

FY'25

Investor Presentation

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

Life360

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

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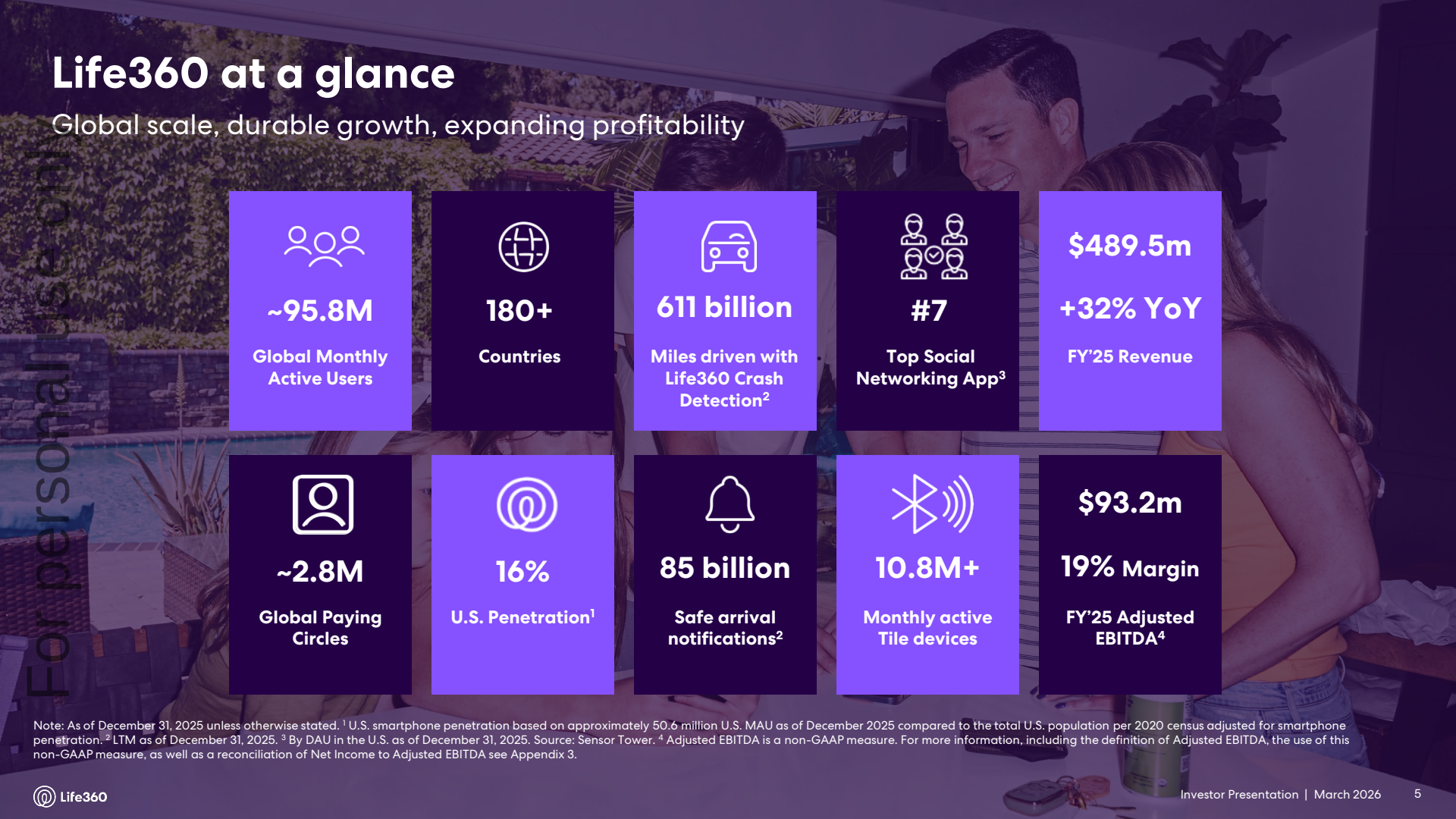
01

Life360 Overview



Life360 at a glance

Global scale, durable growth, expanding profitability



~95.8M
Global Monthly Active Users

180+
Countries

611 billion
Miles driven with Life360 Crash Detection[2]

#7
Top Social Networking App[3]

$489.5m
+32% YoY
FY'25 Revenue

~2.8M
Global Paying Circles

16%
U.S. Penetration[1]

85 billion
Safe arrival notifications[2]

10.8M+
Monthly active Tile devices

$93.2m
19% Margin
FY'25 Adjusted EBITDA[4]

Note: As of December 31, 2025 unless otherwise stated. [1] U.S. smartphone penetration based on approximately 50.6 million U.S. MAU as of December 2025 compared to the total U.S. population per 2020 census adjusted for smartphone penetration. [2] LTM as of December 31, 2025. [3] By DAU in the U.S. as of December 31, 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.

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

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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



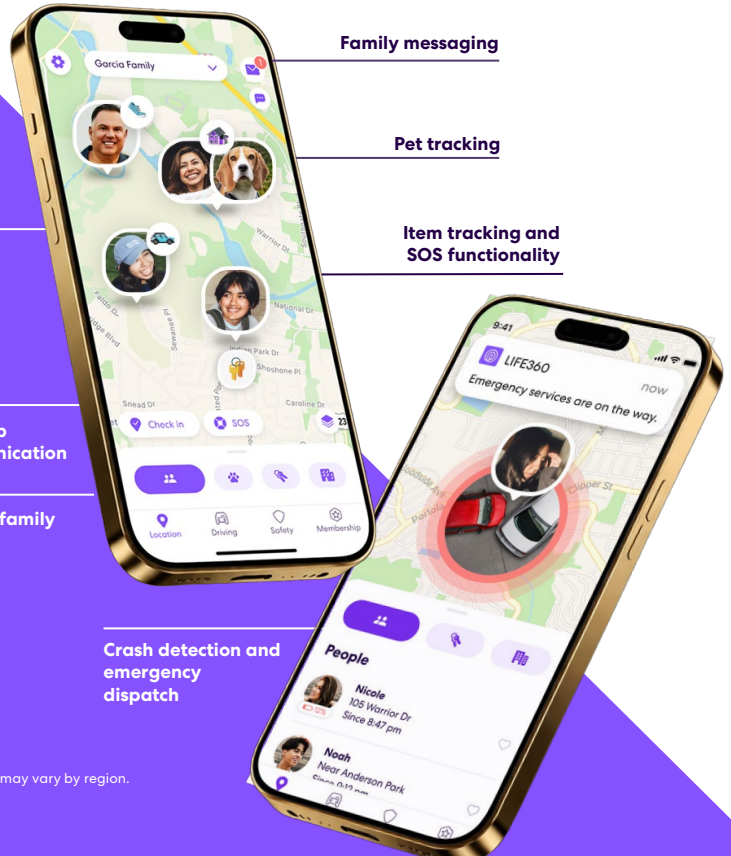
Premium safety services



Keeping people close to the ones they love

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

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Location Sharing and Item Tracking

Effortless daily coordination with advanced location sharing and item tracking

Driving Safety

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

Digital Safety

Protection and prevention for each family member

Emergency Dispatch

Expert assistance any time, anywhere

Pet Finder Network

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

Comprehensive Offering

All-in-one solution for real life











Note: Features may vary by region.

Life360 is uniquely focused on family safety

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

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1 in 7
U.S. Smartphone Owners Use Life360[1]

5x
App Opens per Day[1]

#1 Brand Attribute[2]
"Peace of mind"

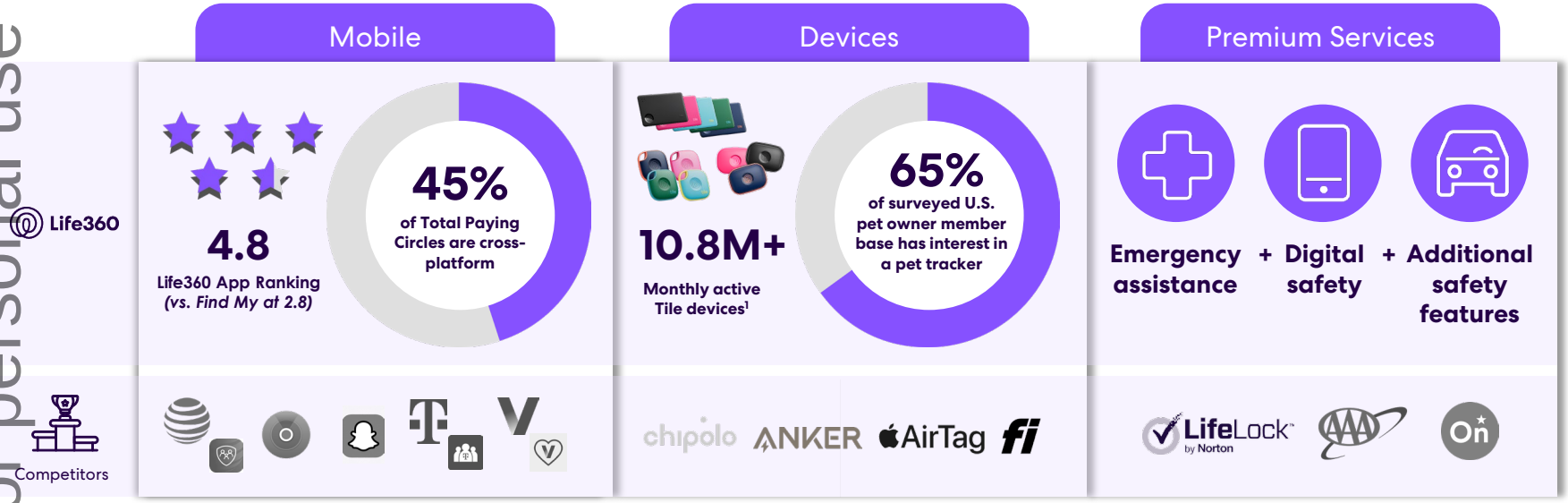
60
NPS Score
Considered "Excellent" by NPS Creator, Bain & Co.[3]

$600+ Million
in R&D investment since 2016

[1] As of December 31, 2025. [2] Life 360 Brand Tracking research - April 2024 Fielding (based out of the 23 brand attributes tested). [3] 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



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Note: Features may vary by region.
[1] As of December 31, 2025.

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

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

U.S. Lifestyle App Rankings by DAU[1]

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

U.S. Social Networking App Rankings by DAU[1]

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 Lifestyle App Rankings by DAU[1]

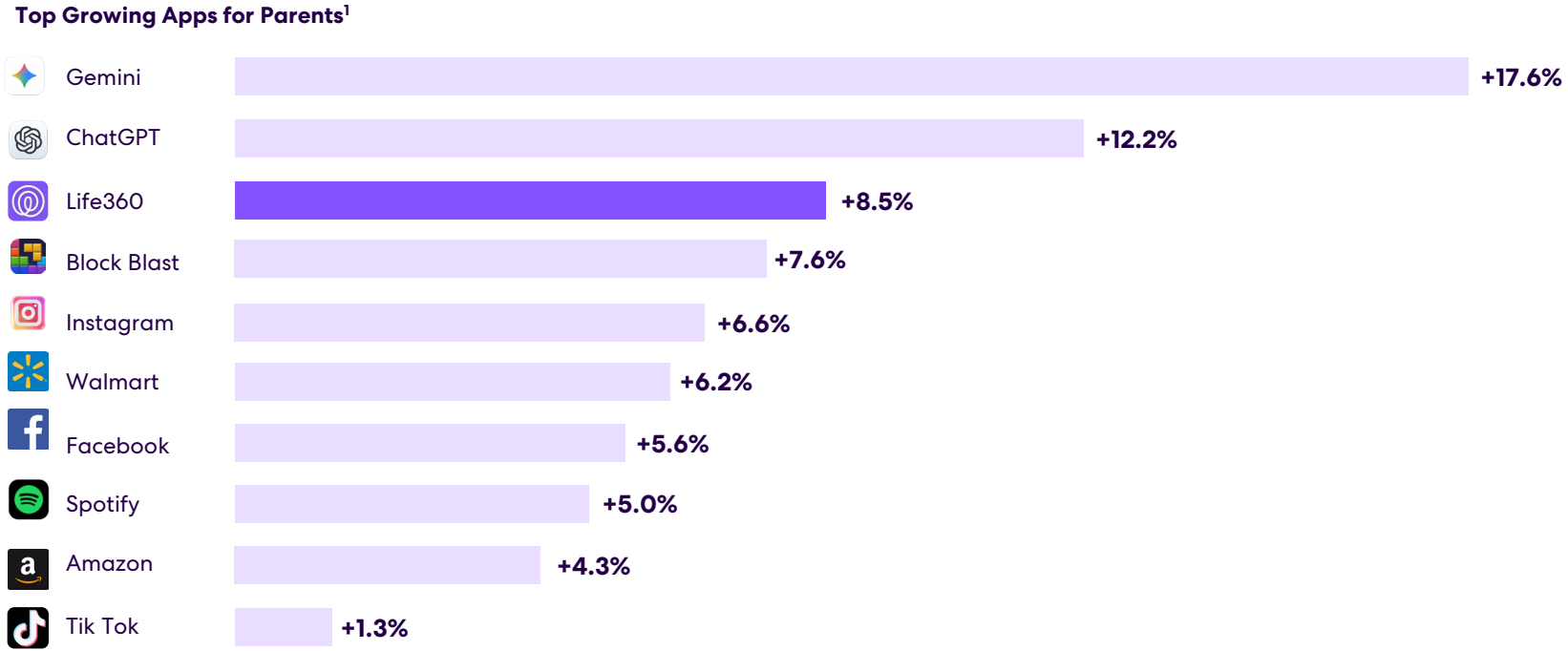
AU	2	Life360: Stay Connected & Safe (Life360)
CA	5	Life360: Stay Connected & Safe (Life360)
GB	7	Life360: Stay Connected & Safe (Life360)

