

ASX ANNOUNCEMENT

8 September 2022

Conference Presentation

Chris Hulls, Co-Founder and CEO, and David Rice, COO, of San Francisco-based Life360, Inc. (Life360 or the Company) (ASX:360) will today participate in Bell Potter's Technology Decoded Conference. The conference presentation is attached.

Ends

Authorisation

Chris Hulls, Director, Co-Founder and Chief Executive Officer of Life360 authorised this announcement being given to ASX.

About Life360

Life360 operates a platform for today's busy families, bringing them closer together by helping them better know, communicate with and protect the people they care about most. The Company's core offering, the Life360 mobile app, is a market leading app for families, with features that range from communications to driving safety and location sharing. Life360 is based in San Francisco and had 42 million monthly active users (MAU) as at June 2022, located in more than 150 countries.

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Future performance and forward-looking statements

This announcement contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Life360 intends such forward-looking statements to be covered by the safe harbor provisions for forward-looking statements contained in Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements can be about future events, including statements regarding Life360's intentions, objectives, plans, expectations, assumptions and beliefs about future events, including Life360's expectations with respect to the financial and operating performance of its business, its capital position, future growth, and its integration of Tile and Jibit. The words "anticipate", "believe", "expect", "project", "predict", "will", "forecast", "estimate", "likely", "intend", "outlook", "should", "could", "may", "target", "plan" and other similar expressions can generally be used to identify forward-looking statements. Indications of, and guidance or outlook on, future earnings or financial position or performance are also forward-looking statements. Investors and prospective investors are cautioned not to place undue reliance on these forward-looking statements as they involve inherent risk and uncertainty (both general and specific) and should note that they are provided as a general guide only. There is a risk that such predictions, forecasts, projections and other forward-looking statements will not be achieved. Subject to any continuing obligations under applicable law, Life360 does not undertake any obligation to publicly release the result of any revisions to these forward-looking statements to reflect events or circumstances after the date of this announcement, to reflect any change in expectations in relation to any forward-looking statements or any change in events, conditions or circumstances on which any such statements are based. While due care has been used in the preparation of forecast information, actual results may vary in a materially positive or negative manner. Forward-looking statements are provided as a general guide only and should not be relied on as an indication or guarantee of future performance. They are subject to known and unknown risks, uncertainty, assumptions and contingencies, many of which are outside Life360's control, and are based on estimates and assumptions that are subject to change and may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. Factors that could cause actual results to differ materially from those in the forward-looking statements include risks described in the Company's ASX filings, Form 10 Registration Statement and subsequent reports filed with the Securities and Exchange Commission. To the maximum extent permitted by law, responsibility for the accuracy or completeness of any forward-looking statements whether as a result of new information, future events or results or otherwise is disclaimed. This announcement should not be relied upon as a recommendation or forecast by Life360. Past performance information given in this document is given for illustrative purposes only and is not necessarily a guide to future performance and no representation or warranty is made by any person as to the likelihood of achievement or reasonableness of any forward-looking statements, forecast financial information, future share price performance or any underlying assumptions. Nothing contained in this document nor any information made available to you is, or shall be relied upon as, a promise, representation, warranty or guarantee as to the past, present or the future performance of Life360.

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Bell Potter Tech Decoded Conference

Chris Hulls, Co-Founder and CEO

David Rice, COO

8 September 2022



Disclaimer

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Certain statements in this document constitute forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 ("PLSRA"), Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended (the "Exchange Act"), including comments about future events, including the Company's expectations about the performance of its business. Such forward-looking statements involve known and unknown risks, uncertainties, assumptions and other important factors, many of which are beyond the control of the Company and which may cause actual results, performance or achievements to differ materially from those expressed or implied by such statements. Forward-looking statements are provided as a general guide only, and should not be relied on as an indication or guarantee of future performance. They can be affected by inaccurate assumptions we might make or by known or unknown risks or uncertainties. Given these uncertainties, recipients are cautioned to not place undue reliance on any forward-looking statement. Subject to any continuing obligations under applicable law the Company disclaims any obligation or undertaking to disseminate any updates or revisions to any forward-looking statements in this document to reflect any change in expectations in relation to any forward-looking statements or any change in events, conditions or circumstances on which any such statement is based.

Investors should note that this document may contain unaudited financial information for the Company that has been prepared by the Company's management. The Company's results are reported under US-GAAP. Investors should be aware that certain financial data included in this presentation including direct revenue, indirect revenue, average revenue per paying circle (ARPPC), average revenue per User (ARPU) and annualised monthly revenue (AMR) is "non-IFRS information" under Regulatory Guide 230 (Disclosing non-IFRS financial information) published by ASIC or "non-GAAP financial measures" within the meaning of Regulation G of the Exchange Act. Note that the Company is not required to comply with Regulation G, and it does not provide a reconciliation and other disclosures about its non-IFRS information or non-GAAP financial measures that would be required by Regulation G.

All values are stated in US dollars unless otherwise stated.

Agenda

Introduction to Life360

Chris Hulls, Co-Founder and CEO

Leveraging our technology to grow

Chris Hulls, Co-Founder and CEO

Leveraging bundled Membership to grow

David Rice, COO

Outlook

Chris Hulls, Co-Founder and CEO

Q&A

Chris Hulls and David Rice

Appendix

1. Non-GAAP financial measures

Note : All references in this presentation to \$ are to US\$



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Introduction to Life360



WHY WE EXIST

Life360 is on a mission to simplify safety so families can live fully

Safety and security is a multi-billion dollar category and the incumbents have not adapted to the needs of digitally native consumers. Life360 is taking a mobile and family first approach to disrupt the market.



