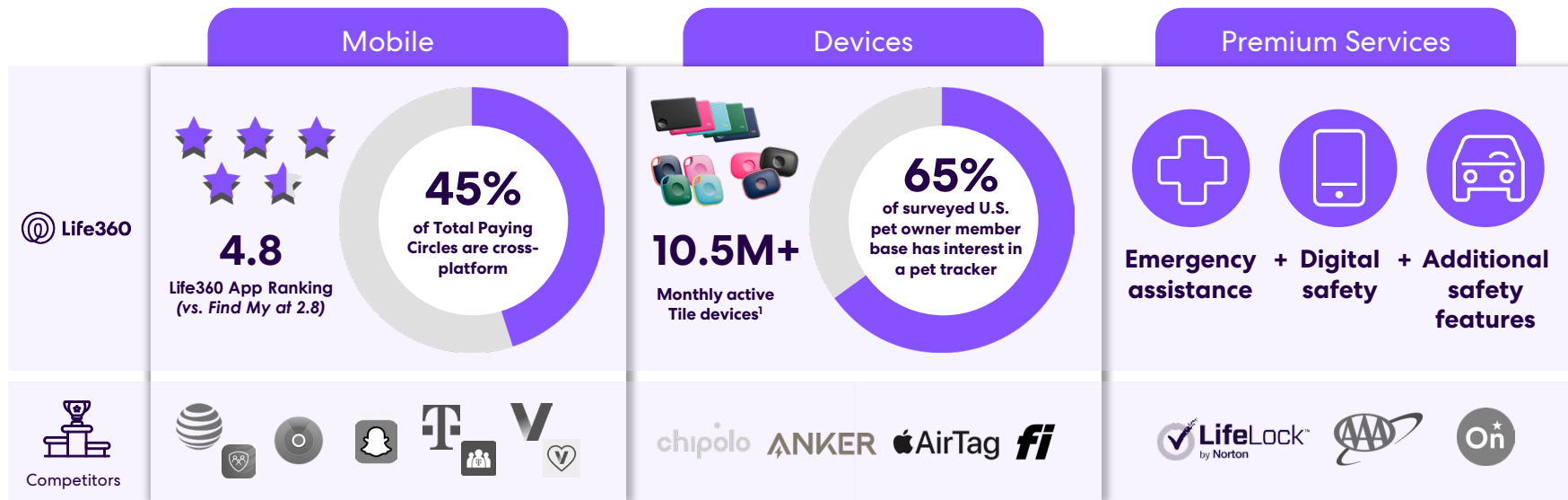
59 
NPS Score
Considered “Excellent” by NPS
Creator, Bain & Co.³

 **\$500+**
Million
in R&D investment since 2016

¹ As of September 30, 2025. ² Life 360 Brand Tracking research - April 2024 Fielding (based out of the 23 brand attributes tested). ³ According to September 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



¹ As of September 30, 2025.

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








U.S. Lifestyle App Rankings by DAU¹

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

Triple Tier Lifestyle App Rankings by DAU¹

	2	 Life360: Stay Connected & Safe Life360
	5	 Life360: Stay Connected & Safe Life360
	7	 Life360: Stay Connected & Safe Life360

U.S. Social Networking App Rankings by DAU¹

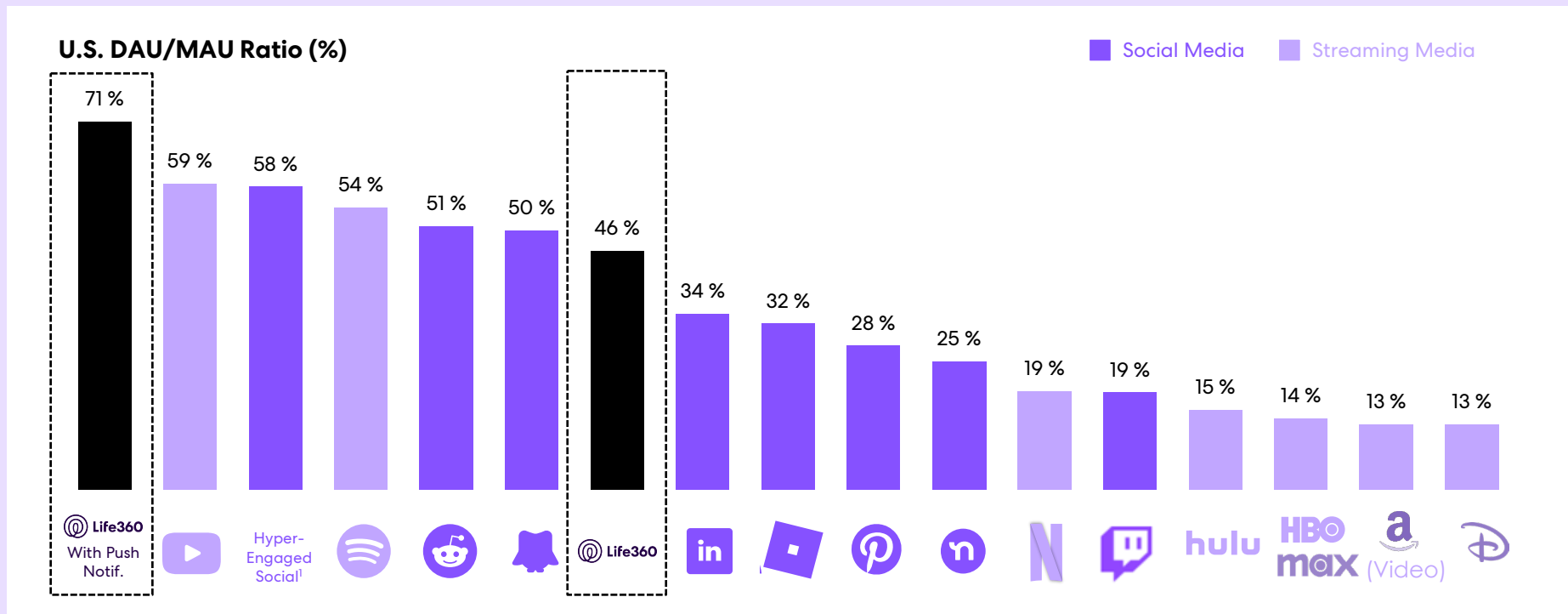
1	 Facebook Meta Platforms
2	 WhatsApp Messenger Meta Platforms
3	 Messenger Meta Platforms
4	 Discord Discord Inc.
5	 Threads Meta Platforms
6	 Telegram Telegram
7	 Life360: Stay Connected & Safe Life360

Triple Tier Social Networking App Rankings by DAU¹

	6	 Life360: Stay Connected & Safe Life360
	7	 Life360: Stay Connected & Safe Life360
	8	 Life360: Stay Connected & Safe Life360

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

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



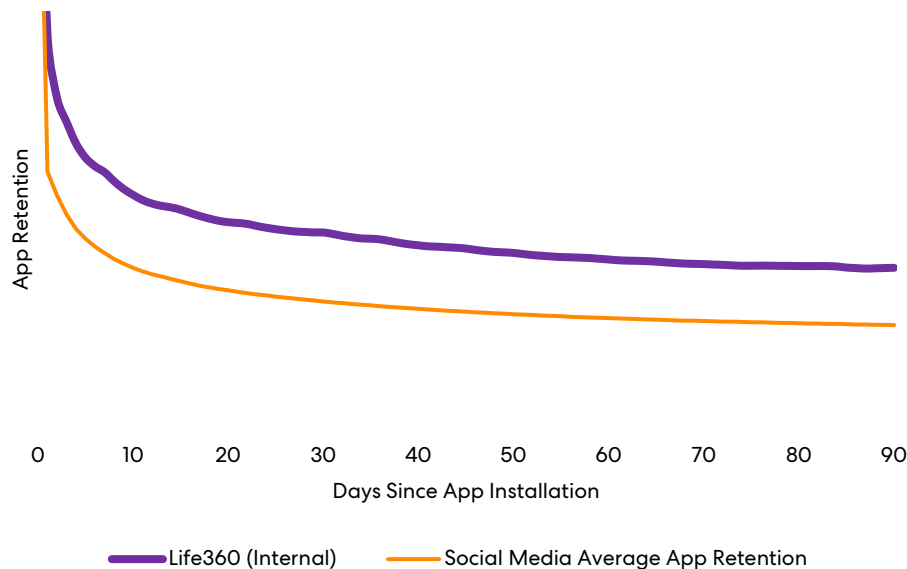
Source: Sensor Tower company as of September 30, 2025; Company Data for Life360 metrics.

¹ 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^{1,2}



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

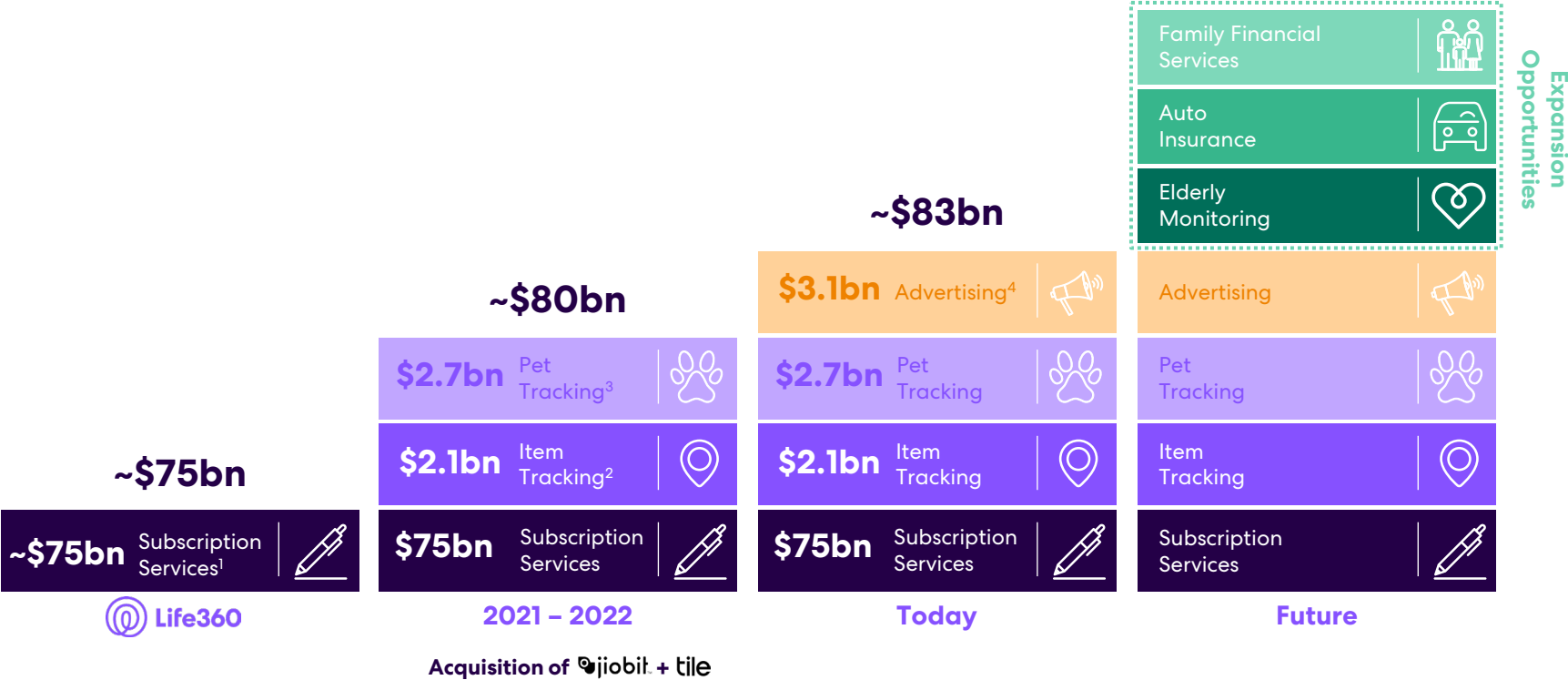
Life360 app retention consistently **outperforms peers – outperforming the social media average by 1.5x** following the first 90 days since app installation, with a widening gap **after the first weeks as families settle into daily use**

Source: Sensor Tower company as of September 30, 2025; Peer group data represents U.S. App Store only; Company Data for Life360 metrics.