Triple Tier Social Networking App Rankings by DAU[1]

AU	6	Life360: Stay Connected & Safe (Life360)
GB	6	Life360: Stay Connected & Safe (Life360)
CA	8	Life360: Stay Connected & Safe (Life360)

One of the fastest growing apps for Parents

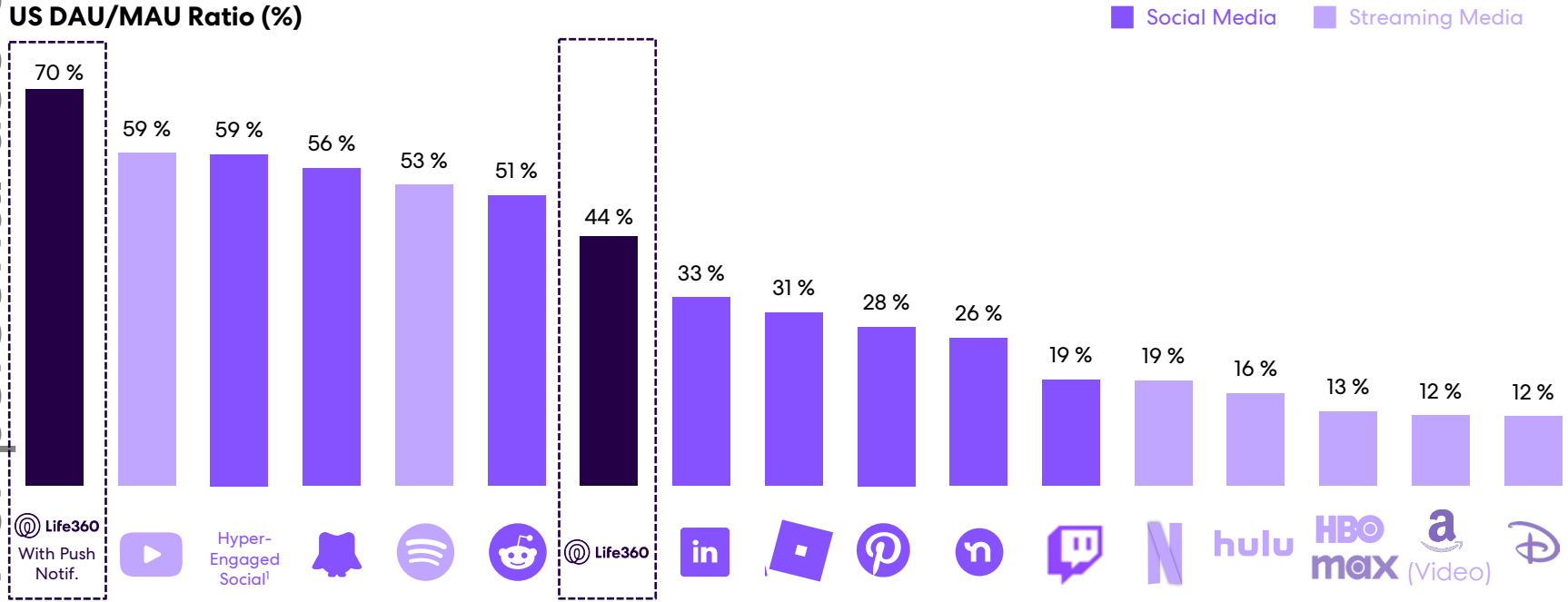
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Source: Sensor Tower
[1]Audience insights as of December 2025.

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

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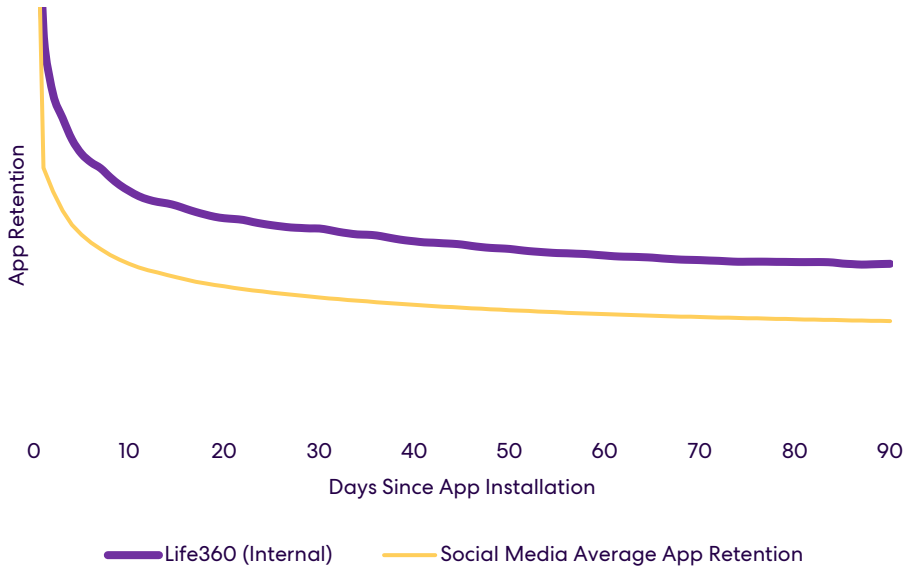
Source: Sensor Tower company as of December 31, 2025; Company Data for Life360 metrics.
[1] Hyper-Engaged Social represents the average DAU/MAU of Facebook, Instagram, Snapchat, TikTok, and X (formerly Twitter).

Life360 has industry-leading user retention

Everyday safety and delight keep families engaged daily

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App Retention by Days Since App Installation[1,2]



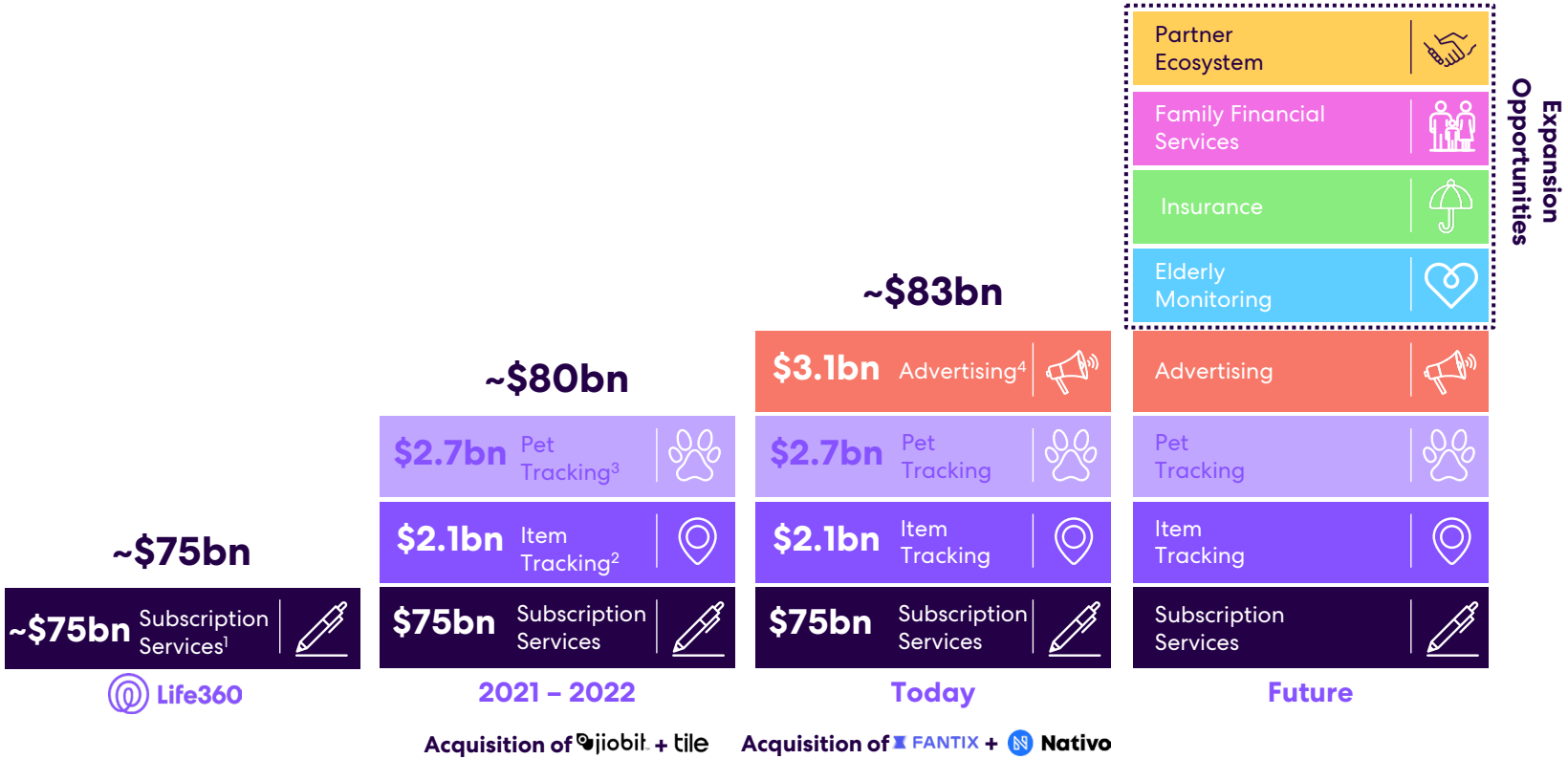
Life360's strong value proposition and core feature set **provides its users with peace of mind** that drives consistent daily app usage and fuels product stickiness

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 December 31, 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

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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

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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

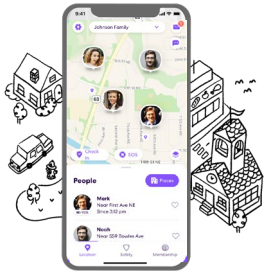








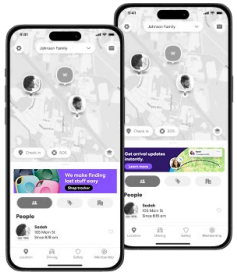
Indirect



First Party Data Monetization

Hubble Partnership

Advertising



Ads for Free Members

Access unique audiences based on First Party Data

Adjacent Markets

Elderly Monitoring



Insurance



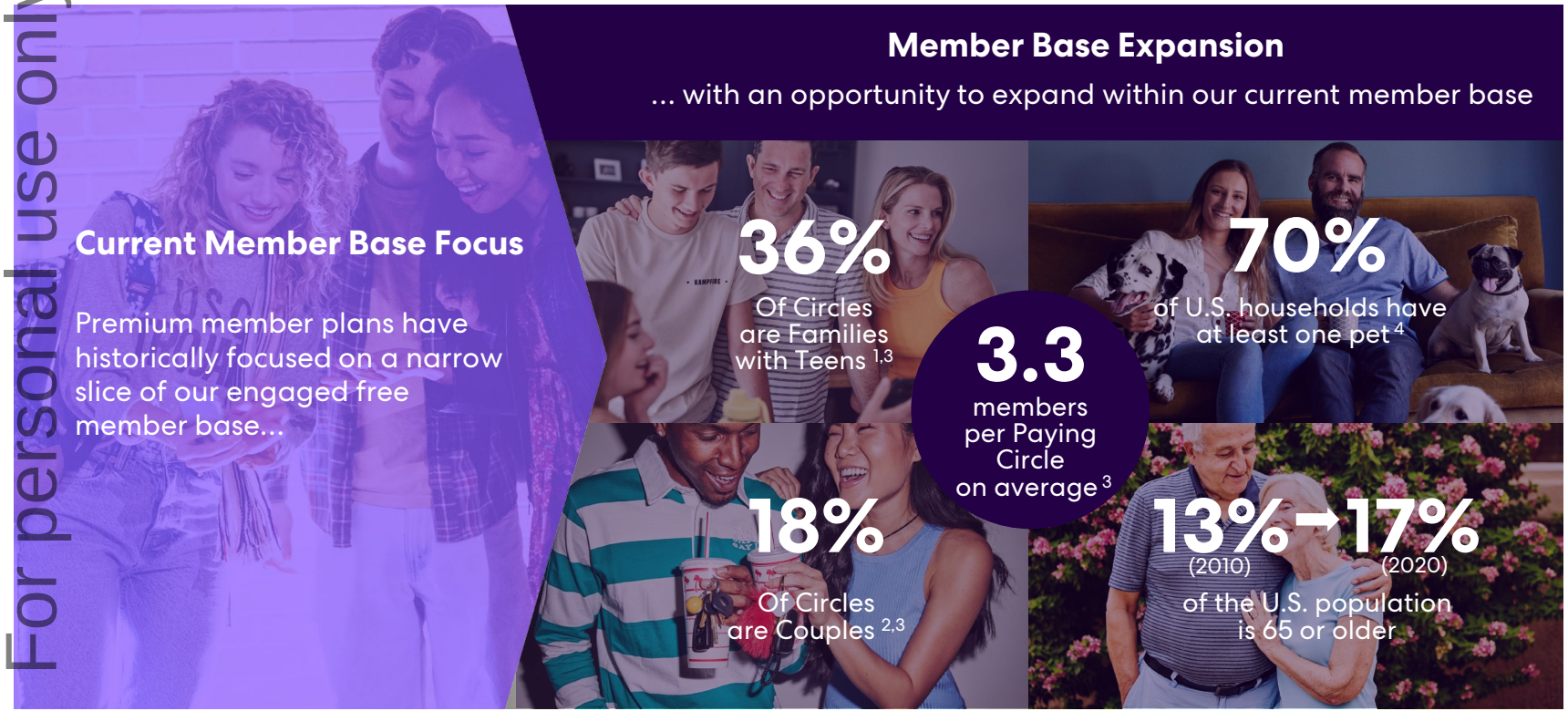
Family Financial Services



Partner Ecosystem

Expanding reach beyond parents with teens

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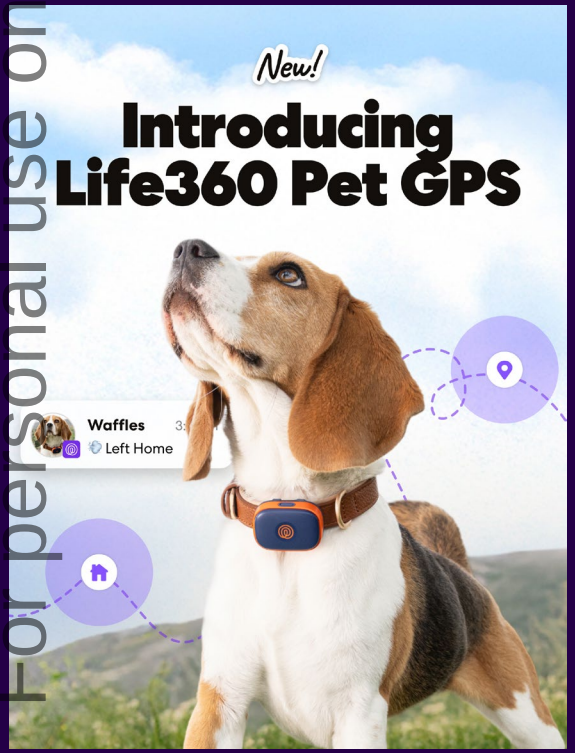


Source: U.S. Census Data, American Pet Products Association
Note: The Circle percentages referenced reflect data for free Circles, not Paying Circles. [1] Defined as Circles with at least one member being a parent and one or more teens. [2] Defined as Circles of two members who are spouses or partners. [3] Reflects Circles on a global basis as of December 31, 2025. [4] As of 2025.