1 in 10

Families are users



39%

Brand awareness

Life360 is the world's leading family safety services membership

Key Operational and Financial Metrics



42 million

Monthly Active Users (MAU) in 150 countries ⁽¹⁾



US based

Remote first



1.4 million

Paying Circles (subscribers) ⁽²⁾



~600

Headcount ⁽⁵⁾



\$174 million (up +65% YoY)

June 2022 Annualised Monthly Revenue (AMR) ⁽³⁾



~A\$950 million

Market Capitalisation ⁽⁶⁾



\$79 million

Cash and cash equivalents ⁽⁴⁾



ASX listed ⁽⁷⁾

Note:

(1), (2) At June 2022

(3) Excludes Hardware

(4) At June 2022

(5) Includes contractors and full-time equivalent employees.

(6) Market data as at 2 September 2022.

(7) Australian Securities Exchange

Life360 is ranked #19 most used US iOS app

most used

Source: Data.ai



#	Usage Penetration Rank	App	App Category	App Initial Release Date	App Last Updated Time	App Price	Usage Penetration
1	1	YouTube: Watch, Listen, Stream Google	Photo and Video (Applications)	Sep 10, 2012	Apr 15, 2022	\$0	60.81% ▼0.4%
2	2	Facebook Meta	Social Networking (Applications)	Jul 10, 2008	Apr 15, 2022	\$0	48.94% ▼0.11%
3	3	Messenger Meta	Social Networking (Applications)	Aug 8, 2011	Apr 15, 2022	\$0	38.81% ▼0.38%
4	4	TikTok Tik Tok Pte Ltd	Entertainment (Applications)	Apr 1, 2014	Apr 15, 2022	\$0	35.23% ▼0.52%
5	5	Snapchat Snap	Photo and Video (Applications)	Jul 12, 2011	Apr 12, 2022	\$0	33.56% ▲0.11%
6	6	Amazon Shopping Amazon	Shopping (Applications)	Dec 2, 2008	Apr 15, 2022	\$0	31.10% ▲0.32%
7	7	Gmail - Email by Google Google	Productivity (Applications)	Nov 1, 2011	Apr 15, 2022	\$0	30.10% ▼0.05%
8	8	Instagram Instagram	Photo and Video (Applications)	Oct 5, 2010	Apr 15, 2022	\$0	27.80% ▲0.11%
9	9	Google Maps Google	Navigation (Applications)	Dec 12, 2012	Apr 15, 2022	\$0	27.74% ▲0.41%
10	10	Netflix Netflix	Entertainment (Applications)	Mar 31, 2010	Apr 14, 2022	\$0	22.10% ▲0.59%
11	11	Google Google	Utilities (Applications)	Jul 10, 2008	Apr 15, 2022	\$0	21.27% ▼0.06%
12	12	Spotify - Music and Podcasts Spotify	Music (Applications)	Jul 13, 2011	Apr 15, 2022	\$0	20.75% ▼0.16%
13	13	WhatsApp Messenger WhatsApp	Social Networking (Applications)	May 3, 2009	Apr 14, 2022	\$0	18.98% ▲0.24%
14	14	Pinterest Pinterest	Lifestyle (Applications)	Apr 27, 2011	Apr 15, 2022	\$0	16.72% ▲0.07%
15	15	Twitter Twitter	News (Applications)	Oct 8, 2009	Apr 14, 2022	\$0	16.04% ▼0.3%
16	16	Google Chrome Google	Utilities (Applications)	Jun 27, 2012	Apr 15, 2022	\$0	15.67% =
17	17	Roblox Roblox	Games	May 25, 2011	Apr 15, 2022	\$0	15.44% ▲0.06%
19	19	Life360: Find Family & Friends Life360	Social Networking (Applications)	Aug 9, 2010	Apr 15, 2022	\$0	11.93% ▼0.01%

CY22 H1 User Highlights

Connecting families and saving lives



1,138,353
Help alerts sent



105,731,475,183
Miles driven with Life360 Crash Detection



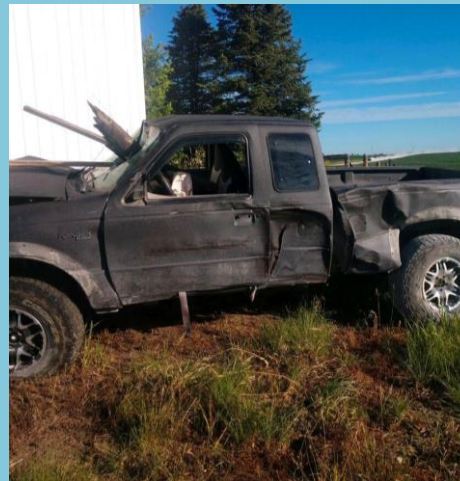
14,349
Ambulances dispatched



12,092,565,856
Safe arrival notifications



373 billion
Tile Bluetooth location updates



“

My boys were headed to go do chores when they were involved in a pretty serious accident which involved multiple fence posts being hit, some of which actually impaled the windshield of their vehicle. From what I can tell, Life360 immediately called 911 and within less than two minutes of the accident had notified me. Both the boys are home and are going to hopefully make a complete full recovery. Had we not had this app, it's unlikely I would have found out about this or known about the accident for a significant amount of time. It's not a very heavily travelled road. It's not very likely either one of them would have been able to find their phones. So we are so grateful and so thankful for Life360 and what they were able to do for us at our time of need, and we will forever be a customer.