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

² 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
¹ Smartphone-Equipped Population of Asia Pacific excluding China, Eurasia excluding Russia, Middle East and North Africa, United States, and Canada (Total Population × Smartphone Adoption Rate), divided by People Per Paying Circle to derive Total Paying Circles, multiplied by Q1'24 Average Revenue Per Paying Circle. ² Intellectual Market Insights Research – AirTag Market Overview. ³ Grandview Research – Pet Wearables Market ⁴ 2023 Average Advertising Revenue Per User of Meta, Snap, Uber, Spotify, Reddit, and Duolingo, multiplied by Smartphone-Equipped Population across the U.S. (Total Population × Smartphone Adoption Rate).

Monetizing our addressable markets

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 & More...

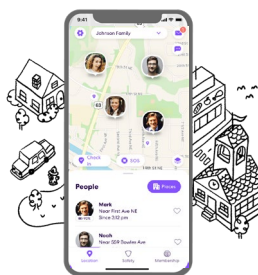
Devices



NEW: Real-Time Pet Tracking and Pet Finder Network¹



Indirect



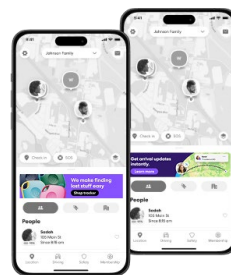
First Party Data
Monetization



Hubble Partnership



Advertising



Ads for Free Members



Access unique audiences
based on First Party Data



Adjacent Markets



Elderly
Monitoring



Auto
Insurance



Family Financial Services



¹Real-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.

Expanding reach beyond parents with teens

Current Member Base Focus

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

Member Base Expansion

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

36%

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

71%

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

3.2

members per Paying Circle on average ³

18%

Of Circles are Couples ^{2,3}

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. ¹Defined as Circles with at least one member being a parent and one or more teens. ²Defined as Circles of two members who are spouses or partners.

³Reflects Circles on a global basis as of September 30, 2025. ⁴As of 2024.

Pet platform launch

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

Pet Finder Network

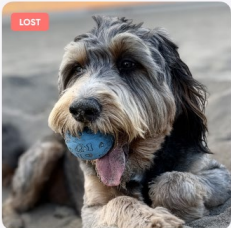
Free!

9:41

X

LOST PET ALERT 📍

Help me find Waffle



Brown Bernedoodle
Male • 45 lbs


If you have any information, call or text
+1 (415) 555-1234

By sending this alert, you agree to our Terms of Service and 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.

Alert your neighbors

New!

Introducing Life360 Pet GPS



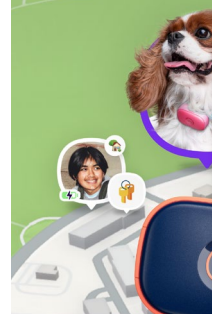
Waffles 3:15
Left Home

Your Pet on the Life360 Map

Paid

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.

Life360 Pet GPS

Paid

- Real-time tracking via GPS, BLE, and WiFi
- \$49.99 MSRP with Gold membership required²
- 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



¹ 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

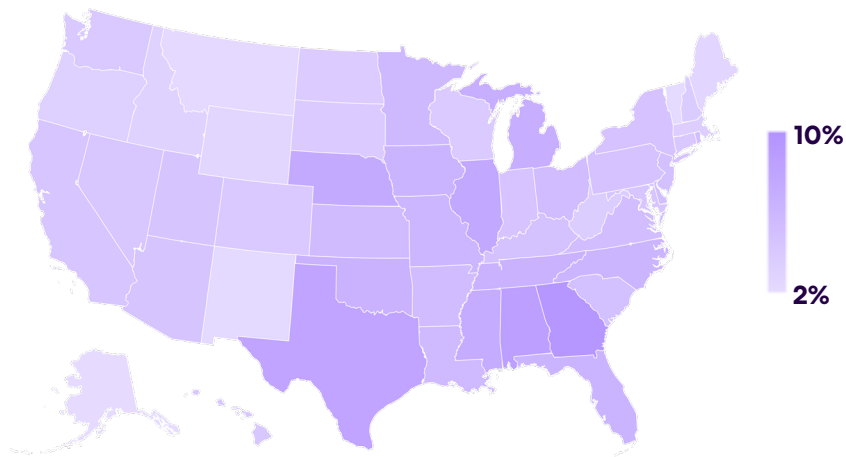
Current Triple Tier Membership Bundles (U.S., UK, Canada, ANZ)

<p>FREE MEMBERSHIP \$0.00/mo</p>  <ul style="list-style-type: none">✓ SOS✓ Place Alerts (2 places)✓ Location History (2 days)✓ Crash Detection✓ Family Driving Summary✓ Battery Monitoring✓ NEW: Pet Profile & Pet Finder Network	<p>SILVER MEMBERSHIP \$7.99/mo</p>  <ul style="list-style-type: none">+ Place Alerts (5 places)+ Location History (7 days)+ Stolen Phone Protection (\$100)+ Ad-Free Experience	<p>GOLD MEMBERSHIP \$14.99/mo</p>  <ul style="list-style-type: none">+ Place Alerts (unlimited)+ Location History (30 days)+ Individual Driver Reports+ Roadside Assistance+ 24/7 Emergency Dispatch+ ID Theft Protection+ Free Towing (5mi Radius)+ Stolen Funds Reimbursement (\$25K)+ Stolen Phone Protection (\$250)+ NEW: Real-Time Pet Tracking²	<p>PLATINUM MEMBERSHIP \$24.99/mo</p>  <ul style="list-style-type: none">+ Credit Monitoring+ Disaster Response+ Medical Assistance+ Travel Support+ Free Towing (50mi Radius)+ Stolen Funds Reimbursement (\$1M)+ Stolen Phone Protection (\$500)
	<p>12% of U.S. Paying Circles¹</p>	<p>84% of U.S. Paying Circles¹</p>	<p>4% of U.S. Paying Circles¹</p>

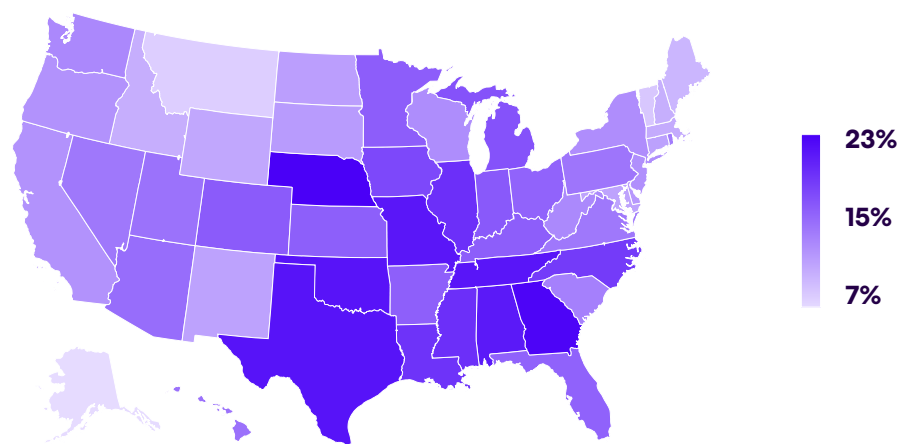
¹As of September 30, 2025. Note: Membership bundles shown represent U.S. offering. Services and pricing differ slightly by region. ²Real-Time Pet tracking available with a Gold or Platinum memberships and the purchase of a Life360 Pet GPS which is sold separately.

Long remaining runway in U.S. penetration

Penetration by State (2020)



Penetration by State (2025)

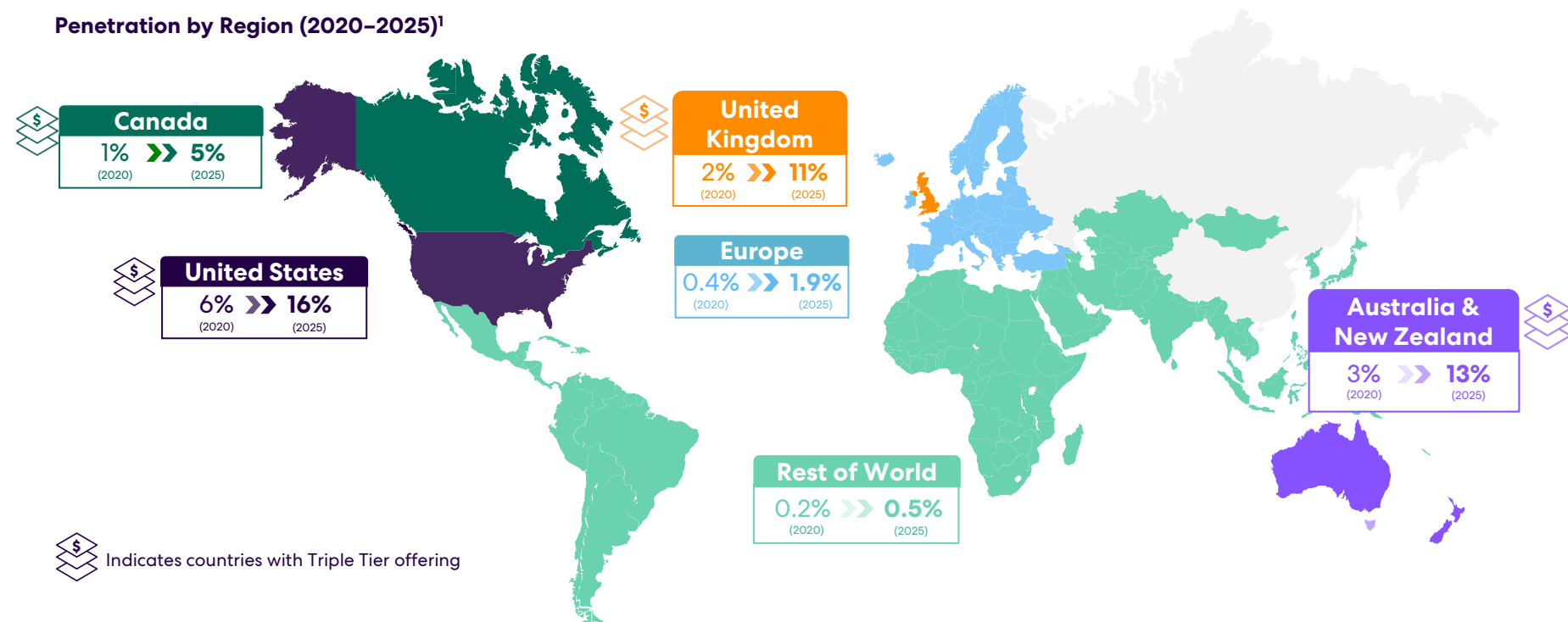


States with more than 6% penetration in 2020 experienced **over 162% penetration growth on average from September 2020 to September 2025**, underpinning the remaining meaningful runway in the U.S.