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

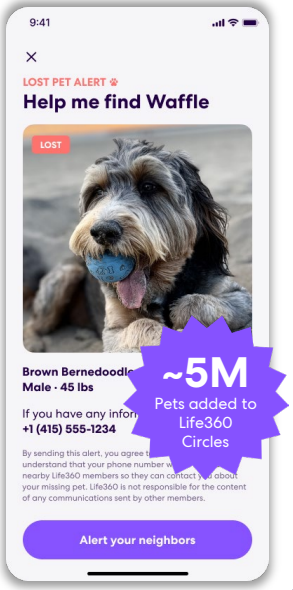
Early adoption post-launch with significant opportunity for monetization and retention benefits

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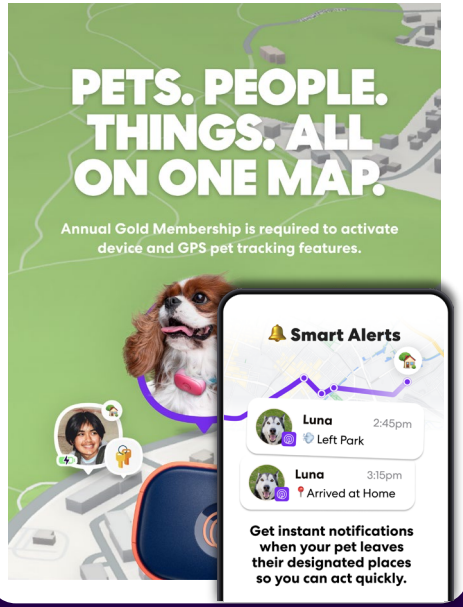
Free

Pet Finder Network



Paid

Your Pet on the Life360 Map



Paid

Life360 Pet GPS



- Real-time tracking via GPS, BLE, and WiFi
- $49.99 MSRP with Gold membership required[1]
- 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)

FREE MEMBERSHIP
$0.00/mo

- ✓ SOS
- ✓ Place Alerts (2 places)
- ✓ Location History (2 days)
- ✓ Crash Detection
- ✓ Family Driving Summary
- ✓ Battery Monitoring
- ✓ Pet Profile & Pet Finder Network

SILVER MEMBERSHIP
$7.99/mo

- + Place Alerts (5 places)
- + Location History (7 days)
- + Stolen Phone Protection ($100)
- + Ad-Free Experience

12% of U.S. Paying Circles[1]

GOLD MEMBERSHIP
$14.99/mo

- + 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)
- + Real-Time Pet Tracking[2]

84% of U.S. Paying Circles[1]

PLATINUM MEMBERSHIP
$24.99/mo

- + Credit Monitoring
- + Disaster Response
- + Medical Assistance
- + Travel Support
- + Free Towing (50mi Radius)
- + Stolen Funds Reimbursement ($1M)
- + Stolen Phone Protection ($500)

4% of U.S. Paying Circles[1]

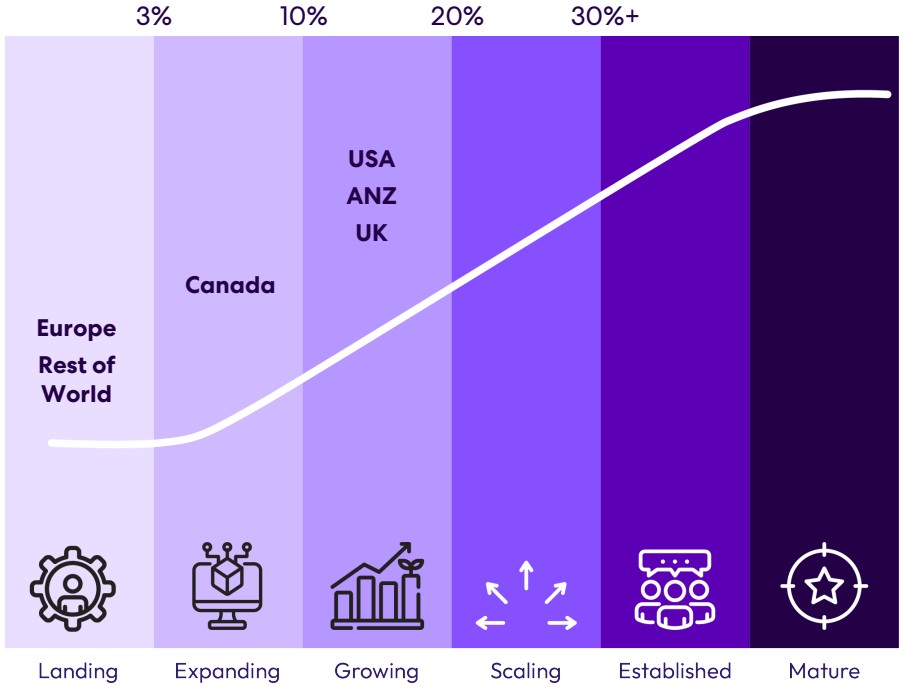
[1]As of December 31, 2025. Note: Membership bundles shown represent U.S. offering. Services and pricing differ slightly by region. [2]Real-Time Pet tracking available with a Gold or Platinum memberships and the purchase of a Life360 Pet GPS which is sold separately.

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Significant runway for growth across all markets along the penetration curve

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Life360 Penetration Stages Along the S-Curve:



Penetration Stages Definitions:

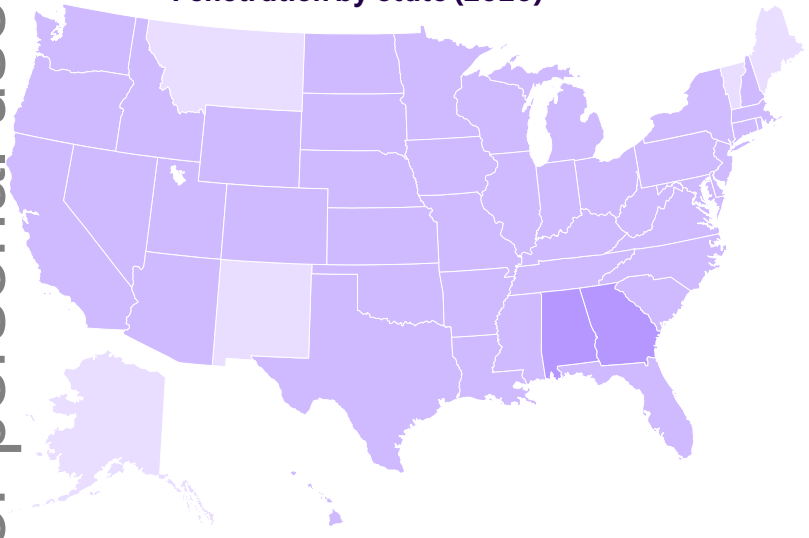
Landing	<3%	Early market entry. Building initial user base, establishing brand awareness.
Expanding	3-10%	Accelerating user acquisition, building infrastructure, expanding distribution channels.
Growing	10-20%	Sustained momentum. Strong organic growth, word-of-mouth effects accelerating, brand recognition 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

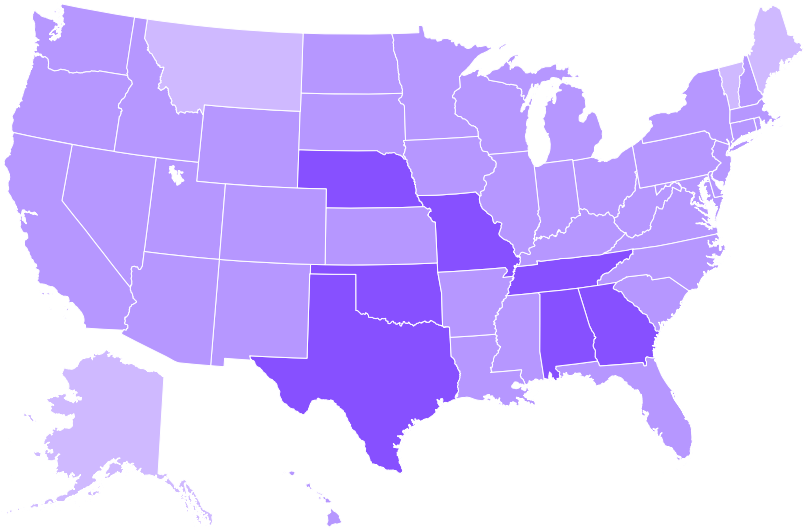
Majority of states are in the Growing and Scaling phases of the S-Curve with the largest states adding the highest absolute growth, with significant runway before achieving Established status

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Penetration by State (2020) [1]



Penetration by State (2025) [1]

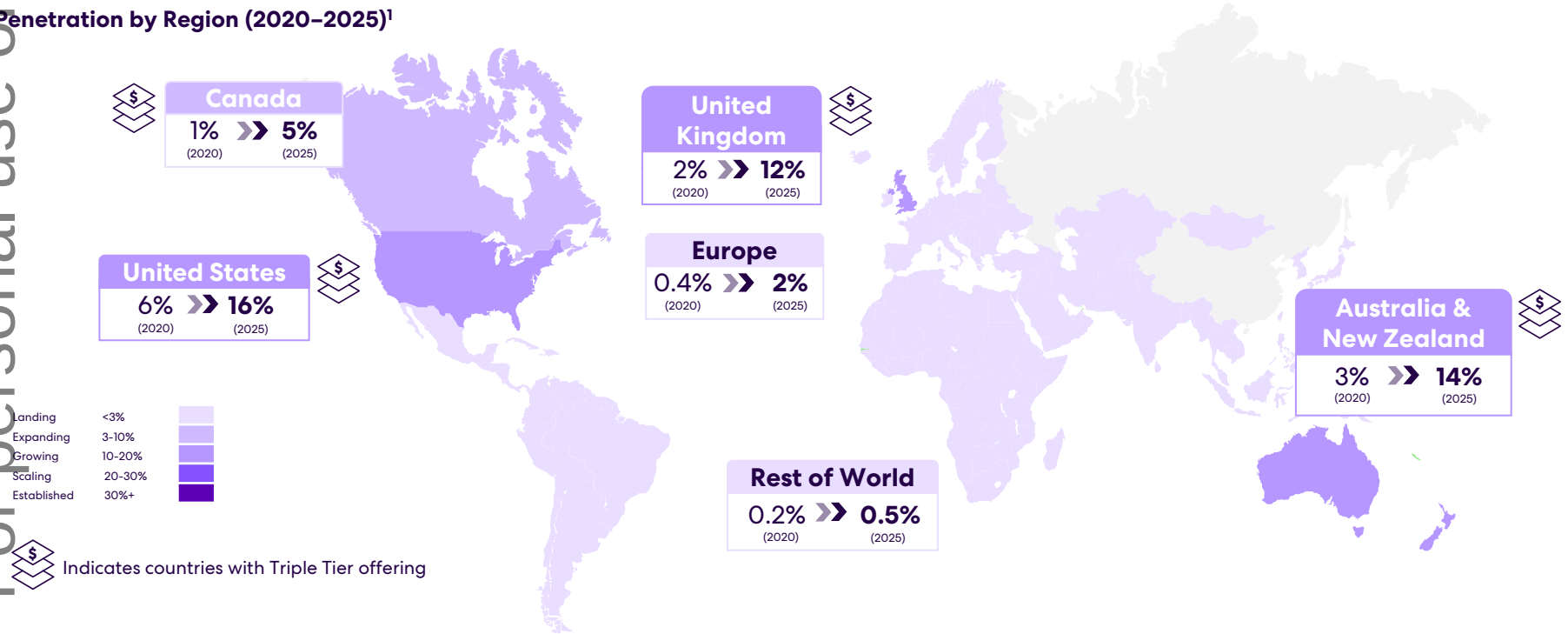


Source: GSMA Mobile Economy Report, Pew Research Center, 2020 U.S. Census, and Company Data.
[1] Estimated number of Life360 members as a percentage of smartphone-enabled population by state; Penetration rates of December 31, 2025 unless otherwise noted.