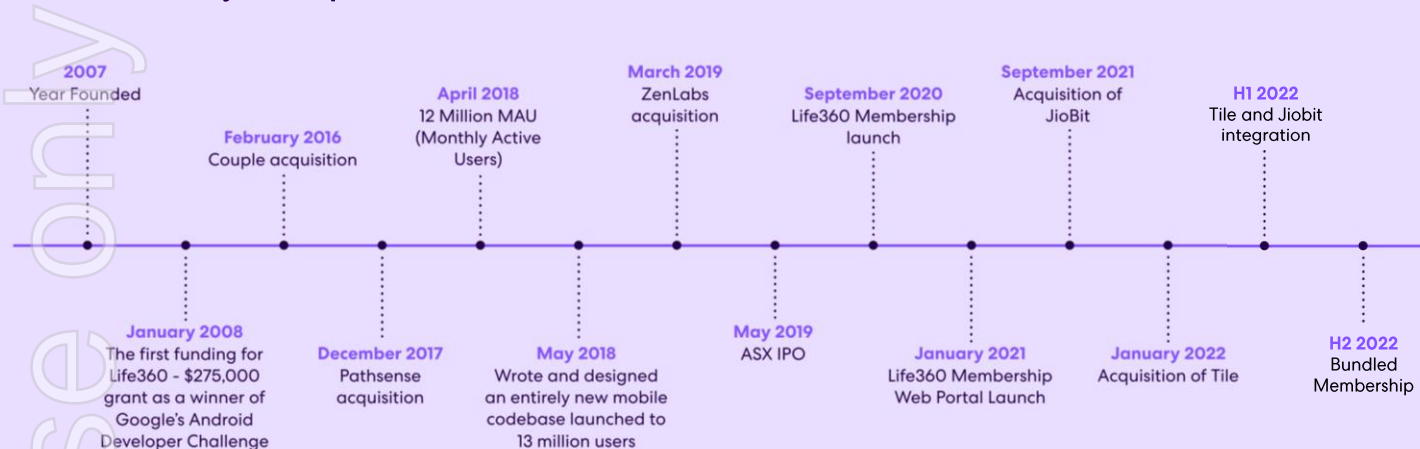


Life360 user

Life360's timeline

15 years of investment and innovation

Timeline of key developments



R&D investment since 2016



(1) Patents cover the following areas: Battery Power Conservation; Location Fixing and Tracking; Behavioural Pattern Assessment in the Use of a Mobile Device; User Safety; Notification Management; Usage Monitoring and Access Control of Applications; Generation of Notifications in a Workout Group; Generation and Sending of Prepopulated Messages to a Selected Group of Mobile Devices.

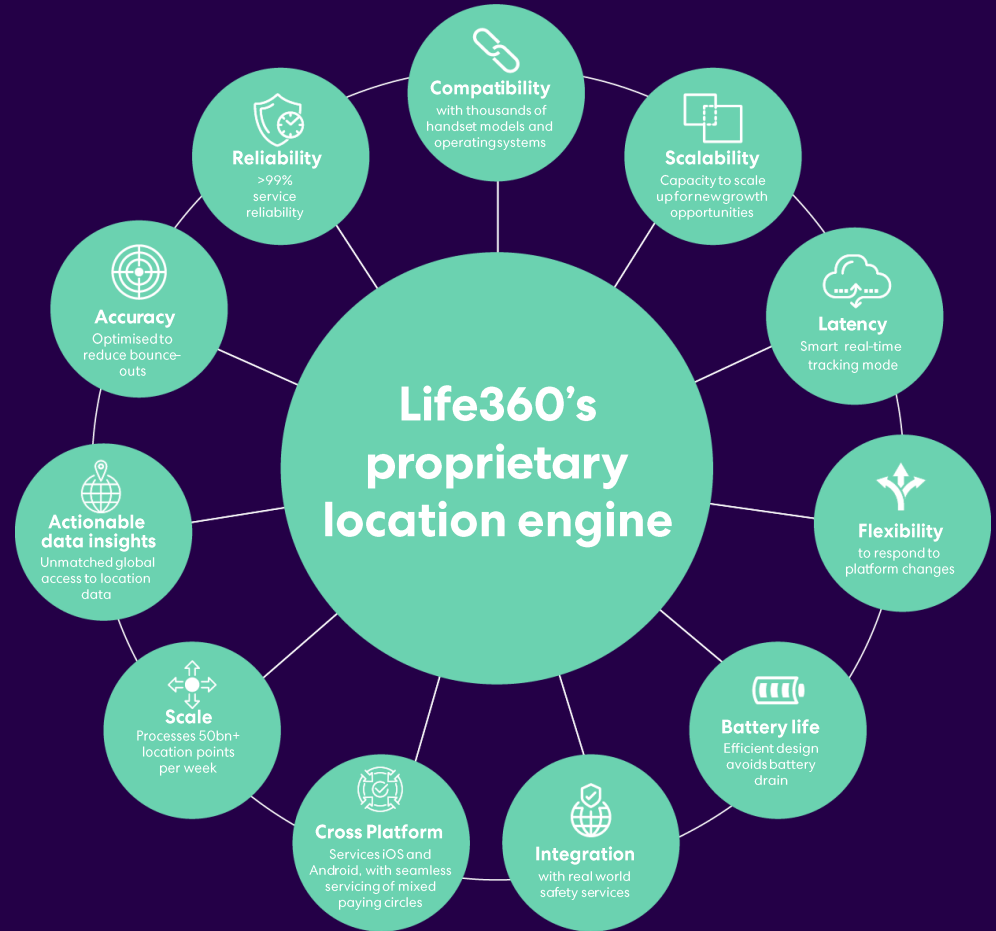
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Leveraging our
technology to grow

