MARKETING

HEIDI ARKINSTALL
CMO

RENE OEHLERKING
Jaybird

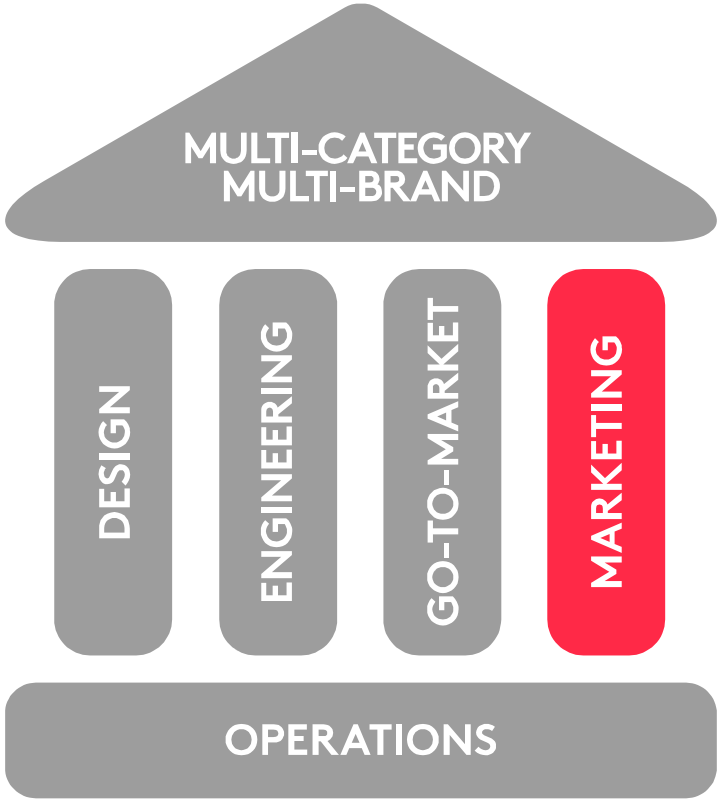
UJESH DESAI
GM, Gaming



FORWARD-LOOKING STATEMENTS

This presentation includes **forward-looking statements** within the meaning of the U.S. federal securities laws, including, without limitation, statements regarding: projected return, innovation, growth, growth methods, product category sales and growth, optimizing operations, operational improvements and opportunities, costs, design, design focus, market drivers, capabilities, strengths, strategies, consumer satisfaction, sales and channel opportunities, inventory, investments, gross margin, fiscal year 2017 and fiscal year 2018 sales growth and operating income, fiscal year 2018 tax rate and other outlook assumptions, long-term business model, sustainability of growth and business model, capital allocation framework, acquisitions, dividends, share repurchases, return of free cash flow to shareholders, earnings per share and roadmap for increasing earnings per share. These statements are subject to risks and uncertainties that may cause actual results and events to differ materially,including without limitation: if our product offerings, marketing activities and investment prioritization decisions do not result in the sales, profitability or profitability growth we expect, or when we expect it; the demand of our customers and our consumers for our products and our ability to accurately forecast it; if we fail to innovate and develop new products in a timely and cost-effective manner for our new and existing product categories; if we do not successfully execute on our growth opportunities or our growth opportunities are more limited than we expect; if sales of PC peripherals are less than we expect; the effect of pricing, product, marketing and other initiatives by our competitors, and our reaction to them, on our sales, gross margins and profitability; if our products and marketing strategies fail to separate our products from competitors' products; if we do not fully realize our goals to lower our costs and improve our operating leverage; if there is a deterioration of business and economic conditions in one or more of our sales regions or product categories, or significant fluctuations in exchange rates. These and other risks and uncertainties are detailed in Logitech's filings with the Securities and Exchange Commission, including its Quarterly Report on Form 10-Q for the fiscal quarter ended December 31, 2016 and its Annual Report on Form 10-K for the fiscal year ended March 31, 2016, available at www.sec.gov, under the caption Risk Factors and elsewhere. Logitech does not undertake any obligation to update any forward-looking statements to reflect new information or events or circumstances occurring after the date of this presentation.