Large global opportunity for membership

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

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

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Scaling the international opportunity

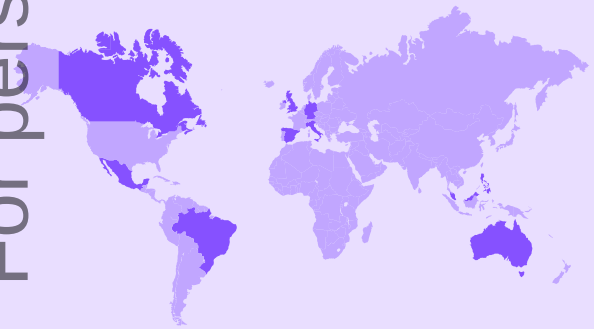
Growing usage and increasing monetization globally

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Top 10 International MAU countries[1]

(66% of total International)

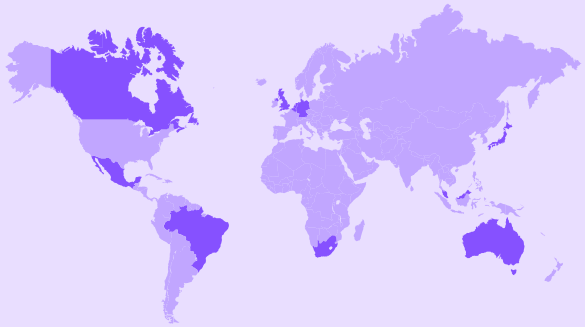
1. United Kingdom
2. Brazil
3. Mexico
4. Australia
5. Italy
6. Philippines
7. Malaysia
8. Canada
9. Spain
10. Germany



Top 10 International Revenue countries[1]

(76% of total International)

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



[1]Data as of FY'25

Triple Tier

UK, ANZ & CA

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

Other Membership Tiers

Rest of World: Non-Triple Tier Countries

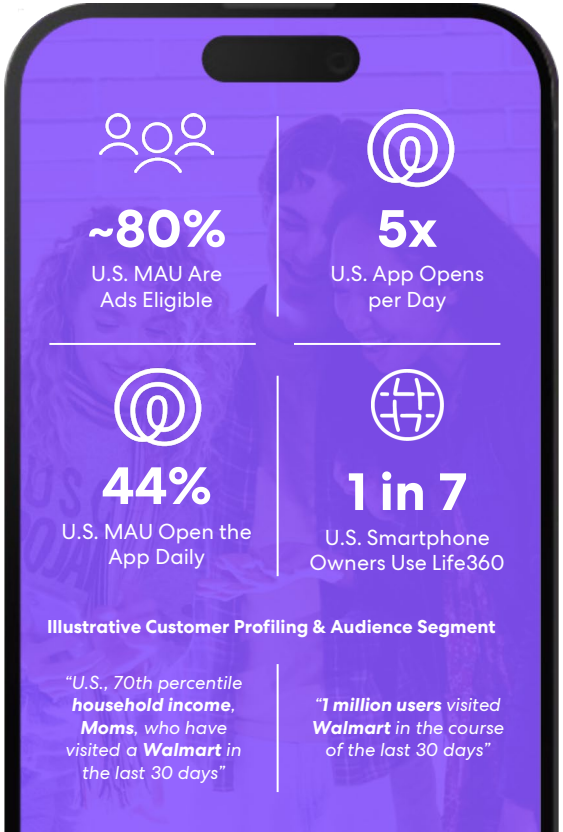
- Subscription revenue growth opportunity
- Providing enhanced value to subscribers through expanded feature set

Monetization opportunities from free user base

Our differentiated audience can deliver value to brands and advertisers

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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[1]

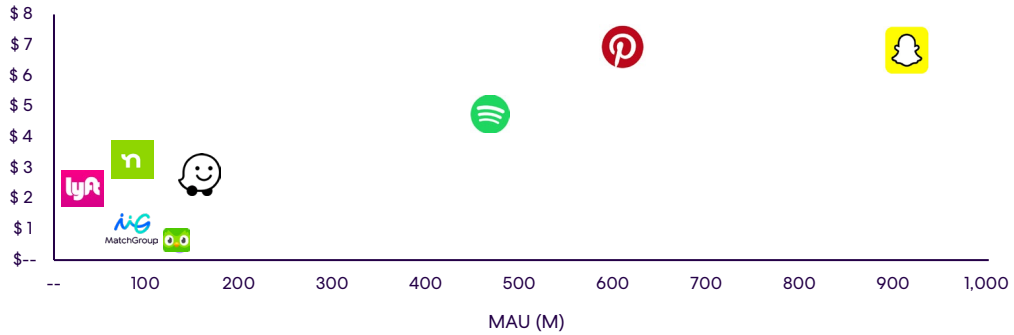
Note: All metrics as of December 31, 2025 unless otherwise noted. [1] Based on MAU and Paying Circles by Registration Year data.

The advertising opportunity for Life360

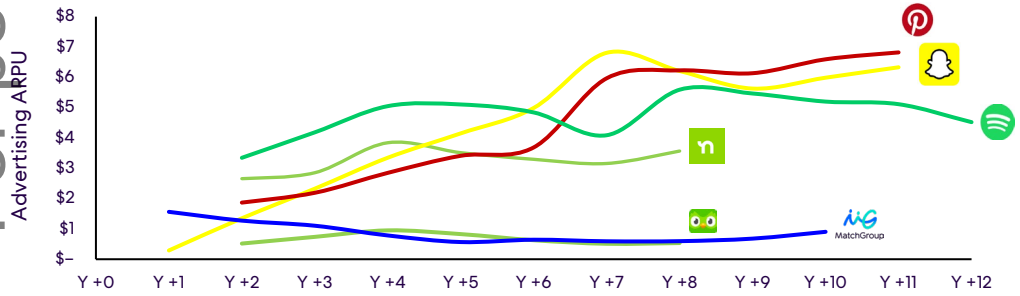
Data indicates long-term growth potential in advertising revenue

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Ad Revenue ARPU by MAU (M)[1,2]



Ad Revenue ARPU from Launch[1,3]





Expanded Market Opportunity with Nativo Acquisition

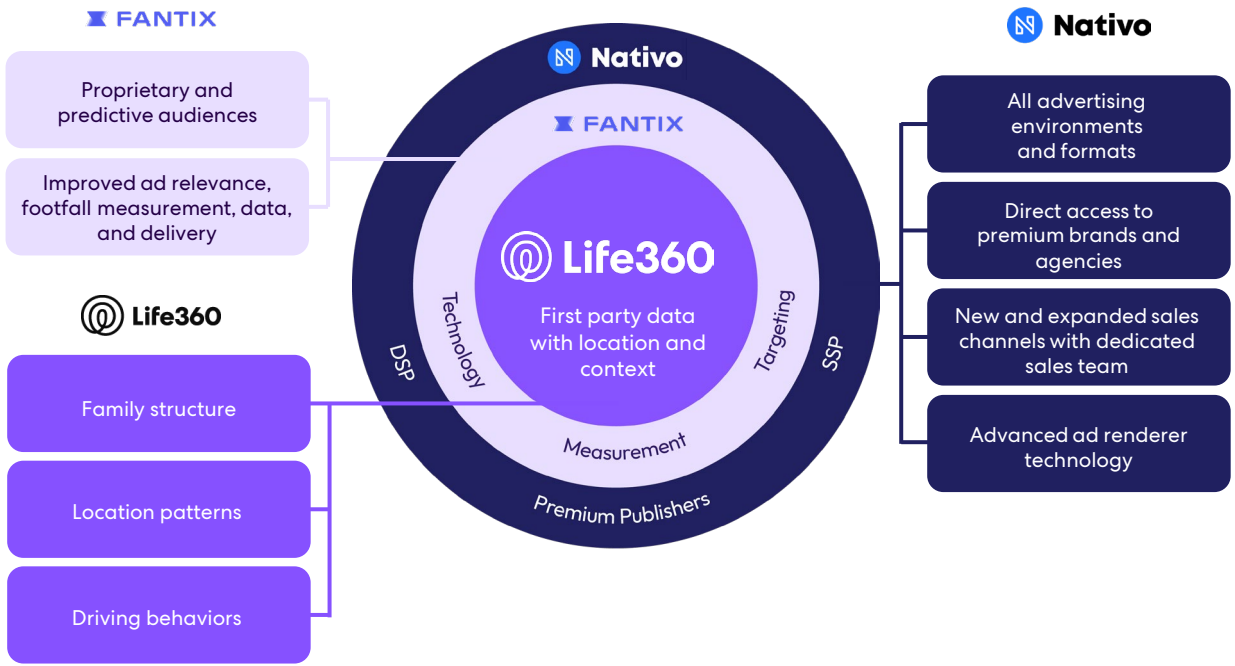
$1.25 trillion

Global Advertising Spend[4]
(2026 estimate)

[1]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. [2]Waze MAU and ad revenue reflects estimated 2022 figures. Waze and Lyft data not available over time. [3]Limited Y + 0 and Y + 1 ARPU data is publicly available. [4]Source: Statista Market Insights: Advertising and Media.

Elevating the advertising experience based on what families truly need

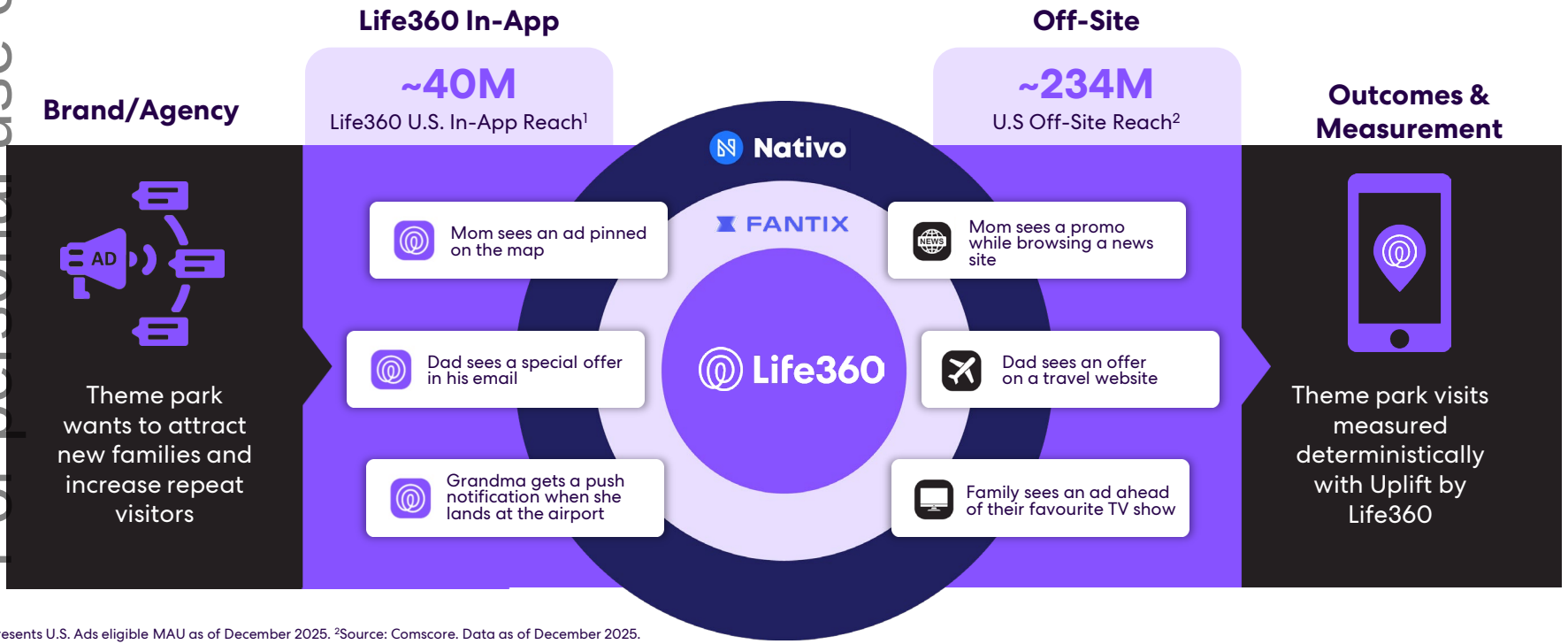
Our combined tech stack accelerates Life360's advertising roadmap and creates value across the ad-tech value chain



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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



[1]Represents U.S. Ads eligible MAU as of December 2025. [2]Source: Comscore. Data as of December 2025.

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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

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Demand Side

Brands

Ad Agencies

Life360 + Nativo

High Level Ad-Tech Value Chain

Demand Side Platforms (DSPs)	Customer Data Platforms	Measurement Platforms	Supply Side Platforms (SSPs)*	Publishers
Integrations enable advertisers to buy digital ad inventory in an automated way (e.g. The Trade Desk & Amazon DSP)	Collect, unify, and organize first-party (1P) and third-party (3P) data signals	Unified layer of reporting into performance, ensuring safety, viewability, and attribution	Allow publishers to manage, optimize, and sell their ad inventory	Content creators and platforms that own the ad inventory (e.g. websites, apps, media outlets)
Direct integrations with key DSPs incl. Amazon, positioning Life360 as an attractive partner for large DSPs	Complementary custom audience creation based on 1P data at scale to drive outcome-based optimization	Complementary measurement tools at scale to capture full funnel performance	Full SSP capabilities incl. direct integrations with 400+ premium publishers and 20k+ websites and apps	Enable cross-format and cross-platform campaigns with premium publishers (e.g. premium display, CTV etc.)