Life360's technology platform

Our proprietary technology platform is the foundation to scale our consumer offering



Accelerating MAU

US MAU

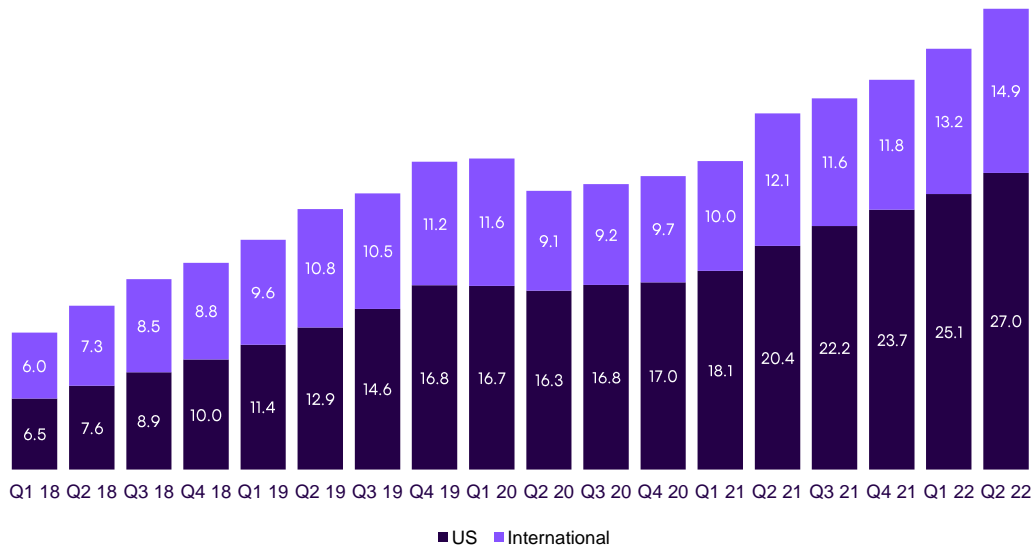
At IPO 2Q19
13 million



2Q22
27 million



Life360 Core Monthly Active Users (MAU)(M)



Accelerating Australian MAU



Australian MAU

At IPO 2Q19

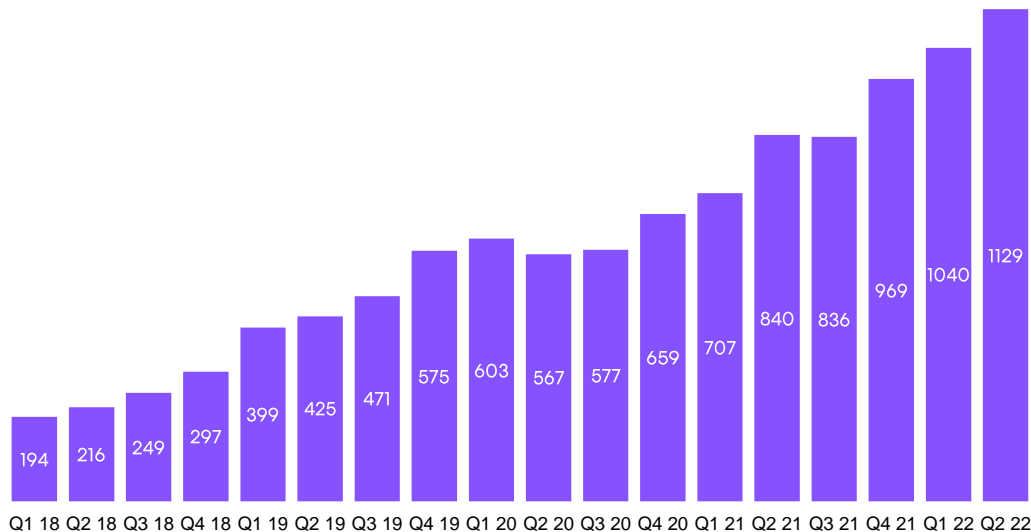
0.4 million



2Q22

1.1 million

Australian Monthly Active Users (MAU)(000s)



Accelerating Paying Circles (subscribers)