Large global opportunity for membership

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

Penetration by Region (2020–2025)¹



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

¹ Estimated number of Life360 members as a percentage of smartphone-enabled population by region; Rest of World excludes Russia and China; Penetration rates of September 30, 2025 unless otherwise noted.

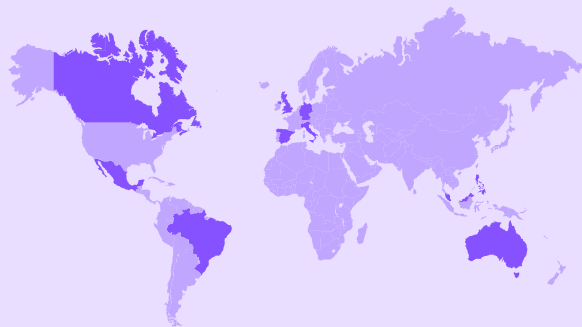
Scaling the international opportunity

Growing usage and increasing monetization globally

Top 10 International MAU countries¹

(65% of total International)

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

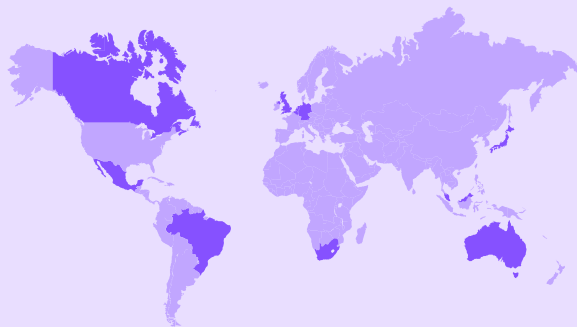


¹Data as of Q3'25

Top 10 International Revenue countries¹

(77% of total International)

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



Triple Tier

UK, ANZ & CA

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

Other Membership Tiers

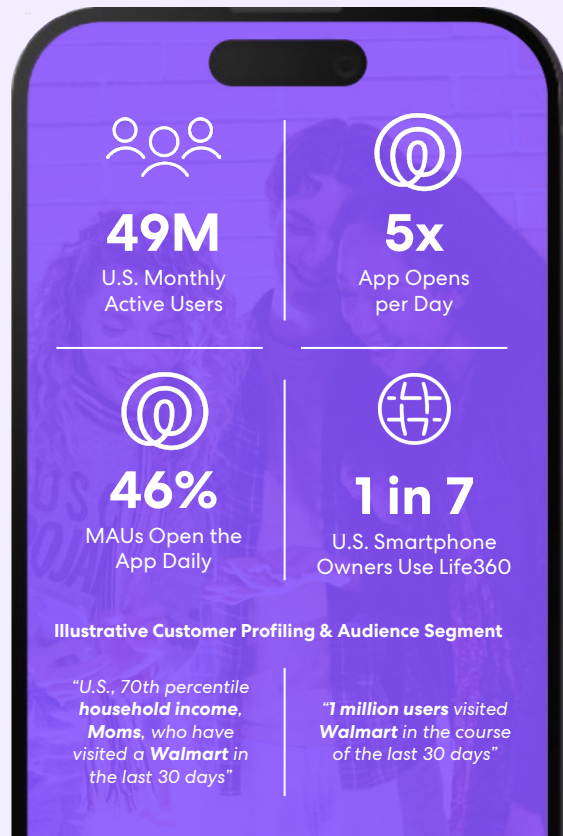
Rest of World: Non-Triple Tier Countries

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

New 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 platform¹



Note: All metrics as of September 30, 2025 unless otherwise noted. ¹ Based on MAU and Paying Circles by Registration Year data.

Data indicates long-term growth potential in advertising revenue

A scatter plot showing the relationship between Monthly Active Users (MAU) on the x-axis and Advertising Revenue Per User (ARPU) on the y-axis for various companies. The x-axis ranges from 0 to 1,000, and the y-axis ranges from \$0 to \$8. The companies are represented by their respective logos: Lyft (pink), 5m (green), MatchGroup (blue), 2o (green), Spotify (green), Pinterest (red), and Snapchat (yellow). The plot shows that while MAU increases, ARPU does not necessarily increase proportionally, with some companies like Pinterest and Snapchat achieving high ARPU at high MAU.

Company	MAU (approx.)	Advertising ARPU (approx.)
Lyft	50	\$2.0
5m	100	\$3.5
MatchGroup	100	\$0.5
2o	150	\$0.5
Spotify	450	\$4.5
Pinterest	600	\$7.0
Snapchat	900	\$7.0

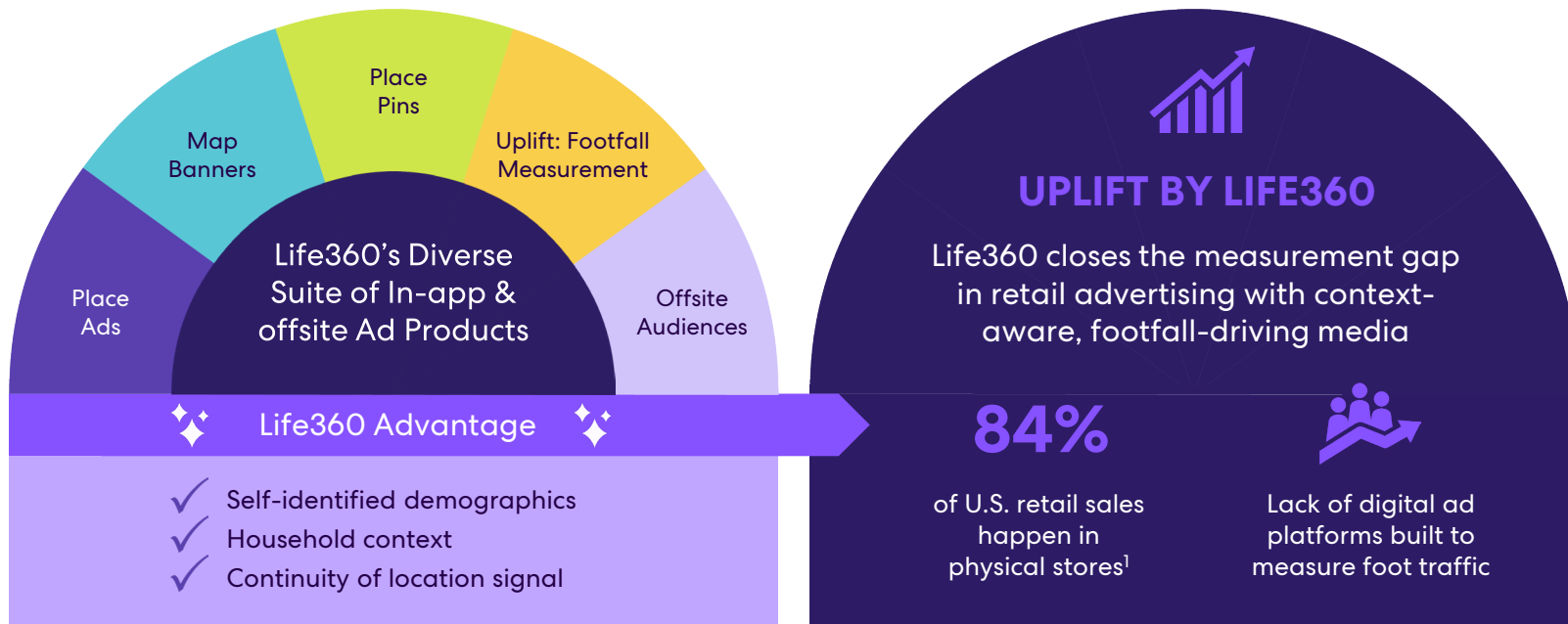
Year	Pinterest (P)	Snapchat (S)	Spotify (S)	Niantic (N)	Oculus (O)	MatchGroup (M)
Y+0	-	-	-	-	-	\$1.5
Y+1	\$0.2	-	-	-	-	\$1.2
Y+2	\$1.8	\$0.5	\$0.5	\$2.5	\$0.5	\$0.8
Y+3	\$2.2	\$1.0	\$1.0	\$3.0	\$0.8	\$0.6
Y+4	\$3.5	\$1.5	\$1.5	\$3.5	\$1.0	\$0.5
Y+5	\$4.0	\$2.0	\$2.0	\$3.0	\$0.8	\$0.4
Y+6	\$5.0	\$3.0	\$3.0	\$3.0	\$1.0	\$0.4
Y+7	\$6.5	\$4.0	\$4.0	\$3.0	\$1.0	\$0.4
Y+8	\$6.0	\$5.5	\$5.5	\$3.0	\$1.0	\$0.4
Y+9	\$6.0	\$5.5	\$5.5	\$3.0	\$1.0	\$0.4
Y+10	\$6.5	\$6.0	\$5.0	\$3.0	\$1.0	\$0.5
Y+11	\$7.0	\$6.5	\$4.8	\$3.0	\$1.0	\$0.5
Y+12	-	-	-	-	-	\$0.5



\$402bn

Life360's ad solutions close the gap in real-world retail markets

Elevating the advertising experience through a dynamic suite of ad solutions

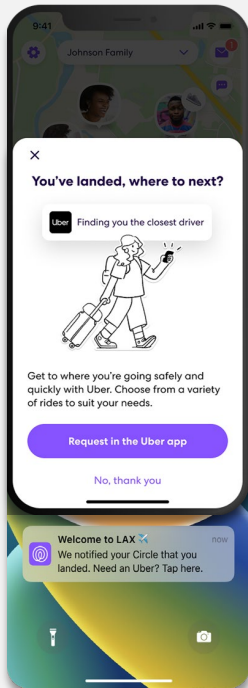


Source: U.S. Census Data

¹ As of Q2'25

High-impact advertising brand partnerships

Life360 delivers context-aware experiences through place ads



Uber

Immediate rideshare demand capture

Life360 identifies travelers at the exact moment they land at the airport and sends push notifications prompting an Uber booking.

34M

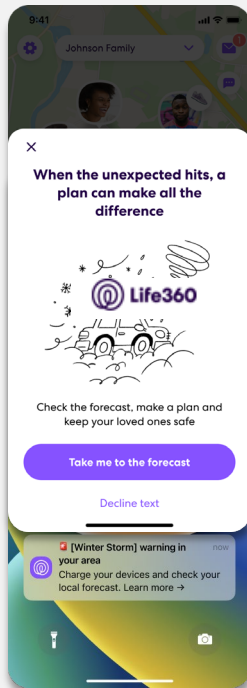
Push notifications sent¹

14%

Click-through rates on notification¹



Strong Performance Since Launch



AccuWeather

Real-time severe weather alerts

Life360 provides the whole family with critical, life-saving weather details based on a member's exact location, boosting visits to the Accuweather platform.

47M

Push notifications sent¹

7%

Click-through rates on notification¹



Critical Support Driving Engagement

- 24/7 location sharing provides continuity of signal for precise, highly relevant advertising based on member behavior and location
- Life360's uniquely valuable user base - millions of highly engaged members with high-disposable incomes - amplifies campaign success
- Strong click-through rates highlight how location-powered experiences that deliver safety and peace of mind resonate meaningfully with members

¹ For the period July 2025 to September 2025.