Supply Side

Consumers

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

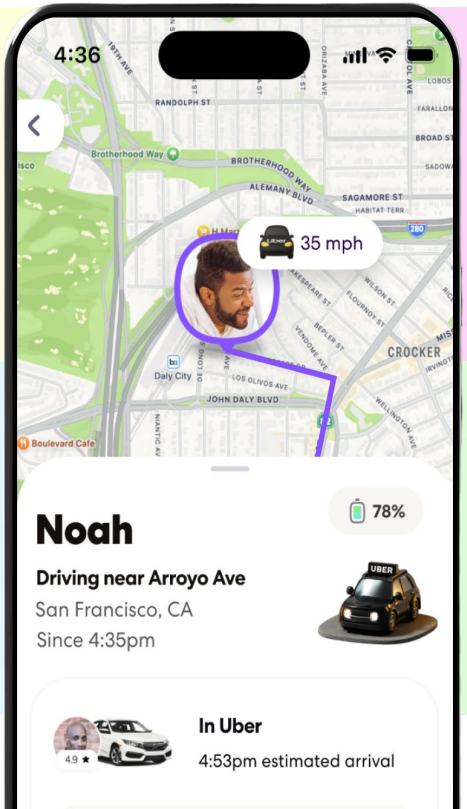
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Integrated Super App Experience

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.

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02

Life360 Strategy



Life360 strategy

Powerful network effects driving significant long-term growth opportunity

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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

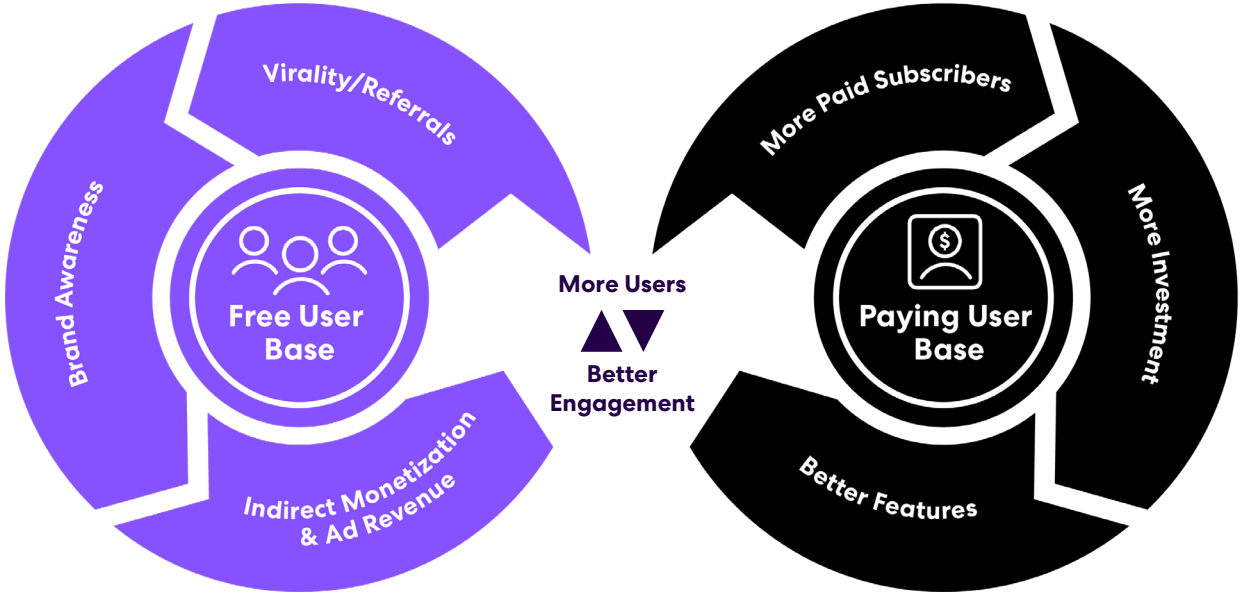


Expand profitability

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



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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

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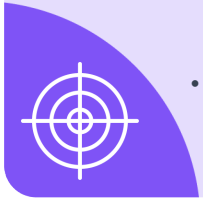
Durable use case anchored in the physical world

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



AI makes our data more valuable

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



AI enhances our ability to delight customers

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



AI is improving our execution

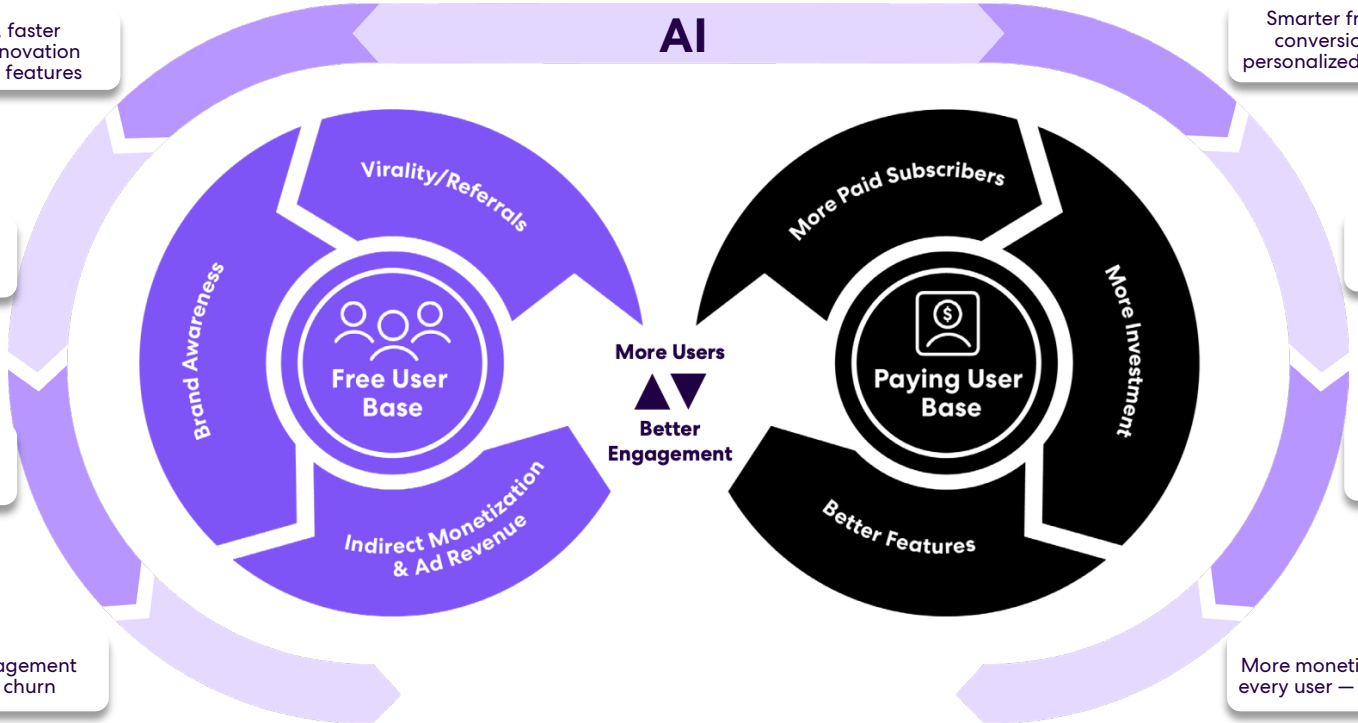
- Organization-wide AI adoption of ~95% is enabling efficiencies across the organization, resulting in faster R&D releases and customer support automation without additional headcount
- AI is allowing us to grow revenue faster than headcount, enabling us to invest more into product capabilities and experiences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



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

AI accelerates our flywheel and deepens our moats

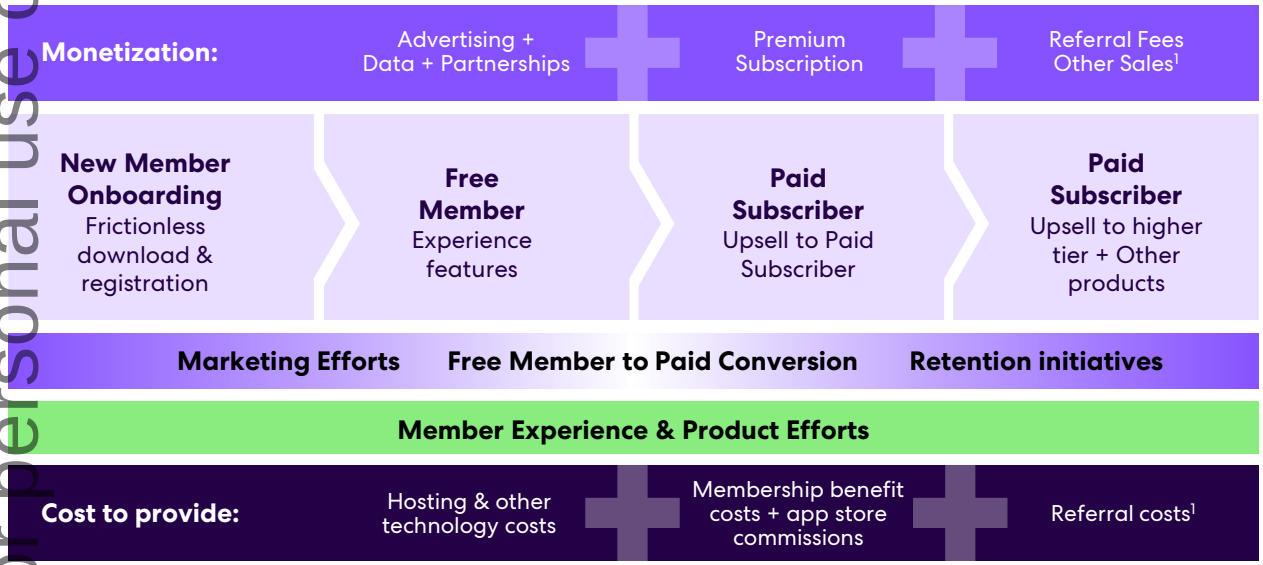
AI enhances our relationships and advantages without replicating or replacing them



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Life360's digital based freemium business

Freemium model becomes powerful at scale

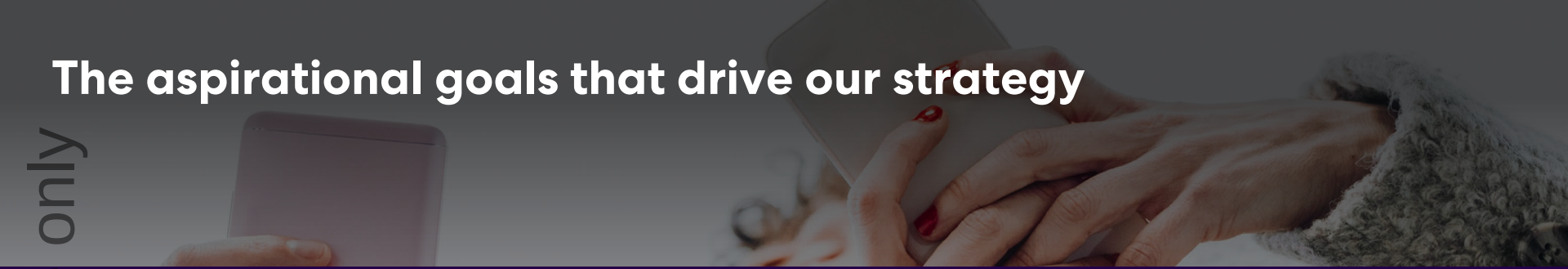


- Strong word of mouth drives organic growth, supporting efficient customer acquisition spend
- Digital economics enables efficient scaling of user base, with low cost/high margin subscription services
- Growing free member base:
  - Creates a competitive moat
  - Increases premium member acquisition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

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

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The aspirational goals that drive our strategy



#1

Brand for everyday family life

150M+

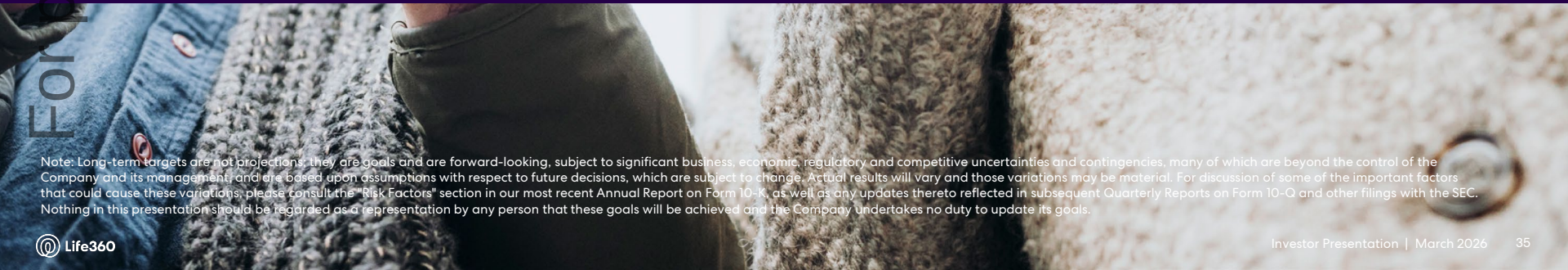
Monthly Active Users

$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 FY’25





FY'25 Achievements

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

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Growing our audience

~95.8m

Global Monthly Active Users (MAU)
+ 20% YoY

26%

YoY growth in International MAU

Scaling paid offerings

~2.8m

Global Paying Circles
+ 26% YoY

132k

Quarterly net adds, an all-time Q4 record

Creating new revenue streams

Growing advertising revenue stream

hubble NETWORK · ĀURA · Uber · AccuWeather

Establishing new B2B partnerships to drive indirect monetization

Expanding profitability

$489.5m

FY'25 Revenue
+32% YoY

$93.2m

FY'25 Adjusted EBITDA[1]
19% Margin

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

FY'25 Results Summary

Delivering on growth

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

Note: Numbers may not add or recalculate due to rounding.
[1]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.
[2] 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.
[3] Cash and cash equivalents includes Restricted Cash.