Paying Circles

At IPO 2Q19

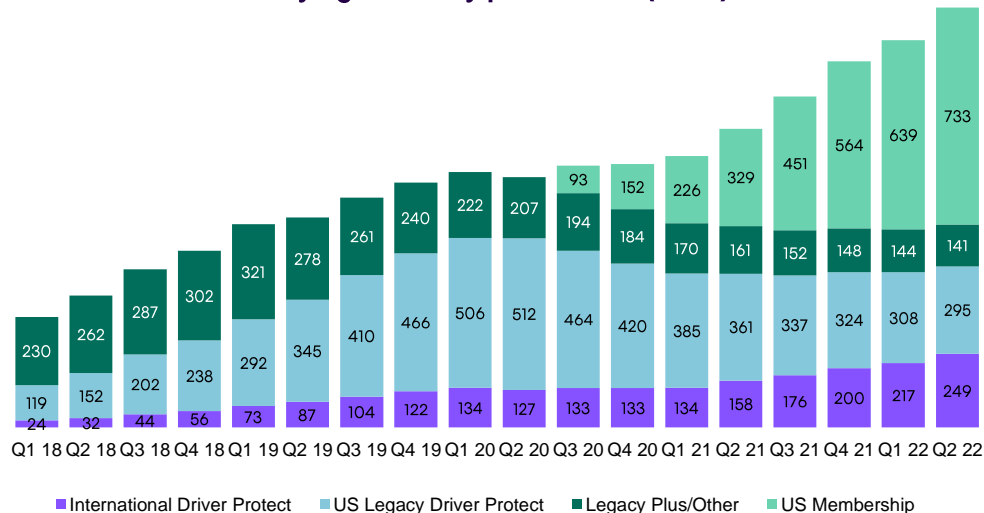
0.7 million



2Q22

1.4 million

Paying Circles by product line (000s)



US Average Revenue per Paying Circle



At IPO 2Q19

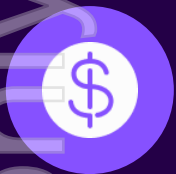
~\$64



2Q22

~\$99

Accelerating subscription revenue growth



Annualized Monthly Revenue

At IPO 2Q19

\$62 million

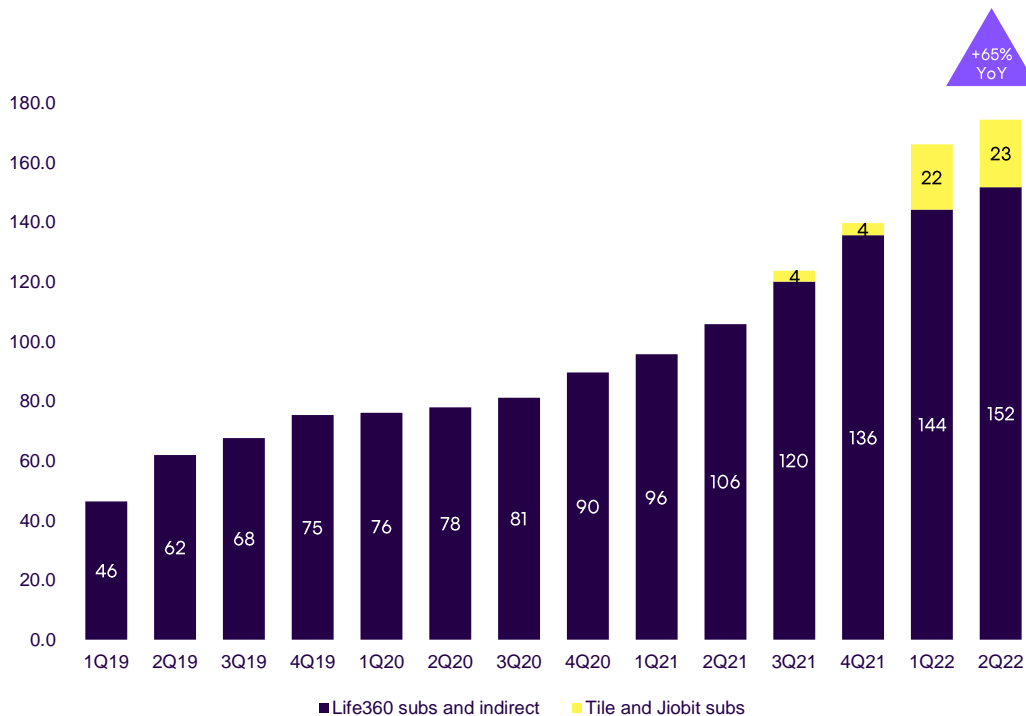


2Q22

\$174 million

Note: Numbers may not add due to rounding
*Annualised Monthly Revenue excludes hardware

Quarterly Annualised Monthly Revenue (\$M)*



real use only

A young girl with curly hair, wearing a yellow shirt, is sitting at a desk and looking at a laptop. She is smiling and holding a pen over a notebook. A woman with curly hair, wearing a striped shirt, is sitting next to her, leaning on her hand and smiling at the laptop. The background is a bright, modern home office with a white desk, a grey chair, and a potted plant.

**Leveraging bundled
Membership to grow**

Our flywheel is driving our accelerating growth



Internal use only

Expanding and deepening our relationship with families through Membership

At IPO May 2019

LIFE360
PLUS
\$2.99/mo

DRIVER
PROTECT
\$7.99/mo



Current premium Membership Bundles

SILVER
MEMBERSHIP
\$4.99/mo

Silver

life



GOLD
MEMBERSHIP
\$9.99/mo

Gold

life



PLATINUM
MEMBERSHIP
\$19.99/mo

Platinum

life



Commercial benefits of Membership

- Deeper connection with the Brand, improved retention and virality
- Less price sensitivity
- Member receptivity to multiple services and products
- Ability to bundle services to expand our addressable market

Membership offering

Competitive landscape



Platinum

- ✓ Roadside Assistance
- ✓ Nurse Helpline
- ✓ SOS Alert
- ✓ Driver Reports
- ✓ Stolen Phone Reimbursement
- ✓ ID Theft Protection
- ✓ Crash Detection
- ✓ Disaster Assistance
- ✓ Travel Assistance
- ✓ Location Sharing And more...