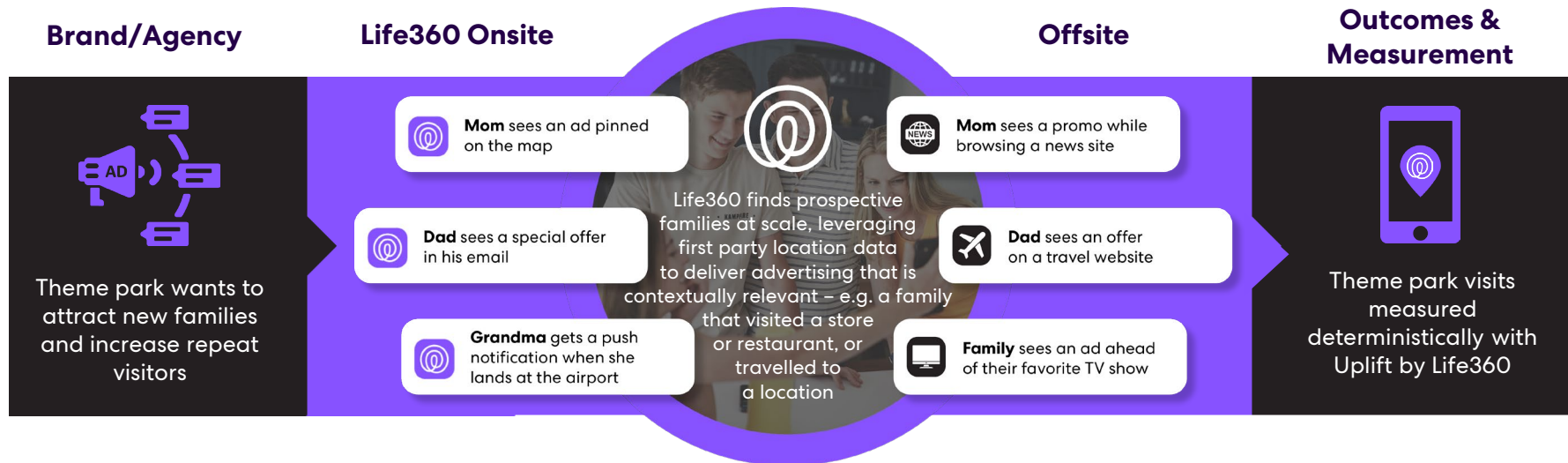
02

Advertising Update



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



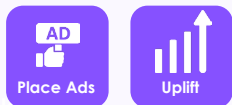
Our Advertising Platform

Expanding capability and scale with strategic acquisitions and partnerships



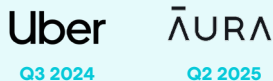
Ad Tech & Infrastructure Development

Acquisitions combined with Life360's unique user base and advertising solutions deliver an end-to-end platform at scale



Paid Partnerships

Partnerships bring highly relevant in-app experiences and ads for Life360 members and their families



Direct Sales

Nativo provides Life360 with a proven, world-class and scaled sales team



Offsite

Nativo amplifies Life360's scale with direct access to premium advertiser brands and agencies, and relationships with a network of premium publishers



Nativo accelerates Life360's advertising roadmap

Nativo transforms our advertising platform into an end-to-end offering with best-in-class technology, established relationships, and experienced sales team



Advanced Ad Renderer

Ad renderer technology to easily deploy custom ad formats and dynamic landing page experiences at scale



Unique Demand & Publisher Network

Seasoned direct sales team generating unique demand from agencies and brands – bought managed, programmatic and self-serve



Proprietary Targeting

Proprietary privacy-compliant, predictive targeting that uses unique engagement signals and outperforms



Advanced Measurement

Robust measurement capabilities including real-time surveys, attention metrics and advanced insights with easy UI

Why publishers choose Nativio

Superior tech drives better monetization, faster and at lower cost

Best-in-Class Technology

Suite of tools for activating and accelerating direct-sold ads businesses – sell more with less effort

275%

Avg. eCPM lift from standard display

FORTUNE

**BUSINESS
INSIDER**

Better Monetization

Nativio's creative ad renderer makes premium ads and custom formats easy to deploy and manage

#1

Ranking among competitors



meredith

Robb Report

Faster Results

Deploy in weeks rather than months with an enterprise-level and feature-rich ad stock

2 weeks

Typical integration time

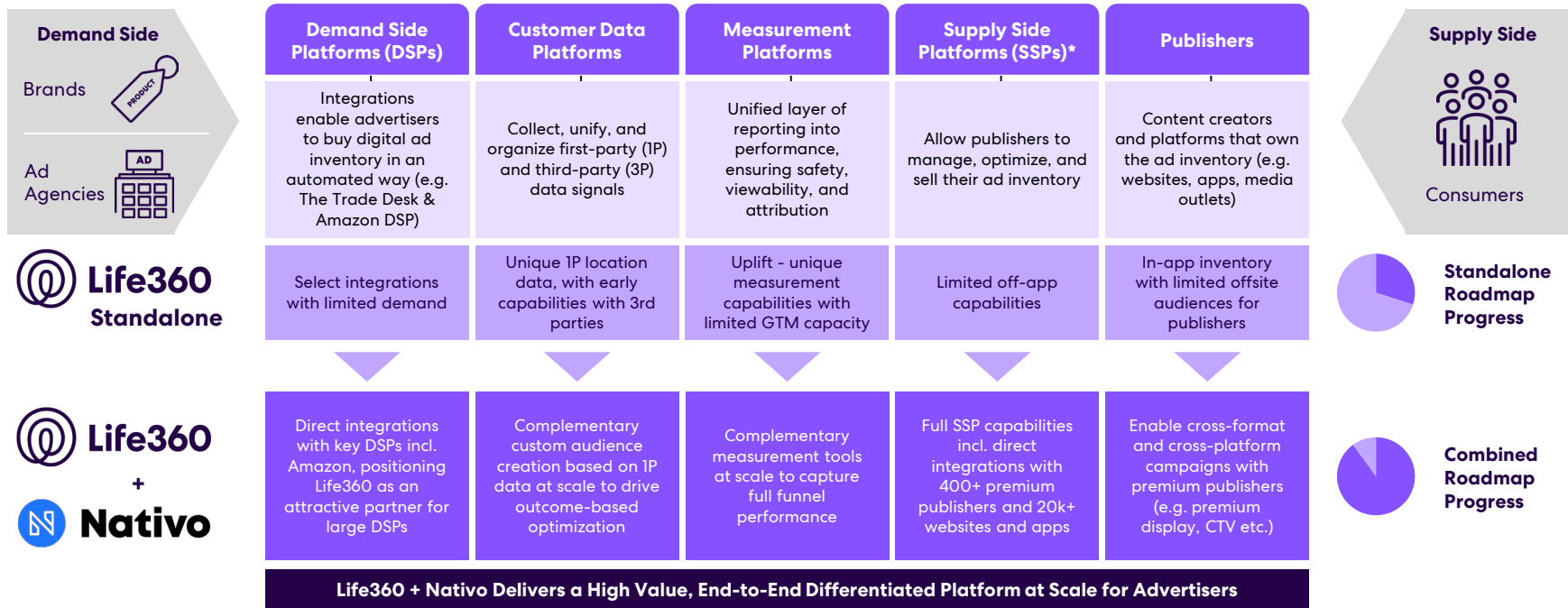
FASTCOMPANY

AXIOS

Progressing towards our ads vision

Combination creates a differentiated platform at scale – accelerating Life360’s advertising roadmap and creating value across the ad-tech value chain

High Level Ad-Tech Value Chain



A photograph of three young adults (two women and one man) sitting in the back of a car at night. They are all smiling and laughing, looking towards the right side of the frame. The woman in the foreground has long, curly blonde hair and is wearing a green cardigan over a black t-shirt. The woman behind her has long dark hair and is wearing a light-colored top. The man on the left has short brown hair and is wearing a grey t-shirt. The car's interior is dimly lit, and the background is dark, suggesting it is nighttime.