Commentary

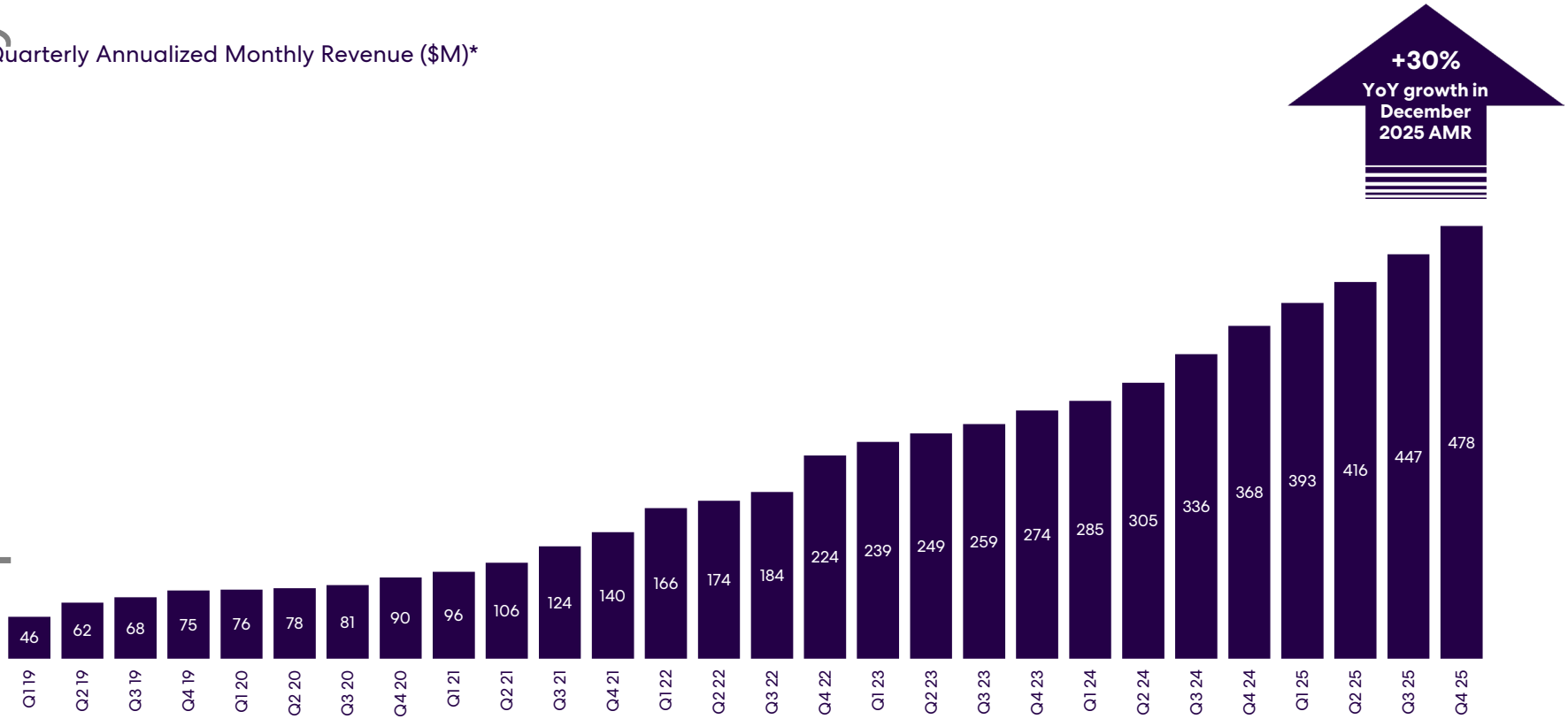
- Continued strong subscription revenue momentum, up 33% primarily driven by Life360 core subscription revenue up 36% to $347.1 million and growth in Paying Circles of 26%
- Hardware revenue decrease of 10%, as higher unit shipments were more than offset by increased promotional and competitive discounts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

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Continued Strong Revenue Momentum

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Quarterly Annualized Monthly Revenue ($M)*



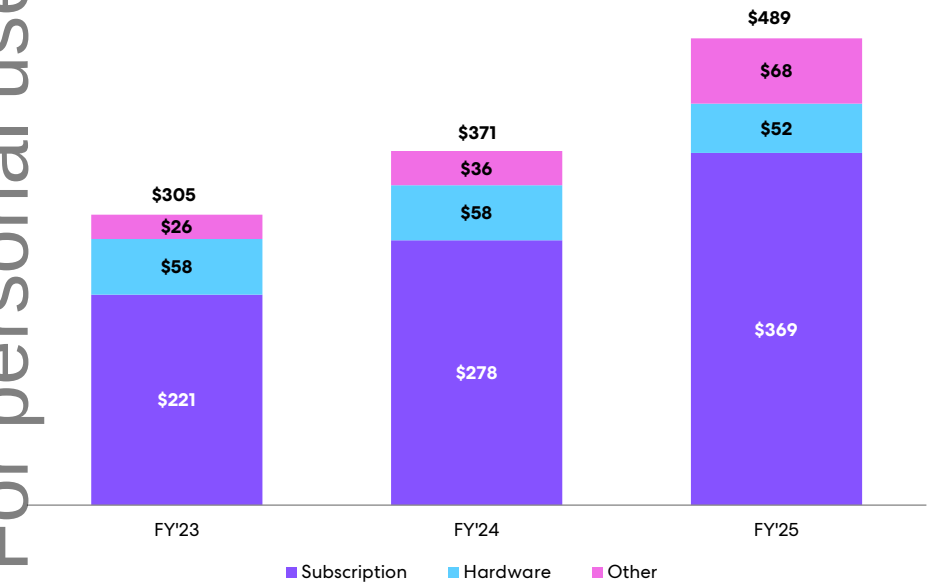
*Annualized Monthly Revenue (AMR) is a financial measure used by the Company to identify the annualized monthly value of active customer agreements at the end of a reporting period. AMR includes the annualized monthly value of subscription, data and partnership agreements. All components of these agreements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

Consolidated Revenue

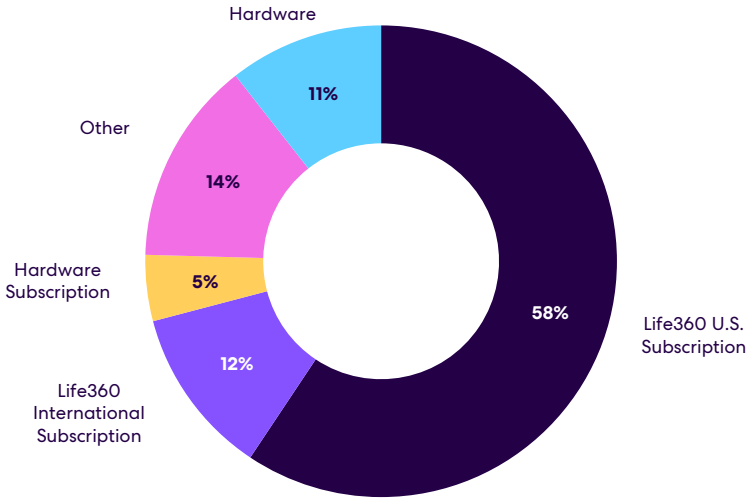
FY'25 year over year growth of 32%

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Annual Revenue ($M)



Total Consolidated Revenue Breakdown (FY'25)



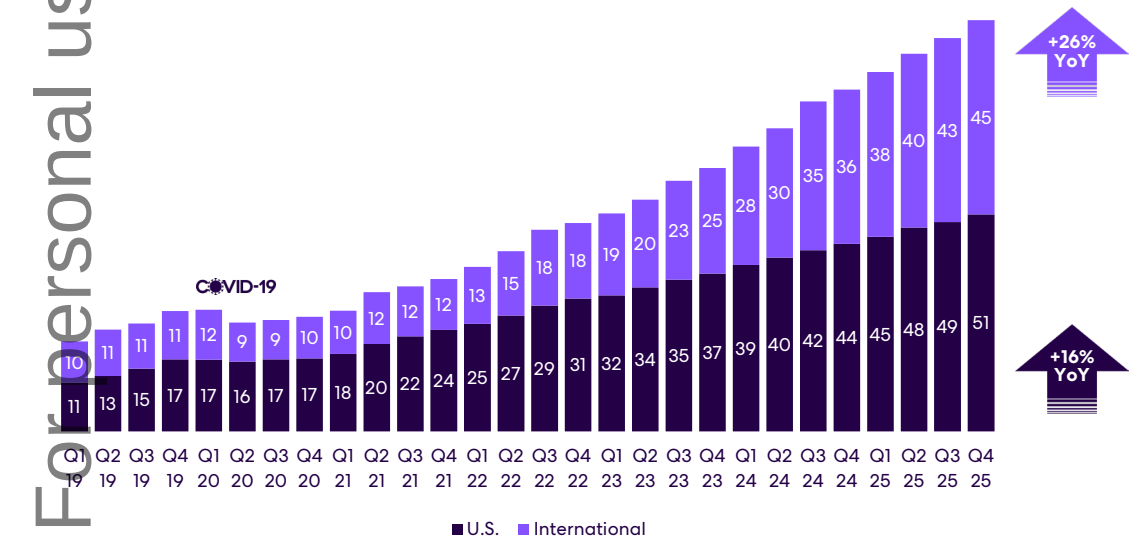
Note: Numbers may not add or recalculate due to rounding.

Global MAU

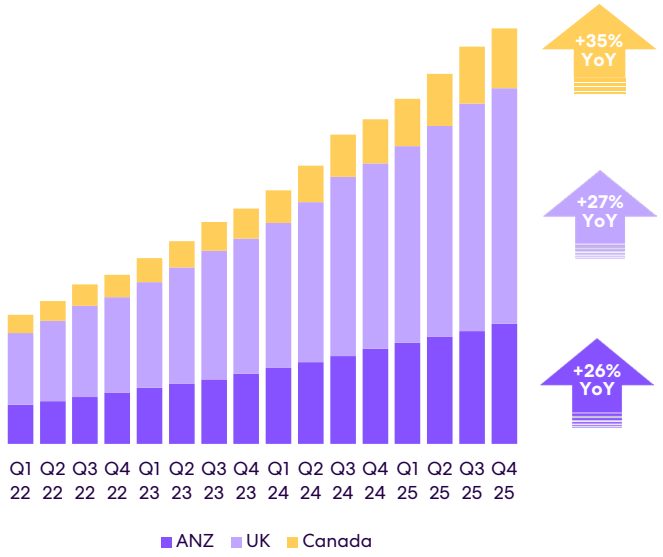
Q4'25 year over year growth of 20%, with significant contribution from organic channels

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Life360 Core Monthly Active Users (MAU) (M)



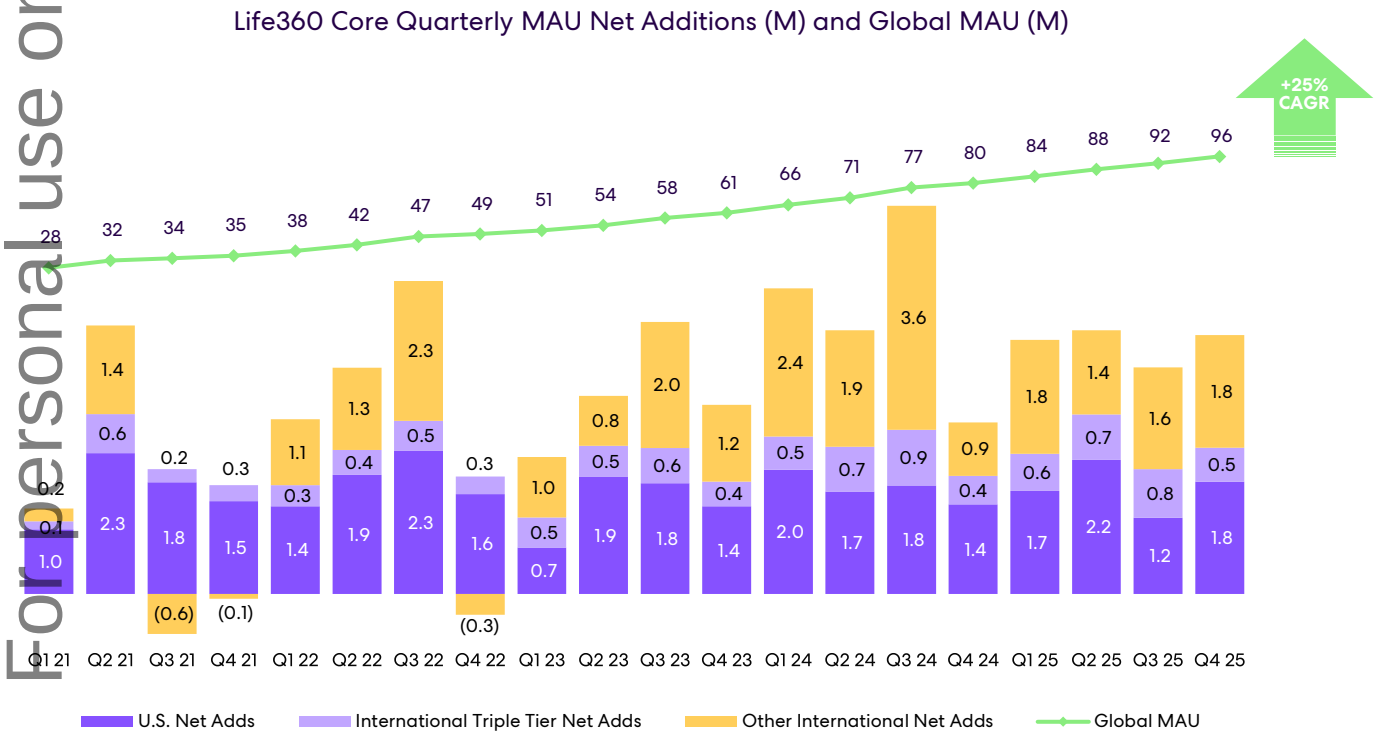
International Triple Tier countries MAU (M)