Life360 Cost
\$19.99/month

(1) Assuming family household of four people. Prices may vary.



Life360, Tile and Jiobit integrated offering

Completing our '360' vision of protecting people, pets and things



Expanded addressable market and brand reach

- Bundled offering will have broader applicability to additional demographics
- Long-term this opens up additional markets such as elder care
- Expanded reach will open additional paid channels and improved top-of-funnel

Higher conversion to paid and increased ARPPC

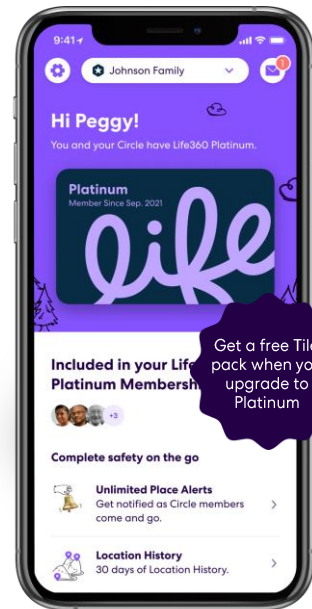
- Customers are more willing to pay for something they can physically touch
- Bundled offering will enable increased pricing and/or shift to higher tiers
- Potential for paid conversion and ARPPC to increase by double digit percentage

Reduced churn

- Subscriptions tied to physical devices have exceptionally high retention rates
- Jiobit for example, has almost double the 12 month retention as Life360 standalone

Improved pricing power and overall LTV

- Enhanced membership offering will deliver greater pricing power
- Price + Higher Conversion + better retention = improved LTV

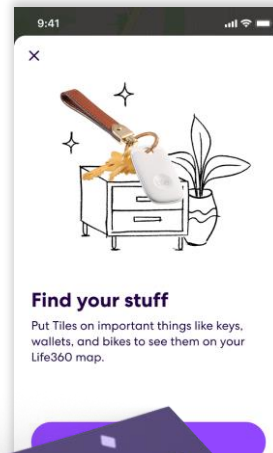
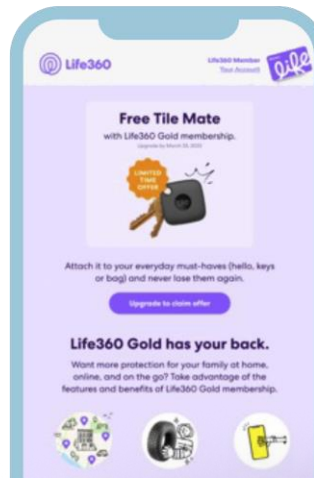


TILE INTEGRATION:

Bundled Membership

Vision: keep everything that matters safe and sound

- Raise awareness and introduce Tile in the Life360 app
- Includes Tiles as part of bundled subscription offer
- Bundling tests achieved a 35% uplift in subscriptions versus the control group
- Bundle will be delivered initially via a “Gift with Membership” promotional offer, followed by a fully integrated membership offer including Tile hardware



Free and Silver Members upgrade to Gold, get a Tile Mate (\$25 value)



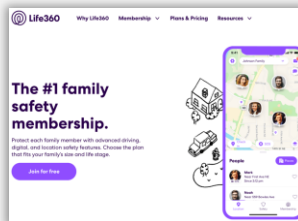
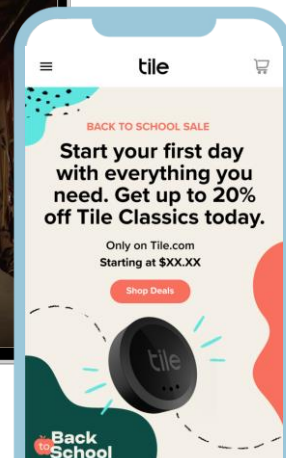
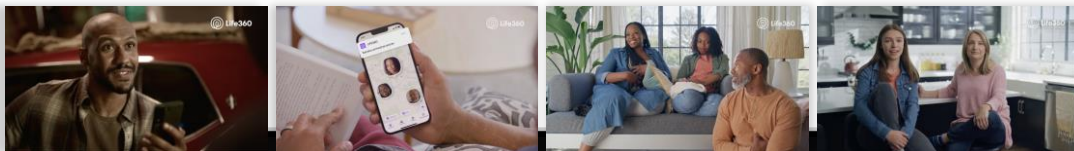
Free, Silver and Gold Members upgrade to Platinum, get a Tile Starter Pack (\$55 value)

TILE INTEGRATION:

Back to School brand campaign

Introducing Life360+Tile

- Creative approach to unite the two brands under a family safety umbrella
- Streaming TV, audio and social focused on brand awareness and user acquisition for both brands
- Already driving the lowest costs per install after only a few weeks on-air



TILE INTEGRATION:

Holiday season retail Life360 offer

Testing a new funnel for Life360 subscriber acquisition

- Update signage with Life360 and Tile co-branding
- Bundle offer including Life360 membership with select Tile purchase
- In-box documentation with Life360 activation codes



TILE INTEGRATION:

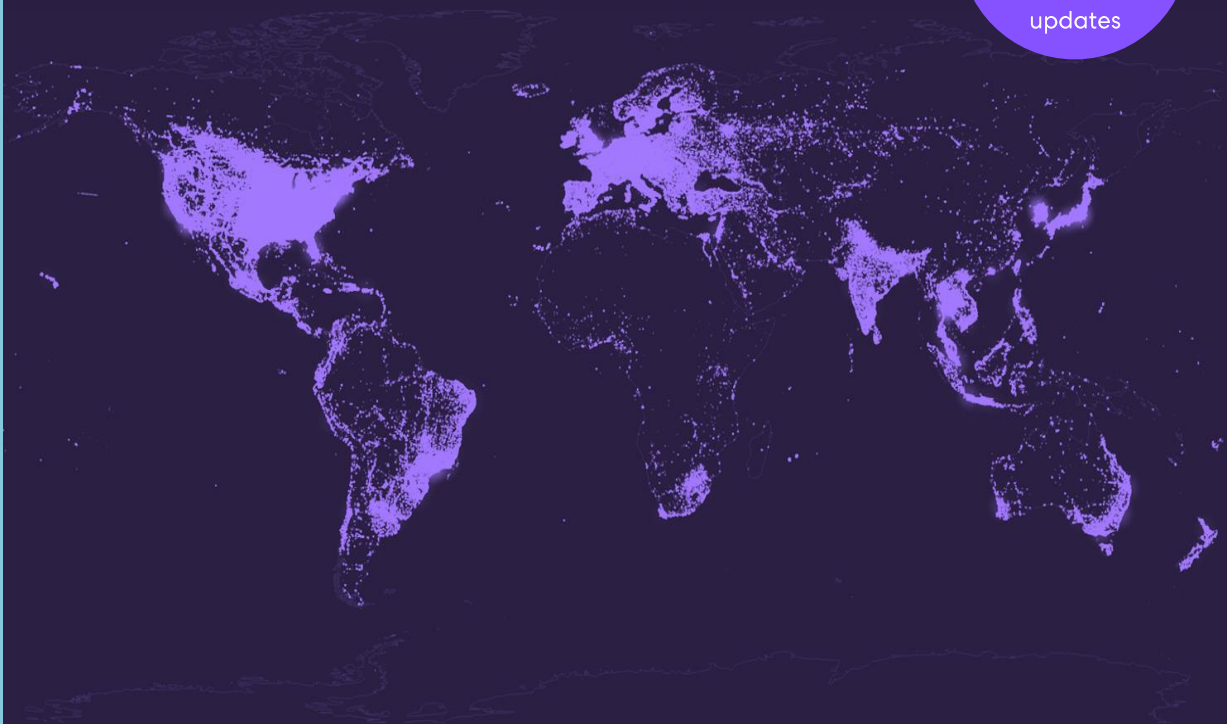
Tile Finding Network

Life360's integration increases Tile's reach by up to 10x

- Combining Life360's global network of more than 42 million smartphone users with Tile app and access point partnerships via Amazon and others
- Enables the only vertically integrated, cross-platform solution of scale in the market
- The expanded platform solves Tile's key disadvantage versus Airtags



Map shows
30 minutes of
user location
updates



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Outlook



Pathway to profitability

	CY22 H1	CY22 H2	CY23	CY24
	Investing in Tile and Jiojob integration	Rollout of bundled Membership offering	Full year of bundled offering and cost efficiencies	Scaling the integrated business
Adjusted EBITDA*	\$(32)m	\$(3)-(6)m	Trajectory to profitability and positive cash flow	Profitability and positive cash flow
Revenue drivers	<ul style="list-style-type: none"> Continued strong Life360 subscriber growth Low seasonal Tile contribution 	<ul style="list-style-type: none"> H2 subscriber revenue uplift from bundled Membership launch Q4 seasonal Tile revenue uplift and profitability 	<ul style="list-style-type: none"> Pricing power from expanded Membership offering Full year subscriber revenue uplift from bundled offer <ul style="list-style-type: none"> Higher conversion rates Higher ARPPC through US upsell International expansion 	
Expense drivers	<ul style="list-style-type: none"> Incremental investment of ~\$13 million to rapidly integrate the Life360, Tile and Jiojob businesses 	<ul style="list-style-type: none"> Efficiencies from H1 Tile integration with ~\$11m of annualised cost savings Highly targeted growth investment 	<ul style="list-style-type: none"> Cost base at scale providing profitability leverage Reducing commissions from out of app purchases Limited growth in headcount 	
Cash and cash equivalents	\$79m	~\$65m	Increasing cash balance	

*Adjusted EBITDA was previously referred to as Underlying EBITDA. For definitions of EBITDA and Adjusted EBITDA and the use of these non-GAAP measures, as well as a reconciliation of Net Loss to EBITDA and Adjusted EBITDA see Appendix 1

Outlook

- As previously indicated, CY22 H1 was a period of significant investment. The investment and cash burn were as anticipated, and Life360 expects to start realizing the benefits of integration in H2, as we launch the bundled Membership offering and see an uplift in hardware in the seasonally higher holiday period in Q4. As a result, CY22 H2 is expected to see considerably lower cash burn, and a much lower Adjusted EBITDA* loss.
- For CY22 Life360 expects to deliver:
 - Core Life360 subscription (direct) revenue (excluding Tile and Jibit) growth in excess of 55%;
 - Consolidated revenue of US\$245-260 million for subscription (direct), hardware and other (indirect) revenue;
 - Adjusted EBITDA loss* in the range of US\$(35)-(38) million. This includes efficiencies flowing in H2 from the Tile integration and restructuring.
- We have upgraded our guidance for Life360 subscription revenue growth, and narrowed the range for Consolidated Revenue and Adjusted EBITDA.
- Life360 expects to finish CY22 with cash and cash equivalents of approximately \$65 million.
- We expect Life360 to be on a trajectory to consistently positive Adjusted EBITDA and Operating Cash Flow by late CY23, such that we record positive Adjusted EBITDA and operating cashflow for CY24. This trajectory could be further assisted by the positive impact of potential future price changes.