03

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

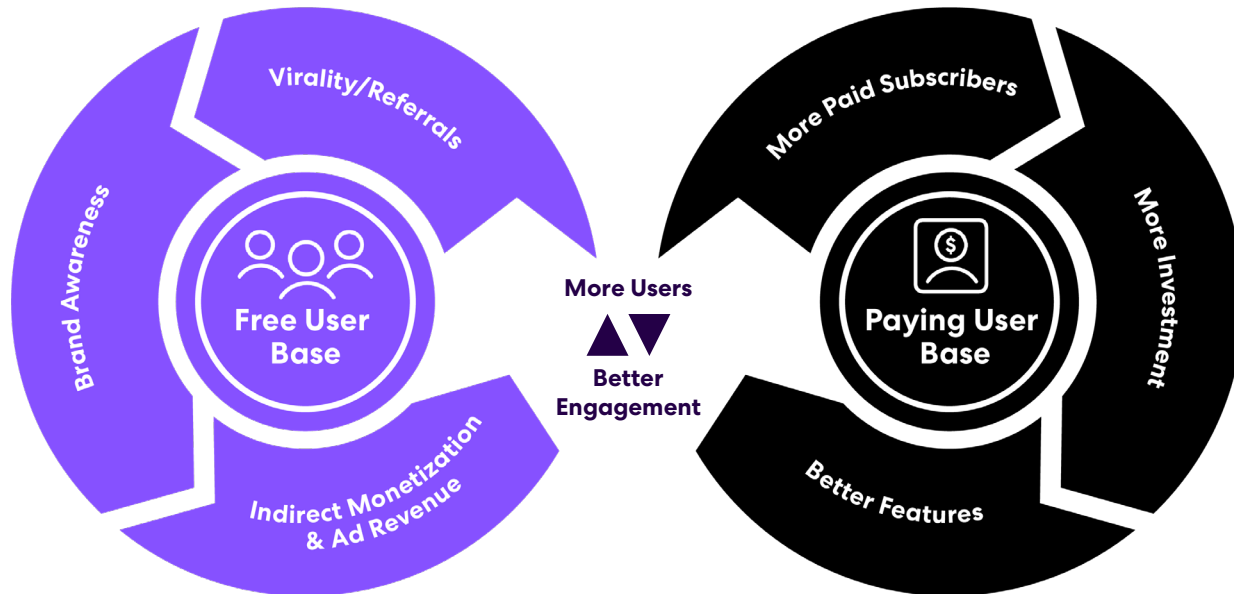


Expand profitability

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

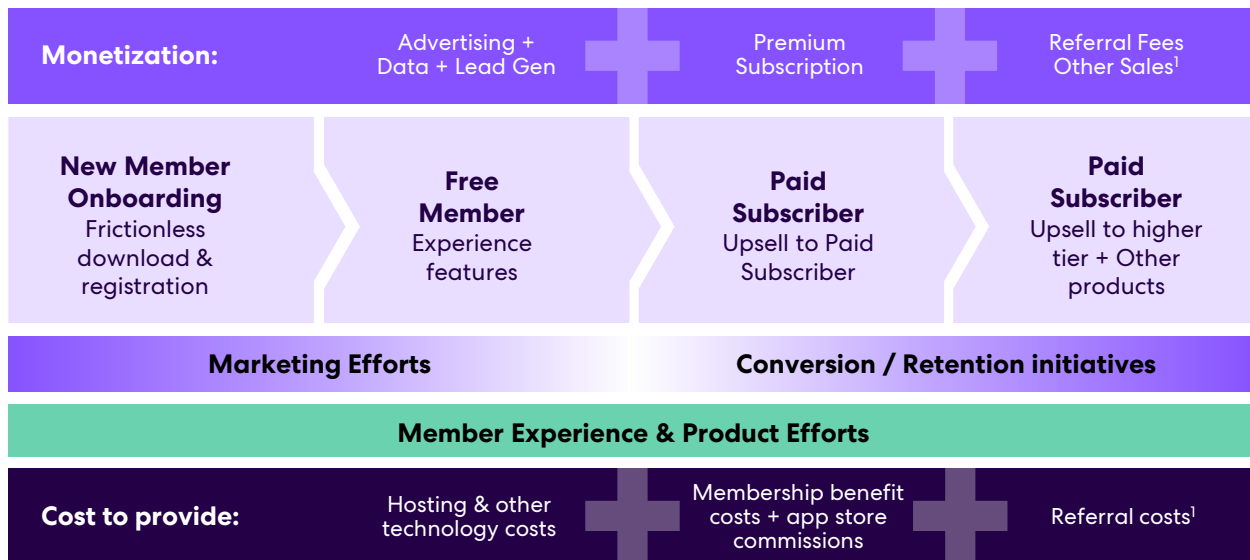
Our freemium flywheel drives our growth

Network effects enhance new member acquisition and fuel competitive advantages



Life360's digital based freemium business

Freemium model becomes powerful at scale



- Strong word of mouth drives organic growth, supporting efficient customer acquisition spend
- Digital economics enables efficient scaling of user base, with low cost/high margin subscription services
- Growing free member base:
 - Creates a competitive moat
 - Increases premium member acquisition pool and
 - Provides indirect monetization opportunities, including advertising

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

04

Financial Update Q3'25



Q3'25 Achievements

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



Growing our audience

~91.6m

Global Monthly Active Users (MAU)
+ 19% YoY

24%

YoY growth in International MAU



Scaling paid offerings

~2.7m

Global Paying Circles
+ 23% YoY

170k

Quarterly net adds, an all-time record



Creating new revenue streams



Initial infrastructure established to build advertising revenue stream

(h) hubble **ĀURA** **Uber**
NETWORK

Establishing new B2B partnerships to drive indirect monetization



Expanding profitability

\$124.5m

Q3'25 Revenue
+34% YoY

\$24.5m

Q3'25 Adjusted EBITDA¹
20% Margin

Q3'25 Results Summary

Delivering on growth

\$M	Q3'25	Q3'24	\$ Change	% ch YoY
Revenue				
Subscription	96.3	71.8	24.5	34 %
Hardware	11.3	11.7	(0.4)	(4)%
Other	16.9	9.3	7.6	82 %
Total revenue	124.5	92.9	31.6	34 %
Annualized Monthly Revenue (AMR) ¹	446.7	336.2	110.5	33 %
Operating expenses	91.4	75.0	16.5	22 %
Net Income	9.8	7.7	2.1	27 %
Adjusted EBITDA (Non-GAAP) ²	24.5	9.0	15.5	174 %
Cash and cash equivalents ³	457.2	160.2	297.0	185 %
Operating cash flow	26.4	6.3	20.1	317 %

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

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

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

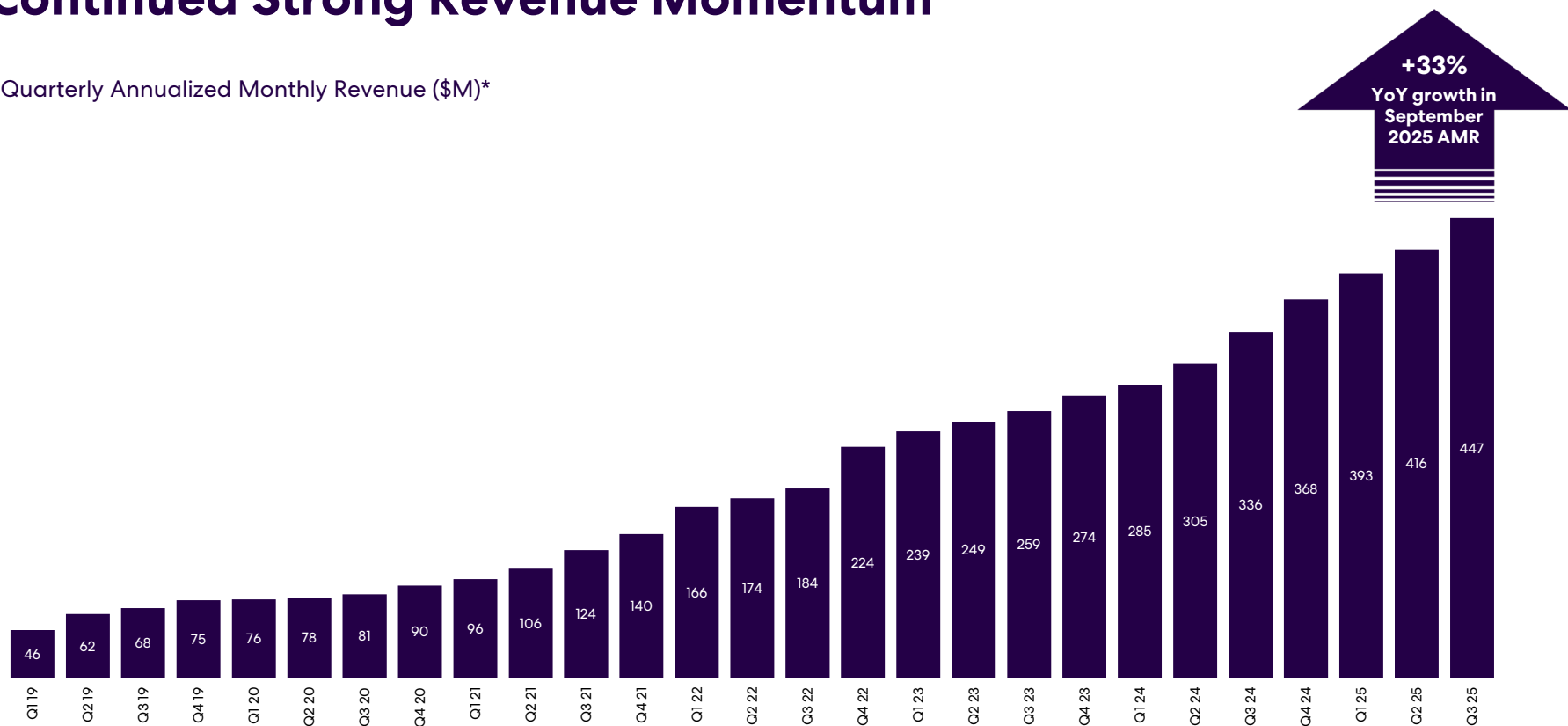
³Cash and cash equivalents includes Restricted Cash.

Commentary

- Continued strong subscription revenue momentum, up 34% primarily driven by Life360 core subscription revenue up 37% to \$90.7 million and the growth in Paying Circles up 23%
- Hardware revenue decrease of 4%, as higher unit shipments were more than offset by increased discounts and lower revenue related to bundled offerings
- Other revenue increase of 82% due to increases in data and partnership revenue, which includes advertising revenue
- Annualized Monthly Revenue up 33% to \$446.7 million
- Operating expenses, excluding commissions, increased 20% and declined 8% as a percentage of revenue, demonstrating a continued focus on cost discipline
- Adjusted EBITDA expansion driven by strong subscription revenue growth and increased operating leverage

Continued Strong Revenue Momentum

Quarterly Annualized Monthly Revenue (\$M)*

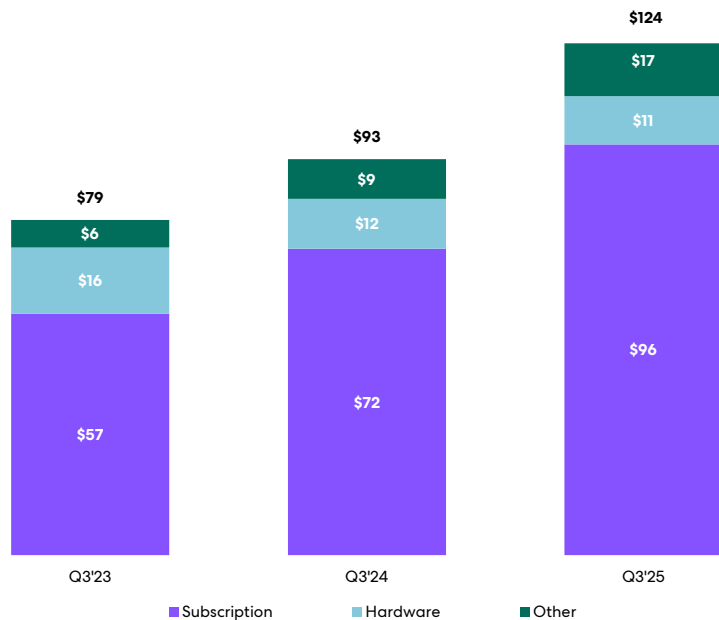


*Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements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

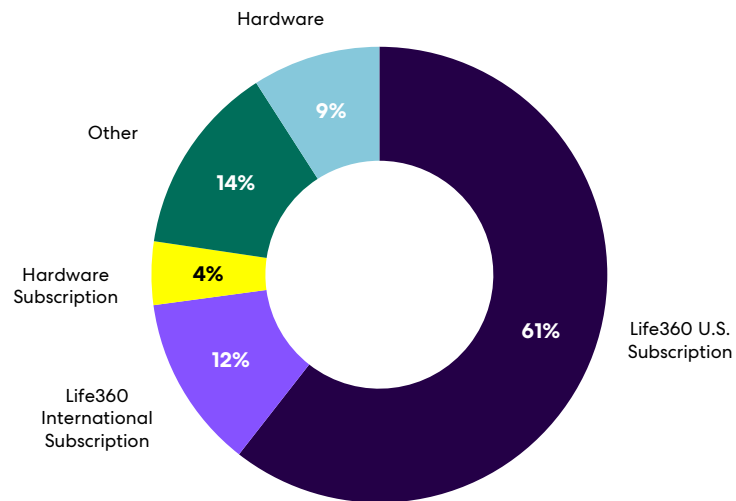
Consolidated Revenue

Q3'25 year over year growth of 34%

Quarterly revenue (\$M)



Total consolidated revenue breakdown

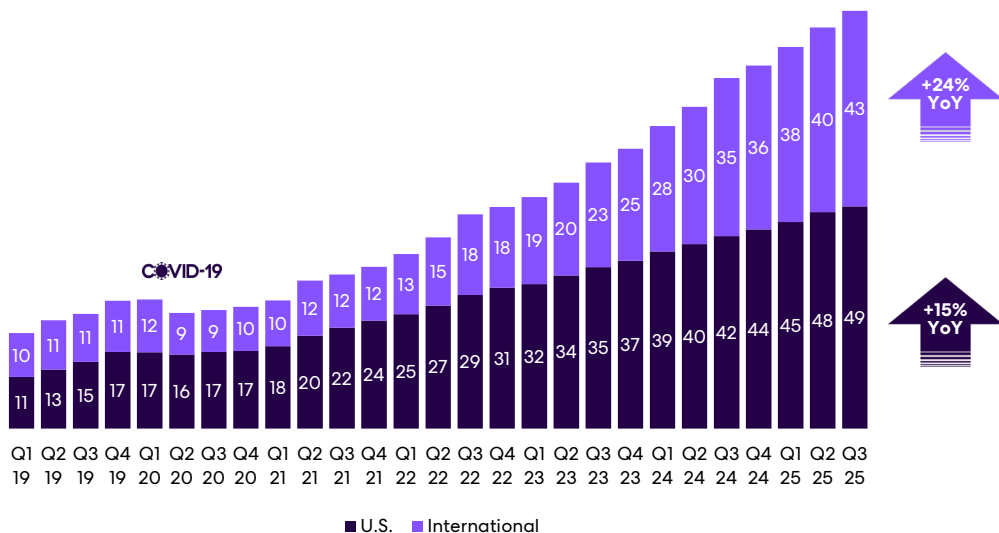


Note: Numbers may not add or recalculate due to rounding.