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

Global MAU Net Additions

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



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

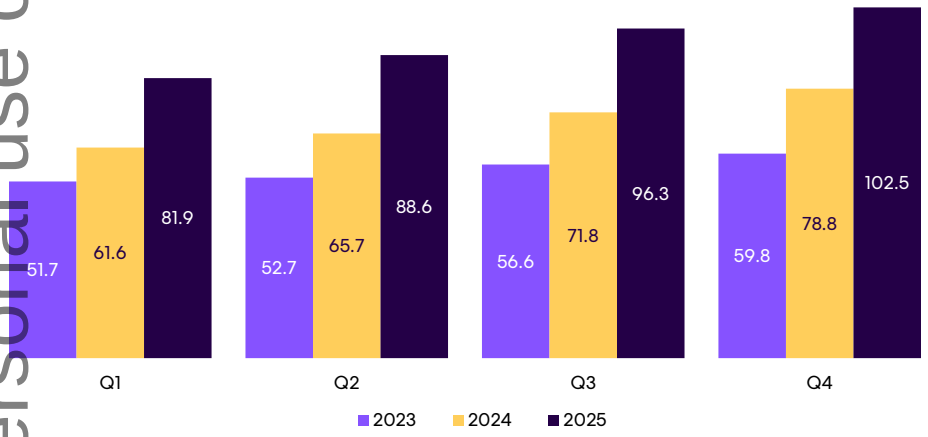
- Strong YoY growth across U.S. (+26%) and international (+80%)
- We reached 95.8 million MAU in Q4'25 with 16.2 million net additions for the full year, achieving our strongest Q4 net additions in Company history
- Historical variability between quarters specifically related to emerging markets and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

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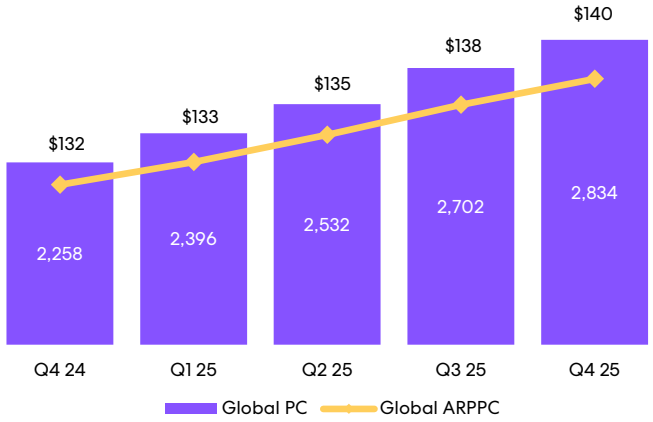
Subscription Revenue

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

Consolidated Quarterly Subscription Revenue ($M)



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



- Strong subscription revenue growth across U.S. and international, with consolidated subscription revenue uplift of 30% YoY in Q4'25
- Core Life360 subscription revenue growth of 33% YoY in Q4'25, benefitting from strong Paying Circles growth of 26% YoY
- Core Life360 Subscription revenue growth also supported by price increases in the U.S. and a shift in product mix towards higher priced products. The U.S. price increases impacted new and existing annual subscribers beginning in the second half of 2024 and continuing into 2025
- Additional uplift from international regions implemented in 2024 due to legacy subscriber price increases and the launch of higher priced membership tiers in non-Triple Tier markets, as well as continued growth in existing Triple Tier markets

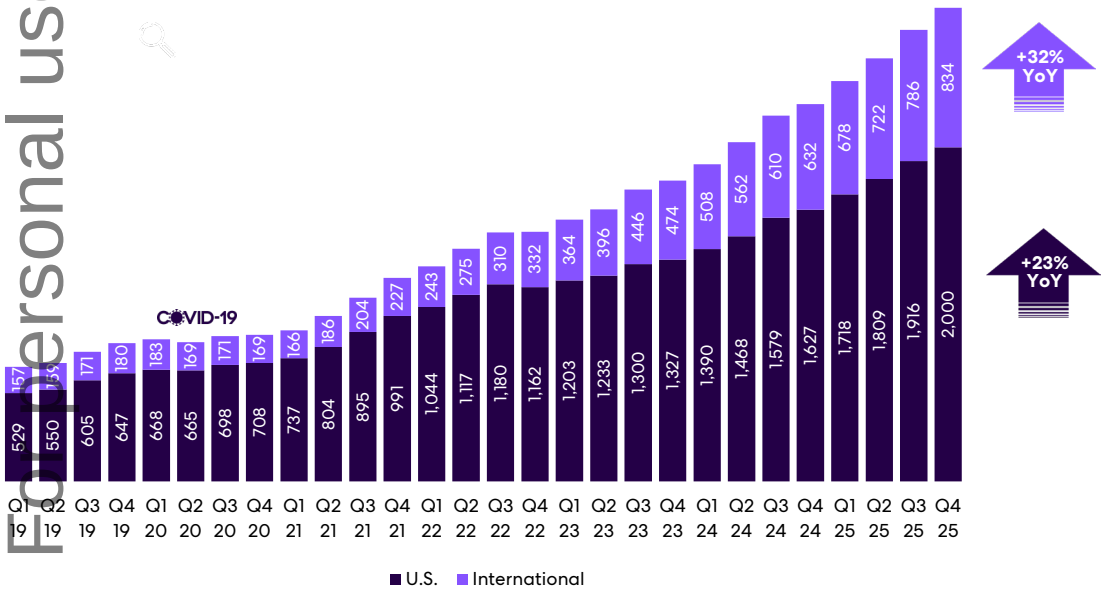
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Paying Circles

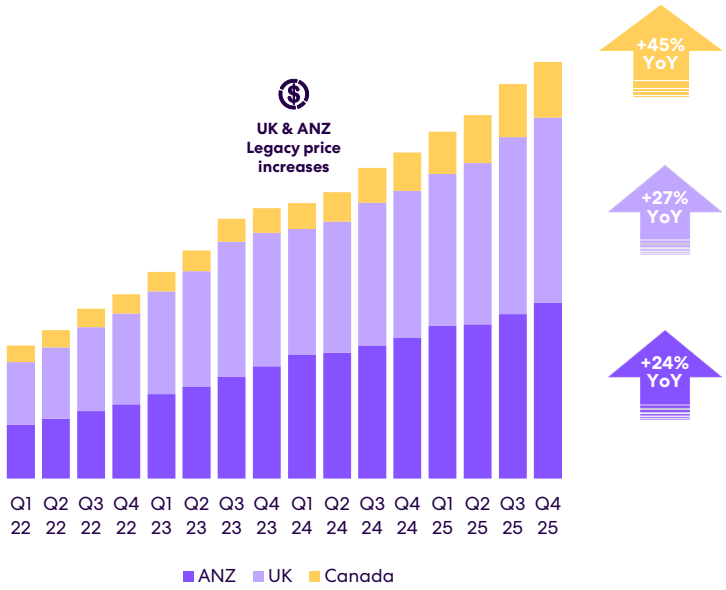
Q4'25 year over year growth of 26%, while raising prices and improving customer value

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Paying Circles by Geography (000s)



International Triple Tier Countries Paying Circles (000s)



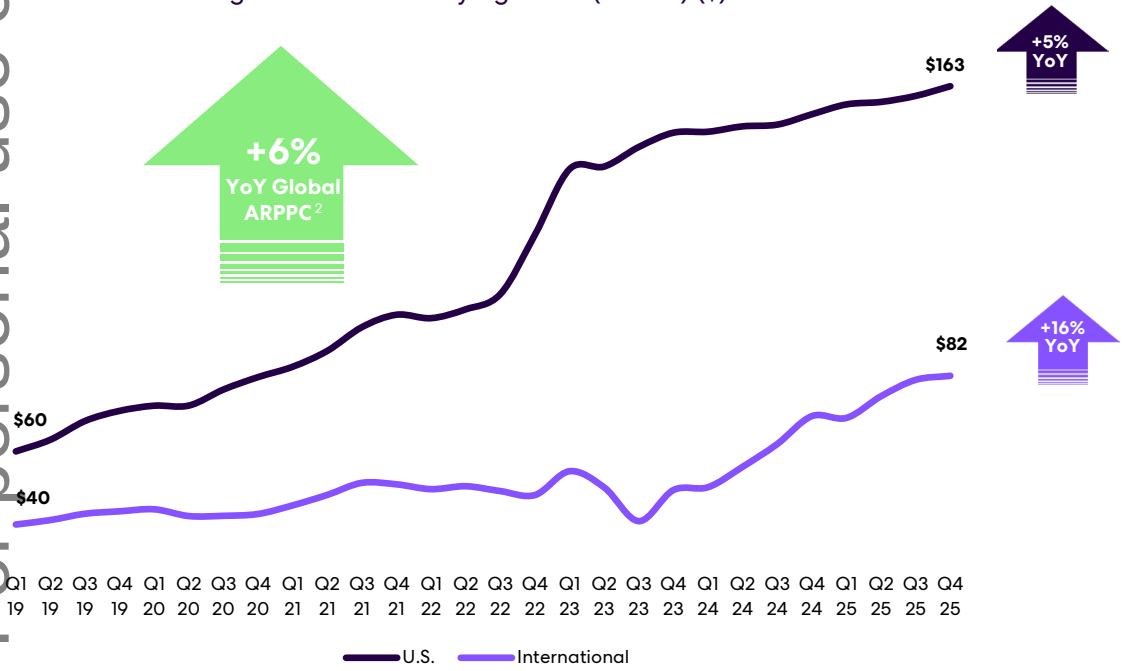
Note: Numbers may not add or recalculate due to rounding.

Average Revenue Per Paying Circle (ARPPC)

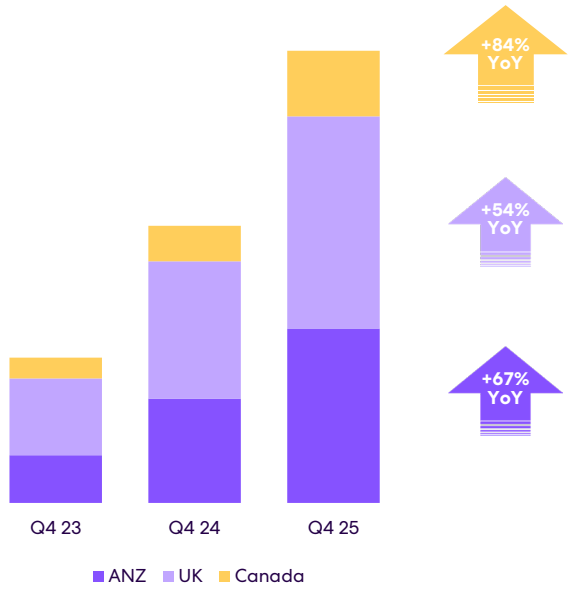
Triple Tier launches and annual subscription price increases driving ARPPC in the U.S. and internationally

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Average Revenue Per Paying Circle (ARPPC) ($)[1]



International Triple Tier Countries Revenue

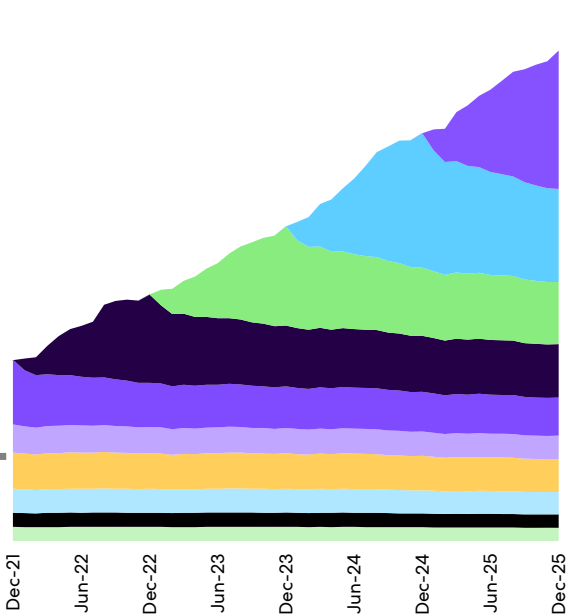


[1] U.S. Price increase took effect across all Membership tiers starting in August 2022.
[2] The uplift to global ARPPC was tempered by a 5% increase in the weighting of international Paying Circles as a percentage of global Paying Circles, reflecting faster growth in international regions that have lower pricing relative to the U.S.