*Adjusted EBITDA was previously referred to as Underlying EBITDA. For definitions of EBITDA and Adjusted EBITDA and the use of these non-GAAP measures, as well as a reconciliation of Net Loss to EBITDA and Adjusted EBITDA see Appendix 1

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Q&A



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Appendix



1. Non-GAAP Financial Measures

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

EBITDA and Adjusted EBITDA

In addition to total revenue, net loss and other results under GAAP, we utilize non-GAAP calculations of earnings before interest, taxes, depreciation and amortization ("EBITDA") and adjusted earnings before interest, taxes, depreciation and amortization ("Adjusted EBITDA"). EBITDA is defined as Net loss, excluding (i) convertible notes and derivative liability fair value adjustments, (ii) provision (benefit) for income taxes, (iii) depreciation and amortization, (iv) other income (expense). Adjusted EBITDA is defined as Net Loss, excluding (i) convertible notes and derivative liability fair value adjustments, (ii) provision (benefit) for income taxes, (iii) depreciation and amortization, (iv) other income (expense), (v) stock-based compensation, (vi) Form 10 transaction costs, (vii) acquisition and integration costs, and (viii) gain on revaluation of contingent consideration.

The above items are excluded from Adjusted EBITDA because these items are non-cash in nature, or because the amount and timing of these items are unpredictable, are not driven by core results of operations and render comparisons with prior periods and competitors less meaningful. We believe EBITDA and Adjusted EBITDA provide useful information to investors and others in understanding and evaluating our results of operations, as well as providing useful measures for period-to-period comparisons of our business performance. Moreover, we have included EBITDA and Adjusted EBITDA in this Quarterly Report on Form 10-Q because they are key measurements used by our management team internally to make operating decisions, including those related to operating expenses, evaluate performance, and perform strategic planning and annual budgeting. However, these non-GAAP financial measures are 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 these non-GAAP financial measures in addition to other financial performance measures presented in accordance with GAAP, including various cash flow metrics, net loss and our other GAAP results.

The following table presents a reconciliation of Net Loss, the most directly comparable GAAP measure, to EBITDA and Adjusted EBITDA.

	Three Months Ended June 30,		Six Months Ended June 30,	
	2022	2021	2022	2021
	<i>(in thousands)</i>		<i>(in thousands)</i>	
EBITDA				
Net Loss	\$ (32,985)	\$ (6,804)	\$ (58,207)	\$ (10,656)
Add (deduct):				
Convertible notes fair value adjustment	(532)	—	(2,107)	—
Derivative liability fair value adjustment ⁽¹⁾	(415)	—	(1,328)	—
Provision (benefit) for income taxes	(47)	—	11	—
Depreciation and amortization ⁽²⁾	2,301	112	4,502	224
Other (income) expense, net	511	(3)	1,056	(8)
EBITDA	<u>\$ (31,167)</u>	<u>\$ (6,695)</u>	<u>\$ (56,073)</u>	<u>\$ (10,440)</u>
Stock-based compensation	10,429	2,941	16,524	5,140
Form 10 transaction costs	2,138	—	2,138	—
Acquisition and integration costs	1,136	499	10,394	499
Gain on revaluation of contingent consideration	(1,279)	—	(5,279)	—
Adjusted EBITDA	<u>\$ (18,743)</u>	<u>\$ (3,255)</u>	<u>\$ (32,296)</u>	<u>\$ (4,801)</u>

(1) To reflect the change in value of the derivative liability associated with the July 2021 Convertible Notes

(2) Includes depreciation on fixed assets and amortization of acquired intangible assets

1. Non-GAAP Financial Measures cont'd

Adjusted loss from ordinary activities after tax

Adjusted loss from ordinary activities after tax is defined as Net Loss, excluding (i) stock-based compensation, (ii) Form 10 transaction costs, (iii) acquisition and integration costs, (iv) gain on revaluation of contingent consideration, and (v) amortization attributable to intangible assets in connection with acquisitions.

The above items are excluded from net loss because these items are non-cash in nature, or because the amount and timing of these items are unpredictable, are not driven by core results of operations and render comparisons with prior periods and competitors less meaningful. 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 loss and our other GAAP results.

The following table presents a reconciliation of net loss, the most directly comparable GAAP measure, to Adjusted loss from ordinary activities after tax.

	Three Months Ended June 30,		Six Months Ended June 30,	
	2022	2021	2022	2021
	<i>(in thousands)</i>		<i>(in thousands)</i>	
Net Loss	\$ (32,985)	\$ (6,804)	\$ (58,207)	\$ (10,656)
Add (deduct):				
Stock-based compensation	10,429	2,941	16,524	5,140
Form 10 transaction costs	2,138	—	2,138	—
Acquisition and integration costs	1,136	499	10,394	499
Gain on revaluation of contingent consideration	(1,279)	—	(5,279)	—
Amortization attributable to intangible assets in connection with acquisitions	2,178	—	4,254	—
Adjusted loss from ordinary activities after tax	<u>(18,383)</u>	<u>(3,364)</u>	<u>(30,176)</u>	<u>(5,017)</u>

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