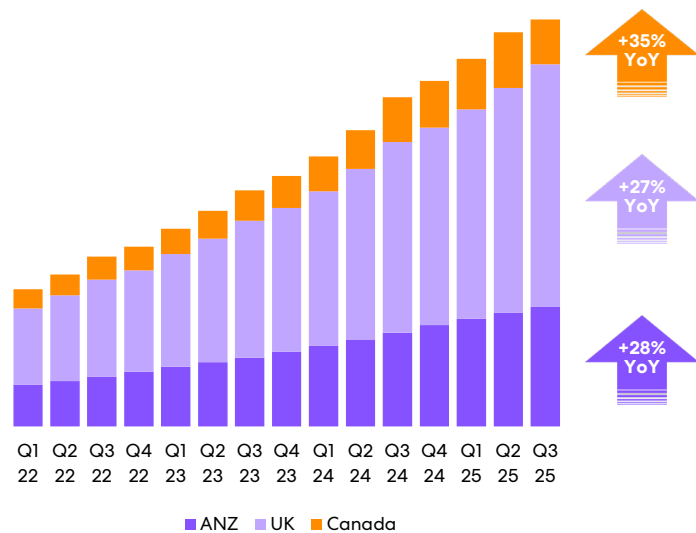
Global MAU

Q3'25 year over year growth of 19%, with significant contribution from organic channels

Life360 Core Monthly Active Users (MAU)(M)



International Triple Tier launch countries MAU

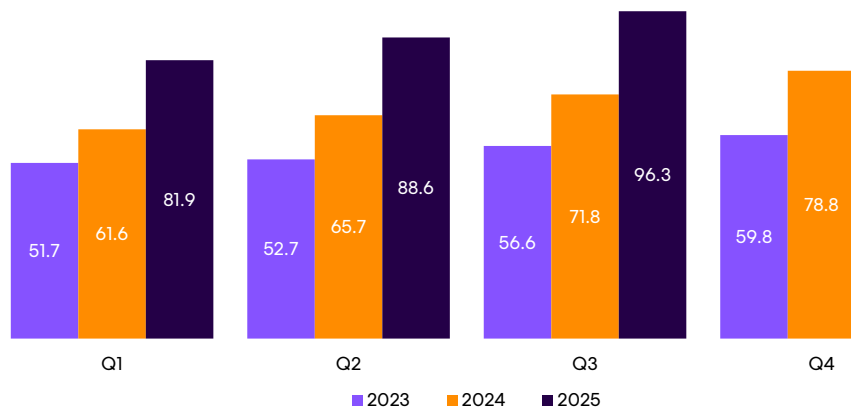


Note: Numbers may not add or recalculate due to rounding.

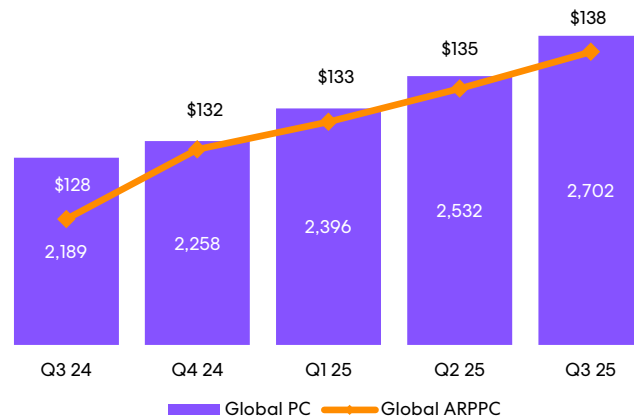
Subscription Revenue

34% revenue growth underpinned by 23% YoY uplift in Paying Circles and 8% YoY increase in ARPPC

Consolidated Quarterly Subscription revenue (\$M)



Global Paying Circles and Global ARPPC



- Strong subscription growth across U.S. and international, with consolidated subscription revenue uplift of 34% YoY in Q3'25
- Core Life360 subscription revenue growth of 37% YoY in Q3'25, benefitting from strong Paying Circles growth of 23% YoY

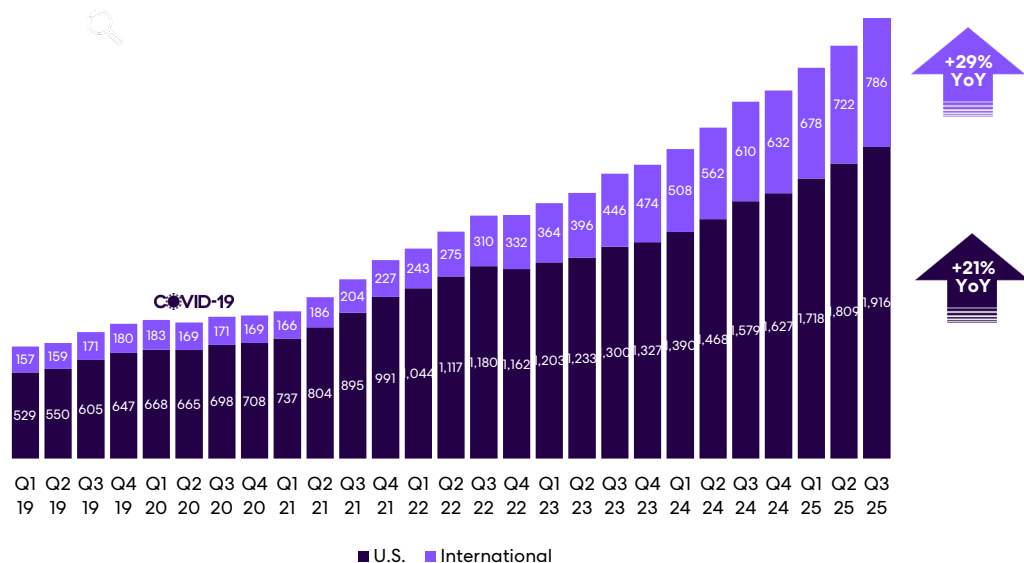
- Core Life360 Subscription revenue growth also supported by price increases in the U.S. for new and existing annual subscribers implemented in the second half of 2024 and continuing into 2025 and a shift in product mix towards higher priced products

- Additional uplift from international regions throughout 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

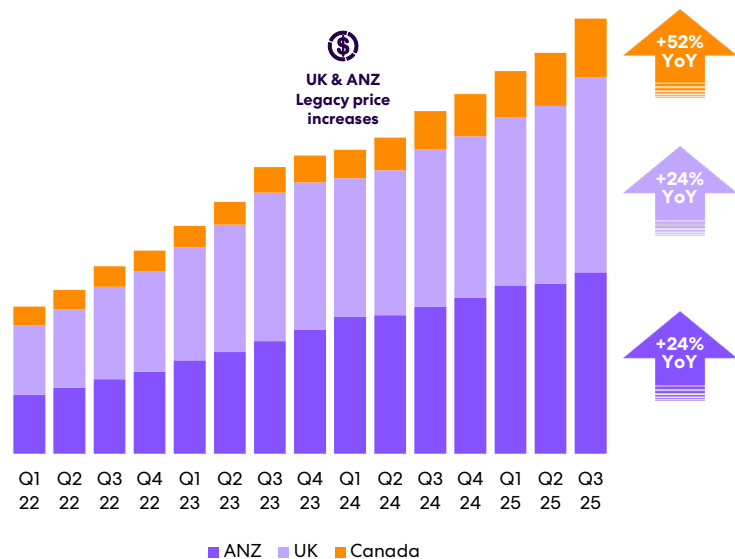
Paying Circles

Q3'25 year over year growth of 23%, while raising prices and improving customer value

Paying Circles by geography (000s)



International Triple Tier launch countries Paying Circles

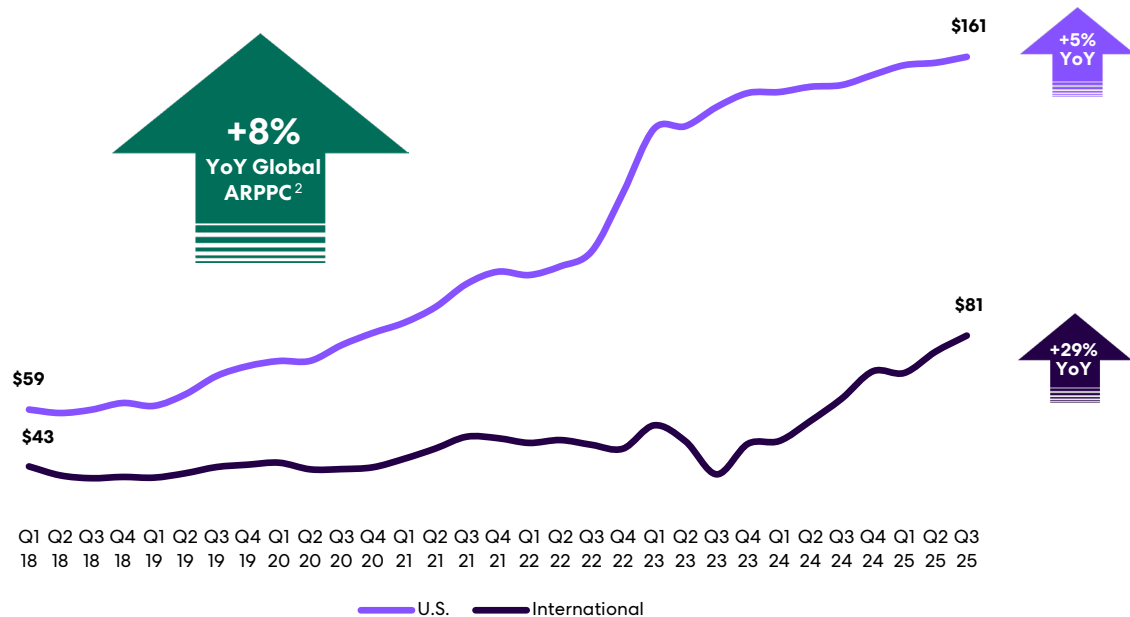


Note: Numbers may not add or recalculate due to rounding.