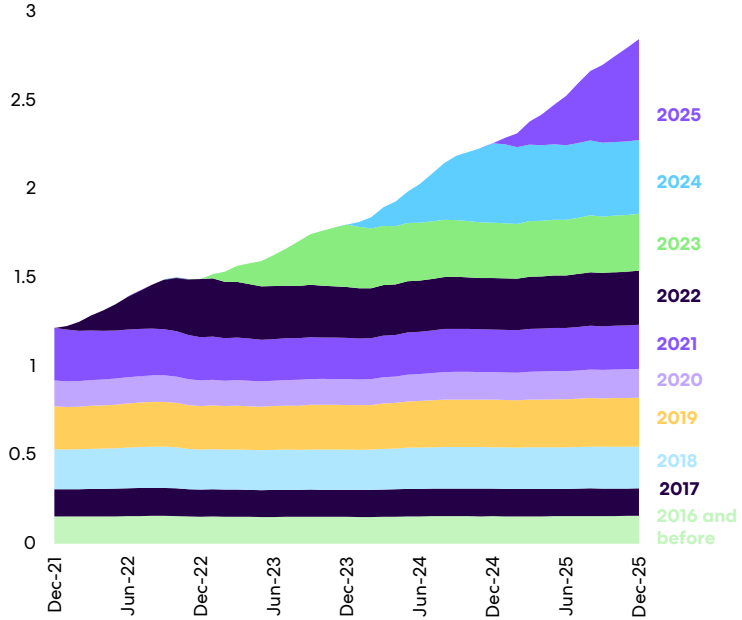
Strength of Free User Engagement Drives Consistent Net Subscriber Retention Over Time

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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%** [1]

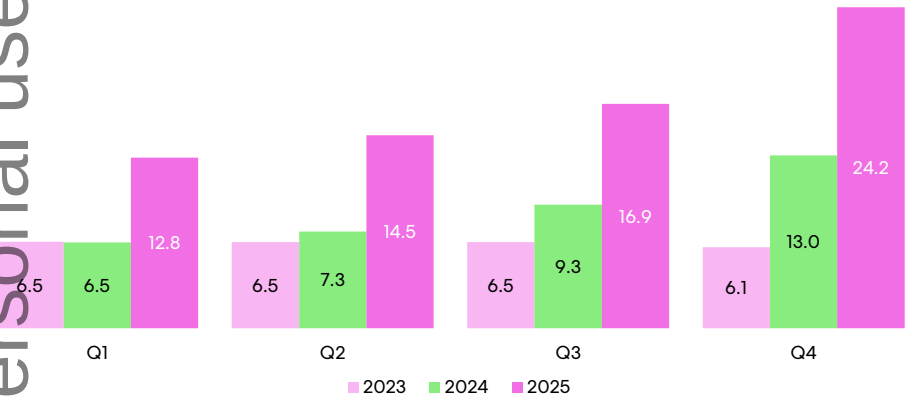
[1] Based on the average monthly subscription revenue for the six months ended December 31, 2025 compared to the prior six-month period

Other Revenue

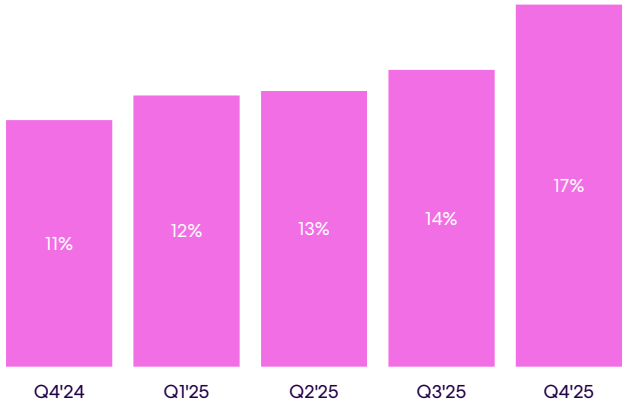
Revenue uplift supported by advertising ramp-up and continued monetization of free user base

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Quarterly Other Revenue ($M)



Other Revenue as % of Total Revenue



- Q4'25 Other revenue growth of 86% YoY reflects increases in data and partnership revenue, which includes advertising revenue, and is primarily due to a greater number of partners and higher spend under existing arrangements
- Significant uplift in Q4'25 YoY driven primarily by advertising revenue contribution
- Other revenue continues to expand as a percentage of total revenue, driving positive impacts on gross margin
- Expectation of significant long term growth potential as part of broader advertising and free user monetization strategy

Hardware Revenue

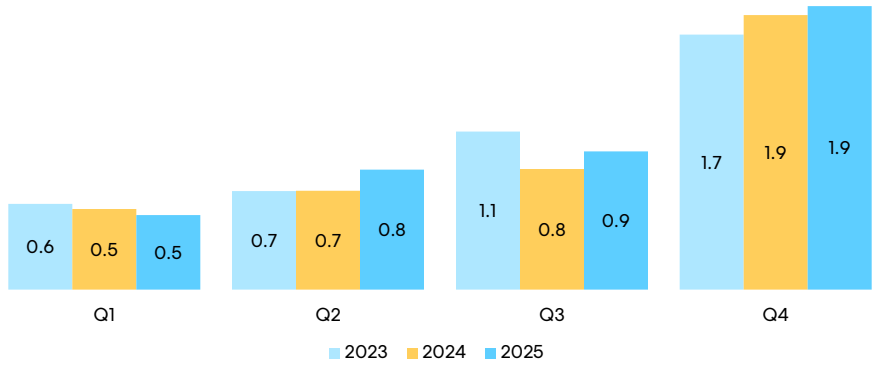
Continued growth in percentage of Life360 subs with an active linked Tile

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Quarterly Hardware Revenue ($M)



Quarterly Hardware Units Shipped (M)



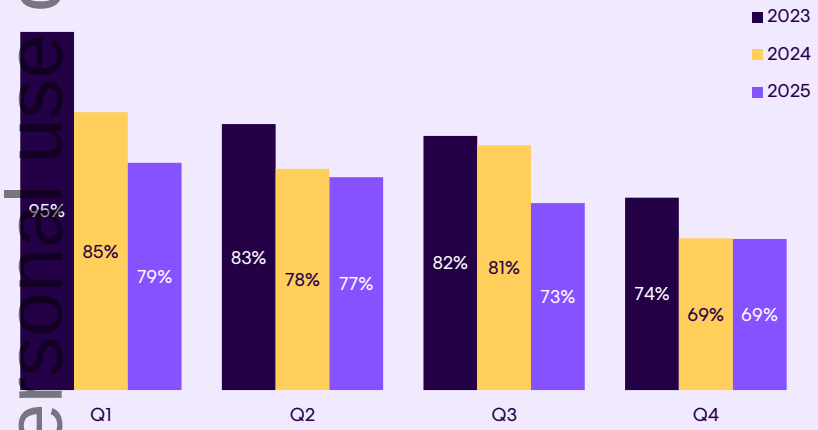
- Q4'25 hardware revenue decrease of 19% YoY, as higher unit shipments were more than offset by increased promotional and competitive discounts and lower revenue related to bundled offerings
- Q4'25 net hardware units shipped increased 3% YoY primarily driven by increased online retail demand
- Continued growth in Tiles sold into Life360 user base, which is expected to continue with full integration of premium Tile features into Life360 app

Expanding Profitability

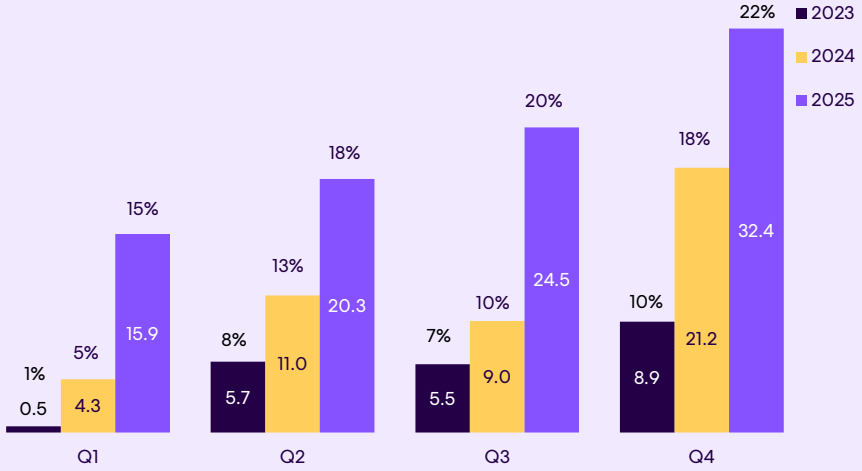
Leveraging the cost base as we scale with strong Adjusted EBITDA margin expansion YoY

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Operating Expenses Declining as a % of Revenue



Adjusted EBITDA ($M) & Margin (%)



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

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

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FY 2026 Outlook



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Outlook

For FY'26, Life360 expects to deliver:

Global MAU growth of 20% year-over-year;

Consolidated revenue of $640 million to $680 million (YoY growth of 31% to 39%), comprised of:

- **Subscription revenue of $460 million to $470 million (YoY growth of 25% to 27%);**
- **Other revenue of $140 million to $160 million (YoY growth of 105% to 134%);**
- **Hardware revenue of $40 million to $50 million; and**

Adjusted EBITDA[1] of $128 million to $138 million, which represents a margin of approximately 20%. Due to timing of investments in initiatives to support our growth, and seasonality, we anticipate Adjusted EBITDA to be lightly weighted in the first half of 2026, and heavily weighted in the second half of 2026.

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

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Appendix



APPENDIX 1

Operating Metrics

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

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.

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APPENDIX 2

Income Statement

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

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

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APPENDIX 2

Balance Sheet

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

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

Cash Flow

$M	Year Ended December 31, 2025	2024
Cash Flows from Operating Activities:		
Net income (loss)	$ 150.8	$ (4.6)
Adjustments to reconcile net income (loss) to net cash provided by operating activities:		
Depreciation and amortization	13.3	9.8
Amortization of costs capitalized to obtain contracts	1.3	1.3
Amortization of operating lease right-of-use asset	0.3	0.3
Stock-based compensation expense, net of amounts capitalized	55.5	42.3
Non-cash interest expense, net	1.3	0.1
Convertible notes fair value adjustment	—	0.6
Derivative liability fair value adjustment	—	1.7
Loss on settlement of convertible notes	—	0.4
Gain on settlement of derivative liability	—	(1.9)
Gain on change in fair value of investments	(0.6)	(5.4)
Provision for credit losses	0.8	0.3
Non-cash revenue from investments	(1.2)	(1.0)
Deferred income taxes	(118.4)	—
Changes in operating assets and liabilities, net of acquisition:		
Accounts receivable, net	(23.5)	(16.1)
Prepaid expenses and other assets	(6.7)	0.1
Inventory	(1.8)	(4.0)
Costs capitalized to obtain contracts, net	(1.2)	(1.6)
Accounts payable	3.1	(0.4)
Accrued expenses and other current liabilities	9.3	4.5
Deferred revenue	6.7	6.6
Other liabilities, noncurrent	(0.4)	(0.4)
Net cash provided by operating activities	**88.6**	**32.6**
Cash Flows from Investing Activities:		
Cash paid for acquisition	(2.8)	—
Internally developed software	(5.7)	(3.9)
Purchase of property and equipment	(1.8)	(1.2)
Related Party SAFE	—	(5.0)
Convertible note investment	(25.0)	—
Net cash used in investing activities	**(35.3)**	**(10.1)**
Cash Flows from Financing Activities:		
Proceeds related to tax withholdings on restricted stock settlements and the exercise of stock options and warrants	69.5	14.6
Taxes paid related to net settlement of equity awards	(62.8)	(34.0)
Proceeds from issuance of common stock in U.S. initial public offering, net of underwriting discounts and commissions	—	93.0
Payments of U.S. initial public offering issuance costs	—	(6.3)
Proceeds from issuance of convertible senior notes	320.0	—
Payments of debt issuance costs	(10.9)	—
Purchase of capped calls	(33.7)	—
Net cash provided by financing activities	**282.1**	**67.3**
Net Increase in Cash, Cash Equivalents, and Restricted Cash	335.4	89.7
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	**$ 495.8**	**$ 160.5**

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APPENDIX 3

GAAP to Non-GAAP reconciliations

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Cost of revenue

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

Operating expenses

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

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

APPENDIX 3

Non-GAAP Financial Measures

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

1 To reflect the change in fair value of the September 2021 Convertible Notes and derivative liability associated with the July 2021 Convertible Notes.
2 Relates to the settlement of the July 2021 Convertible Notes and September 2021 Convertible Notes.
3 Relates to the changes in fair value of the Related Party Investment and the Convertible Note Investment. Refer to the FY 2025 10-K for the definition and additional information on the Related Party Investment and Convertible Note Investment.
4 The Company recorded a significant one-time, non-cash income tax benefit for the year related to the release of a valuation allowance, based on the Company's current and projected taxable income, supporting the realizability of deferred tax assets.
5 Includes depreciation on fixed assets and amortization of intangible assets.
6 Relates to costs incurred in connection with the acquisition of Nativo, Inc., the Convertible Note Investment, and the asset acquisition of Fantix, Inc., including one-time bonus payments.
7 Relates to non-recurring warehouse relocation costs in connection with the move of certain hardware manufacturing operations.
8 Relates to non-recurring personnel and severance related expenses.

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

We collect and analyze operating and financial data to evaluate the health of our business, allocate our resources and assess our performance.

Adjusted EBITDA

In addition to total revenue, net income and other results under GAAP, we utilize a non-GAAP calculation of adjusted earnings before interest, taxes, depreciation and amortization ("Adjusted EBITDA"). Adjusted EBITDA is defined as net income (loss), excluding (i) convertible notes and derivative liability fair value adjustments, (ii) gains and losses on the settlement of convertible notes and derivative liabilities, (iii) gain (loss) on change in fair value of investments, (iv) benefit from income taxes, (v) depreciation and amortization, (vi) interest income, (vii) other expense, net, (viii) acquisition and investment related transaction costs, (ix) stock-based compensation, (x) warehouse relocation costs, (xi) IPO-related transaction costs, including secondary offering costs, and (xii) workplace restructuring costs.

These items are excluded from Adjusted EBITDA because they are non-cash in nature, because the amount and timing of these items are unpredictable, or because they are not driven by core results of operations and render comparisons with prior periods and competitors less meaningful. We believe Adjusted EBITDA provides useful information to investors and others in understanding and evaluating our results of operations, as well as providing useful measures for period-to-period comparisons of our business performance. Moreover, we have included Adjusted EBITDA in this presentation because it is a key measurement used by our management team internally to make operating decisions, including those related to operating expenses, evaluate performance, and perform strategic planning and annual budgeting. However, this non-GAAP financial measure is presented for supplemental informational purposes only, should not be considered a substitute for or superior to financial information presented in accordance with GAAP, and may be different from similarly titled non-GAAP financial measures used by other companies. As such, you should consider this non-GAAP financial measure in addition to other financial performance measures presented in accordance with GAAP, including various cash flow metrics, net income (loss) and our other GAAP results.

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

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APPENDIX 4

Competitive Landscape

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	Life360	AAA		AT&T		LifeLock by norton	NOONLIGHT	On			
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	✓	✓				✓					
iOS 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. [1]Real-Time Pet racking 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.

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Thank you.

Life360