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H1 Life360 Innovations recognized as “Ready to Rocket” for Contino® urinary incontinence solution

Vancouver, BC Canada: Rocket Builders today recognized Life360 Innovations on its 2019 ["Ready to Rocket" list](#), which profiles British Columbia technology companies that are best positioned to capitalize on the technology sector trends that will lead them to faster growth than their peers.

[Life360 Innovations](#) was one of 10 companies recognized as Ready to Rocket in the Life Science sector and was previously recognized as an “Emerging Rocket” in 2018. Emerging Rockets are companies with great potential for investment and market breakthroughs in the coming year.

“We are honoured to be recognized for the progress that we have made over the past year, including obtaining two Class II Health Canada licenses for Contino® and establishing our first Contino® Authorised Clinic,” says Robert Orr, President & CEO of Life360 Innovations. “I am excited about the opportunity for Contino® to dramatically improve the quality of life of men with urinary incontinence, who at the moment generally rely on diapers or pads.”

Contino® is a self-administered licensed medical device that controls bladder leakage in men. Much more than just a device, Contino® is an integrated solution that includes personalised fitting and support from incontinence specialists, so men can get on with life.

The annual "Ready to Rocket" list is published by Rocket Builders, a management consulting firm that provides sales and marketing services, and identifies private companies that are predicted to experience significant growth, venture capital investment or acquisition by a major player in the coming year, according to the company.

"Over the 17 years of the program, the B.C. technology sector has steadily grown each year, and presents a growing challenge to select and identify the most likely to succeed for our Ready to Rocket lists," says Geoffrey Hansen, Managing Partner at Rocket Builders. "In recent years, a startup economy has blossomed yielding a rich field of companies for our consideration, with over 450 companies reviewed to make our selections of 203 winners. Our Emerging Rocket lists enables us to profile those earlier stage companies that are well positioned for investment."



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For more information on Contino®, please visit mycontino.com or contact:

Robert Orr, President & CEO

Telephone: +1-604-653-0360

Toll Free North America: +1-833-543-3311

About Life360 Innovations Inc.

Life360 Innovations imagines, manufactures and distributes Health Canada Licensed medical devices under the Contino® brand. For more information on Life360 Innovations, visit life360innovations.com.

Cautionary Disclaimer Regarding Forward-Looking Statements and Information

This news release contains certain forward-looking statements concerning Life360 Innovations Holdings Inc. and its' wholly owned subsidiaries (collectively, the "Companies") in future periods. Statements that are not historical fact are "forward-looking statements" as that term is defined in the United States Private Securities Litigation Reform Act of 1995 and "forward looking information" as that term is defined in National Instrument 51-102 ("NI 51-102") of the Canadian Securities Administrators (collectively, "forward-looking statements"). This document contains certain forward-looking statements relating, but not limited to, the Company's expectations, intentions, plans and beliefs. Forward-looking information can often be identified by forward-looking words such as "anticipate", "believe", "expect", "goal", "plan", "intend", "estimate", "may", and "will", or similar words suggesting future outcomes, or other expectations, beliefs, plans, objectives, assumptions, intentions, or statements about future events or performance. Forward-looking information may include estimates of future operations, sales, unit costs, costs of capital projects and the timing of commencement of operations that are based on current expectations that involve a number of business risks and uncertainties.

Factors that could cause actual results to differ materially from any forward-looking statement include, but are not limited to, failure to establish estimated revenues, capital and operating costs varying significantly from estimates, delays in obtaining or failures to obtain required regulatory approvals, inflation, changes in exchange rates, delays in the development of projects and other factors. Forward-looking statements are subject to risks, uncertainties and other factors that could cause actual results to differ materially from expected results.

Shareholders and prospective investors should be aware that these forward-looking statements are subject to known and unknown risks, uncertainties and other factors that could cause actual results to differ materially from those suggested by the forward-looking



statements. Shareholders are cautioned not to place undue reliance on forward-looking information. By its nature, forward-looking information involves numerous assumptions, inherent risks and uncertainties, both general and specific, that contribute to the possibility that the predictions, forecasts, projections and various assumed future events will not occur. The Company undertakes no obligation to update publicly or otherwise revise any forward-looking information whether as a result of new information, future events, or other such factors that affect this information, except as required by law.