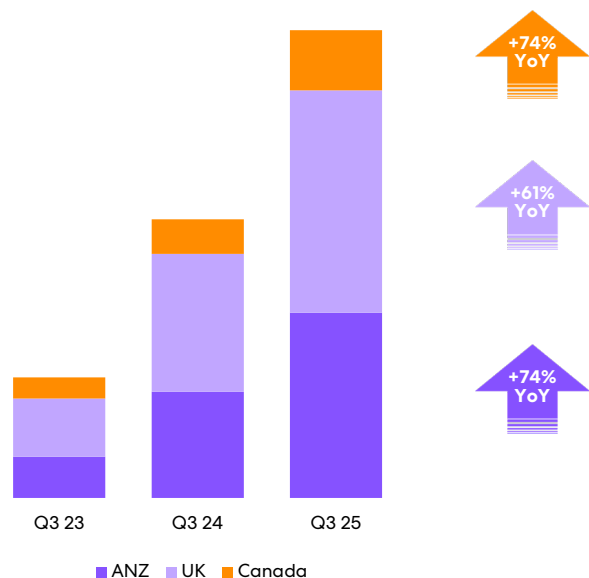
Average Revenue Per Paying Circle (ARPPC)

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

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



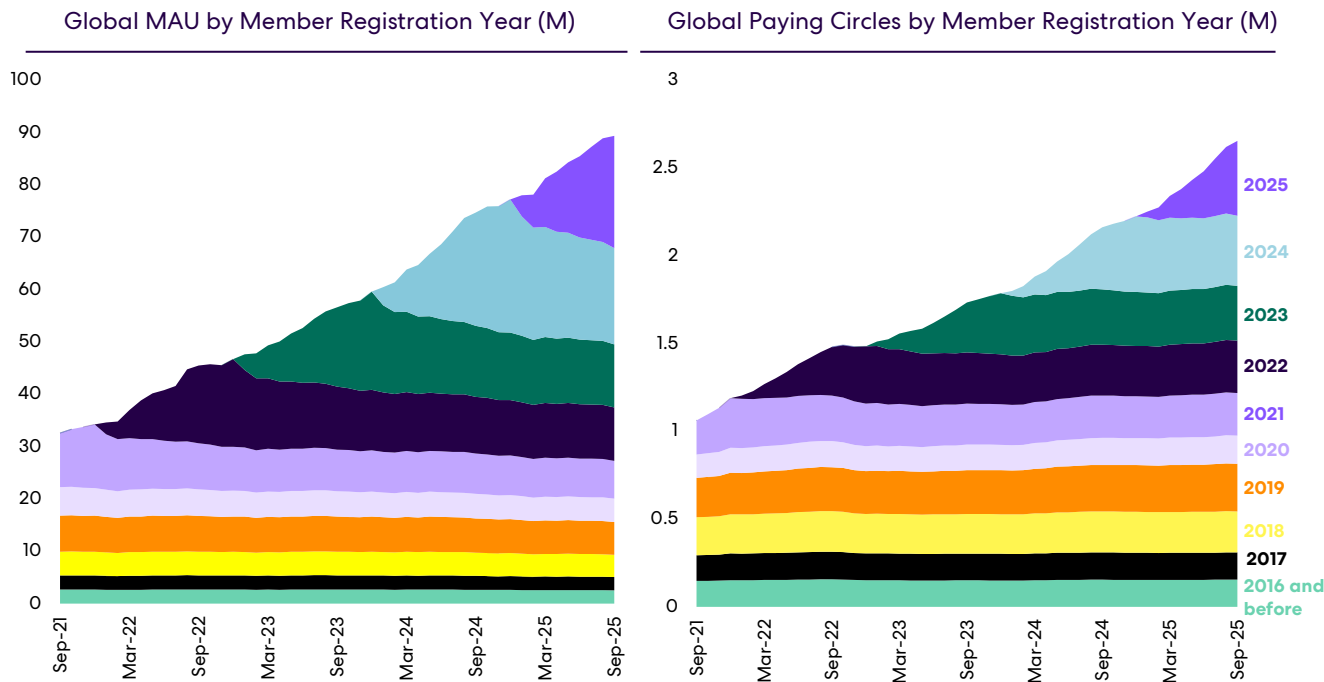
International Triple Tier launch countries revenue



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

² The uplift to global ARPPC was tempered by a 4% 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



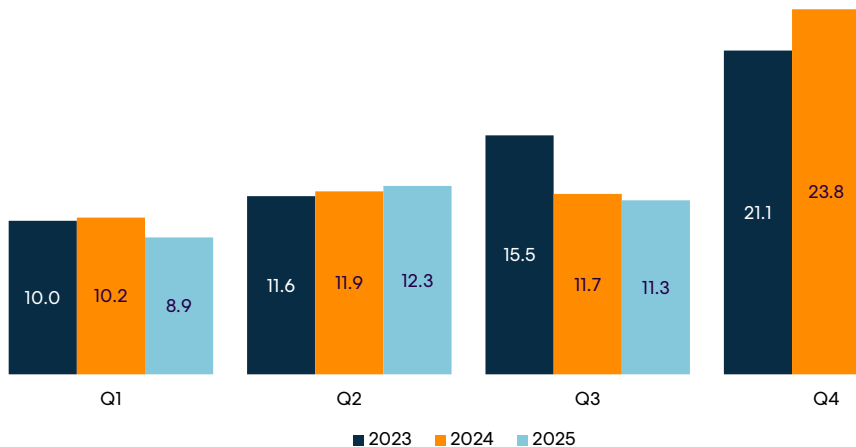
- MAUs and Paying Circles by member registration year have **increased over time, demonstrating strong retention dynamics and ability to convert free members to paid over the long-term**
- Consistent historical net subscriber retention across member registration years, driving net **subscription revenue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

¹Based on the average monthly subscription revenue for the six months ended June 30, 2025 compared to the prior six-month period

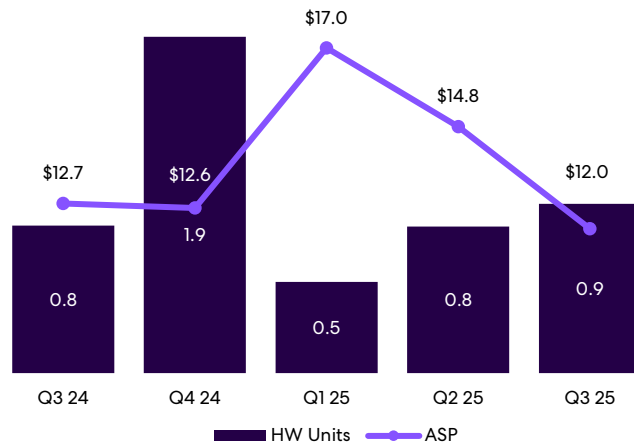
Hardware Revenue

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

Quarterly Hardware revenue (\$M)



Hardware Units Shipped and ASP (\$)



- Q3'25 hardware revenue decrease of 4% YoY, as higher unit shipments were more than offset by increased discounts and lower revenue related to bundled offerings

- Net hardware units shipped increased 15% YoY due to an increase in online retail demand
- Q3'25 ASP decreased 6% YoY primarily due to a shift in channel mix and increase in discounts

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

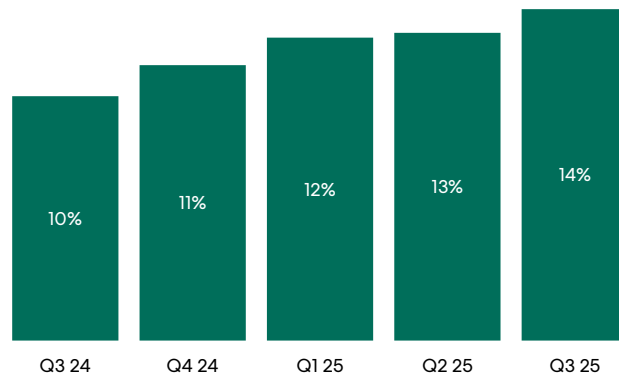
Other Revenue

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

Quarterly Other revenue (\$M)



Other Revenue as % of Total Revenue



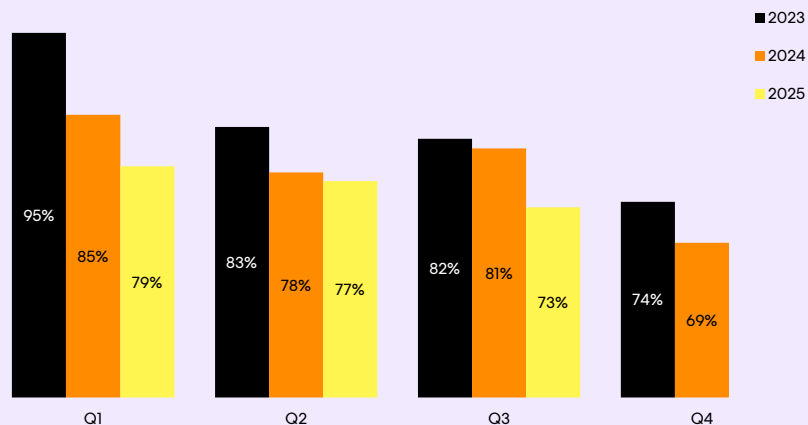
- Q3'25 Other revenue growth of 82% YoY reflects increases in data and partnership revenue, which includes advertising revenue, and is primarily due to an increased number of partners and higher spend under existing arrangements
- Significant uplift in Q3'25 YoY driven primarily by advertising revenue contribution and renegotiated data agreement with Placer.ai in July 2024

- Other revenue continues to expand as a percentage of total revenue, driving positive impacts on gross margin
- Expectation of significant long term growth potential as part of broader advertising and free user monetization strategy

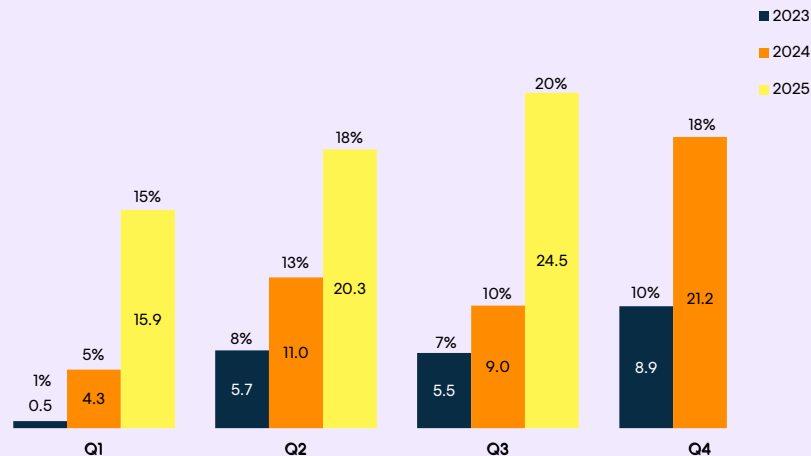
Expanding Profitability

Leveraging the cost base as we scale with 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 73% in Q3'25, demonstrating continued strong operating leverage

- Adjusted EBITDA margin expansion to 20% in Q3'25 driven by strong subscription revenue growth and increased operating leverage



05

FY'25 Outlook

Outlook

For FY'25, Life360 now expects to deliver:

- Consolidated revenue of \$474 million to \$485 million, increased from prior guidance of \$462 million to \$482 million, comprised of:
 - Subscription revenue of \$366 million to \$368 million, increased from \$363 million to \$367 million;
 - Hardware revenue of \$46 million to \$50 million, increased from \$42 million to \$50 million;
 - Other revenue of \$62 million to \$67 million, increased from \$57 million to \$65 million; and
- Positive Adjusted EBITDA¹ of \$84 million to \$88 million, increased from \$72 million to \$82 million previously.

¹Adjusted 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

06

Appendix



APPENDIX 1

Operating Metrics

(in millions, except ARPPC, ARPPS, ASP)	Q3 2025		Q2 2025		Q1 2025		Q4 2024		Q3 2024
Life360 Core ⁽¹⁾									
Monthly Active Users (MAU) - Global		91.6		88.0		83.7		79.6	76.9
U.S.		48.7		47.5		45.3		43.7	42.2
International		42.9		40.5		38.4		36.0	34.7
ANZ		3.2		3.1		2.9		2.7	2.5
Paying Circles - Total		2.7		2.5		2.4		2.3	2.2
U.S.		1.9		1.8		1.7		1.6	1.6
International		0.8		0.7		0.7		0.6	0.6
Average Revenue per Paying Circle (ARPPC)	\$	137.63	\$	135.42	\$	133.42	\$	131.76	\$ 127.57
Life360 Consolidated									
Subscriptions		3.3		3.1		3.0		2.9	2.8
Average Revenue per Paying Subscription (ARPPS)	\$	119.33	\$	116.06	\$	112.98	\$	110.43	\$ 106.27
Net hardware units shipped		0.9		0.8		0.5		1.9	0.8
Average Sale Price (ASP)	\$	11.99	\$	14.81	\$	16.99	\$	12.56	\$ 12.69
Annualized Monthly Revenue (AMR)	\$	446.7	\$	416.1	\$	393.0	\$	367.6	\$ 336.2
Additional KPI Related Information									
Subscription revenue	\$	96.3	\$	88.6	\$	81.9	\$	78.8	\$ 71.8
Non-Core subscription revenue	\$	(5.6)	\$	(5.7)	\$	(5.7)	\$	(5.7)	\$ (5.6)
Core subscription revenue ⁽²⁾	\$	90.7	\$	82.9	\$	76.2	\$	73.1	\$ 66.2
Subscription revenue bundling related adjustment	\$	(0.1)	\$	(0.3)	\$	(0.4)	\$	(0.6)	\$ (1.4)
Hardware revenue bundling related adjustment	\$	0.1	\$	0.3	\$	0.4	\$	0.4	\$ 1.4

¹ Core metrics relate solely to the Life360 mobile application.

² Core subscription revenue is defined as subscription revenue derived from the Life360 mobile application and excludes non-core subscription revenue which relates to other hardware related subscription offerings. Beginning with the second quarter of 2024, this definition has been updated and calculated in accordance with GAAP.

APPENDIX 2

Income Statement

	Three Months Ended September 30,	
\$ in millions, except share and per share data	2025	2024
Revenue		
Subscription revenue	\$ 96.3	\$ 71.8
Hardware revenue	11.3	11.7
Other revenue	16.9	9.3
Total revenue	124.5	92.9
Cost of Revenue		
Cost of subscription revenue	14.0	10.7
Cost of hardware revenue	11.7	11.2
Cost of other revenue	1.7	1.0
Total cost of revenue	27.4	22.9
Gross Profit	97.1	70.0
Operating expenses		
Research and development	32.4	29.0
Sales and marketing	39.0	30.7
General and administrative	20.0	15.2
Total operating expenses	91.4	75.0
Income (loss) from operations	5.7	(5.0)
Other income (expense), net		
Gain on change in fair value of investments	0.8	5.4
Interest income	4.7	2.1
Other income (expense), net	(1.0)	0.5
Total other income (expense), net	4.5	7.9
Income before income taxes	10.2	3.0
Provision for (benefit from) income taxes	0.4	(4.7)
Net income	\$ 9.8	\$ 7.7
Net income per share, basic	\$ 0.13	\$ 0.10
Net income per share, diluted	\$ 0.11	\$ 0.09
Weighted-average shares used in computing net income per share, basic	77,736,272	74,232,140
Weighted-average shares used in computing net income per share, diluted	85,794,178	82,083,976

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

APPENDIX 2

Balance Sheet

\$M	September 30, 2025	December 31, 2024
Current Assets:		
Cash and cash equivalents	\$ 455.7	\$ 159.2
Accounts receivable, net	66.1	58.0
Inventory	14.1	8.1
Costs capitalized to obtain contracts, net	1.3	1.1
Prepaid expenses and other current assets	19.8	14.6
Total current assets	557.0	241.0
Restricted cash, noncurrent	1.5	1.2
Property and equipment, net	3.2	1.8
Costs capitalized to obtain contracts, noncurrent	0.9	1.0
Prepaid expenses and other assets, noncurrent	49.8	21.6
Operating lease right-of-use asset	0.4	0.7
Intangible assets, net	40.0	40.6
Goodwill	134.6	133.7
Total Assets	\$ 787.5	\$ 441.6
Liabilities and Stockholders' Equity		
Current Liabilities:		
Accounts payable	\$ 8.9	\$ 5.5
Accrued expenses and other current liabilities	27.0	32.0
Deferred revenue, current	46.1	39.9
Total current liabilities	81.9	77.3
Convertible notes, net, noncurrent	309.8	—
Deferred revenue, noncurrent	4.2	5.3
Other liabilities, noncurrent	0.1	0.4
Total Liabilities	\$ 396.0	\$ 83.0
Commitments and Contingencies		
Stockholders' Equity		
Common stock	0.1	0.1
Additional paid-in capital	659.8	648.1
Accumulated deficit	(268.5)	(289.7)
Accumulated other comprehensive income	0.1	—
Total stockholders' equity	\$ 391.4	\$ 358.5
Total Liabilities and Stockholders' Equity	\$ 787.5	\$ 441.6

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

Cash Flow

\$M	Nine Months Ended September 30,	
	2025	2024
Cash Flows from Operating Activities:		
Net income (loss)	\$ 21.2	\$ (13.1)
Adjustments to reconcile net income (loss) to net cash provided by operating activities:		
Depreciation and amortization	9.9	7.1
Amortization of costs capitalized to obtain contracts	0.9	1.0
Amortization of operating lease right-of-use asset	0.3	0.2
Stock-based compensation expense, net of amounts capitalized	40.0	30.5
Non-cash interest expense, net	0.7	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	(2.1)	(5.4)
Non-cash revenue from investments	(0.9)	(1.0)
Provision for credit losses	0.8	—
Changes in operating assets and liabilities, net of acquisition:		
Accounts receivable, net	(8.9)	(6.7)
Prepaid expenses and other assets	(6.3)	3.5
Inventory	(6.1)	(9.7)
Costs capitalized to obtain contracts, net	(1.0)	(1.3)
Accounts payable	3.5	12.1
Accrued expenses and other current liabilities	(5.8)	(2.7)
Deferred revenue	5.9	5.1
Other liabilities, noncurrent	(0.3)	(0.3)
Net cash provided by operating activities	51.8	20.3
Cash Flows from Investing Activities:		
Cash paid for acquisition	(2.8)	—
Internally developed software	(4.5)	(3.2)
Purchase of property and equipment	(1.6)	(0.1)
Convertible note investment	(25.0)	—
Net cash used in investing activities	(33.9)	(3.3)
Cash Flows from Financing Activities:		
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants	50.8	5.6
Taxes paid related to net settlement of equity awards	(47.3)	(23.4)
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	—	(2.7)
Proceeds from issuance of convertible senior notes	320.0	—
Payments of debt issuance costs	(10.9)	—
Purchase of capped calls	(33.7)	—
Net cash provided by financing activities	278.9	72.5
Net Increase in Cash, Cash Equivalents, and Restricted Cash	296.8	89.5
Cash, Cash Equivalents and Restricted Cash at the Beginning of the Period	160.5	70.7
Cash, Cash Equivalents, and Restricted Cash at the End of the Period	\$ 457.2	\$ 160.2

APPENDIX 3

GAAP to Non-GAAP reconciliations

Cost of revenue

	Three Months Ended September 30,		
\$M	2025		2024
Cost of subscription revenue, GAAP	\$ 14.0	\$	10.7
Less: Depreciation and amortization, GAAP	(1.7)		(0.4)
Less: Stock-based compensation, GAAP	(0.5)		(0.2)
Total cost of subscription revenue, Non-GAAP	\$ 11.8	\$	10.1
Cost of hardware revenue, GAAP	\$ 11.7	\$	11.2
Less: Depreciation and amortization, GAAP	(1.0)		(0.9)
Less: Stock-based compensation, GAAP	(0.4)		(0.2)
Total cost of hardware revenue, Non-GAAP	\$ 10.3	\$	10.1
Cost of other revenue, GAAP	\$ 1.7	\$	1.0
Less: Depreciation and amortization, GAAP	(0.2)		—
Total cost of other revenue, Non-GAAP	\$ 1.5	\$	1.0
Cost of revenue, GAAP	\$ 27.4	\$	22.9
Less: Depreciation and amortization, GAAP	(2.9)		(1.3)
Less: Stock-based compensation, GAAP	(0.9)		(0.4)
Total cost of revenue, Non-GAAP	\$ 23.6	\$	21.1

Operating expenses

	Three Months Ended September 30,		
\$M	2025		2024
Research and development expense, GAAP	\$ 32.4	\$	29.0
Less: Stock-based compensation, GAAP	(7.3)		(6.6)
Total Research and development, Non-GAAP	\$ 25.1	\$	22.4
Sales and marketing expense, GAAP	\$ 39.0	\$	30.7
Less: Depreciation and amortization, GAAP	(1.1)		(1.1)
Less: Stock-based compensation, GAAP	(2.1)		(0.9)
Total Sales and marketing expense, Non-GAAP	\$ 35.9	\$	28.8
General and administrative expense, GAAP	\$ 20.0	\$	15.2
Less: Stock-based compensation, GAAP	(4.7)		(3.6)
Total General and administrative expense, Non-GAAP	\$ 15.4	\$	11.6
Total Operating expenses, GAAP	\$ 91.4	\$	75.0
Less: Depreciation and amortization, GAAP	(1.1)		(1.1)
Less: Stock-based compensation, GAAP	(14.0)		(11.1)
Total Operating expenses, Non-GAAP	\$ 76.4	\$	62.8

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

APPENDIX 3

Non-GAAP Financial Measures

\$M	Three Months Ended September 30,	
	2025	2024
Net income	9.8	7.7
Add (deduct):		
Gain on change in fair value of investments ⁽¹⁾	(0.8)	(5.4)
Provision for (benefit from) income taxes	0.4	(4.7)
Depreciation and amortization ⁽²⁾	3.9	2.4
Interest income	(4.7)	(2.1)
Other income (expense), net	1.0	(0.5)
Stock-based compensation	14.9	11.5
Adjusted EBITDA	24.5	9.0

¹ Relates to the changes in fair value of the Related Party Investment and the Convertible Note Investment. Refer to the Q3'25 10-Q for the definition and additional information on the Related Party Investment and Convertible Note Investment.

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

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) gain on change in fair value of investments, (ii) provision for (benefit from) income taxes, (iii) depreciation and amortization, (iv) interest income, (v) other income (expense), net, and (vi) stock-based compensation.

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, the most directly comparable GAAP measure, to Adjusted EBITDA.

APPENDIX 4

Competitive Landscape

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

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. ¹Real-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.

A young girl and a young boy are walking towards the camera on a suburban street. The girl, on the left, has blonde braids and is wearing a denim jacket over a plaid dress, carrying a purple bag. The boy, on the right, has curly blonde hair and is wearing a plaid shirt over a white t-shirt, carrying a blue and white patterned bag. Both are smiling and appear to be happy. The background shows trees, a white fence, and a blue pickup truck parked on the street.

Thank you.