To facilitate comparisons to Logitech's historical results, we have included **non-GAAP adjusted measures** in this presentation, which exclude primarily share-based compensation expense, amortization of intangible assets, purchase accounting effect on inventory, acquisition-related costs, change in fair value of contingent consideration for business acquisition, restructuring charges (credits), gain (loss) on equity-method investment, investigation and related expenses, non-GAAP income tax adjustment, and other items detailed under "Supplemental Financial Information" in our quarterly earnings press release and posted to our website at http://ir.logitech.com. Historical GAAP and corresponding non-GAAP measures are provided with our earnings releases and presentations in the Investors section of our website. We also present percentage sales growth in constant currency ("CC") to show performance unaffected by fluctuations in currency exchange rates. Percentage sales growth in constant currency is calculated by translating prior period sales in each local currency at the current period's average exchange rate for that currency and comparing that to current period sales. Logitech believes this information will help investors to evaluate its current period performance, outlook and trends in its business. For historical financials provided in this presentation, reconciliation between non-GAAP amounts and GAAP amounts is provided on the Investors page of our website, together with this presentation and with our earnings releases. With respect to financial outlook, most of the excluded amounts pertain to events that have not yet occurred and are not currently possible to estimate with a reasonable degree of accuracy. Therefore, no reconciliation to GAAP amounts has been provided for non-GAAP outlook.


MULTI-CATEGORY
MULTI-BRAND
DESIGN
ENGINEERING
GO-TO-MARKET
MARKETING
OPERATIONS

BUILDING MARKETING CAPABILITY



BRAND STRATEGY AND EXECUTION

DIGITAL

AGENCIES

BRANDS

Creative Strategy, Copywriting, Digital Design, Digital Development, Production

DIGITAL MARKETING

MORE EXPOSURE

4x more search impressions

custom audiences

MORE ENGAGEMENT

+39% SOCIAL

+36% VIDEO VIEWS

MORE EFFICIENTLY



>85%

-25% FEES

MARKETING TECHNOLOGY











logitech®



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GAMING HAS DOUBLED IN 4 YEARS

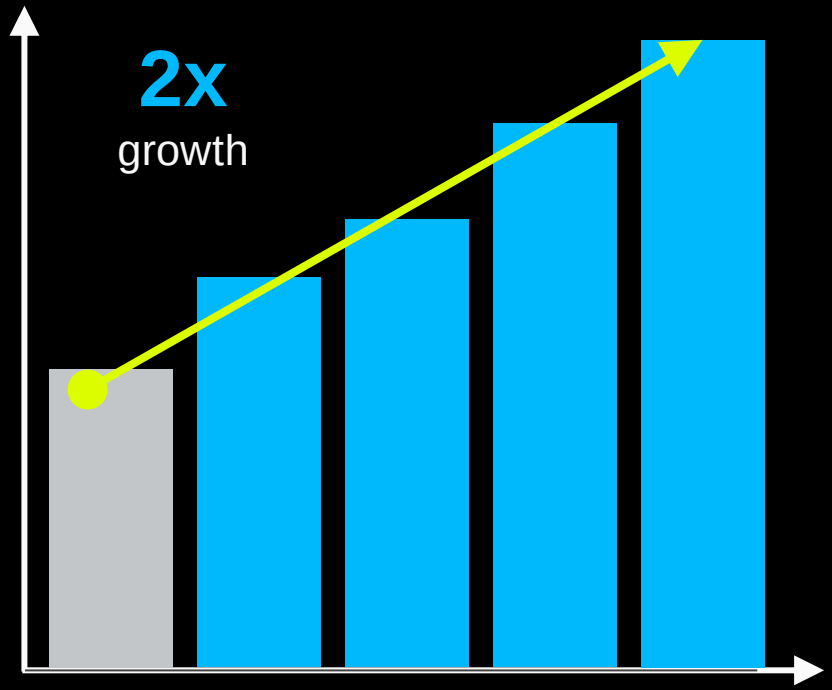


Chart represents annual gaming sales (FY13-FY17E)



LEAGUE OF LEGENDS FINALS 2011


LEAGUE OF LEGENDS FINALS 2016
370M hours of live eSports views
43M unique viewers
18 languages broadcast
STAPLES CENTER

PLAY TO WIN.



Built on the belief that the impossible might be achievable. That greatness is within our grasp. That one day our performance will equal our potential.

This is the **Pro Gaming Mouse by Logitech G**: Hardware designed for competitive play at the highest level. Precisely engineered and perfectly honed for pure performance.

Nothing more and nothing less than everything it takes to win.

logitech G



PRO

Mechanical Gaming Keyboard









BRILLIANT RGB

Highlight commands so you can see them at first glance. Store lighting setups to onboard memory for tournaments.[1]

ROMER-G

Advanced key switch with 1.5mm short-throw actuation for 25% faster keystrokes than standard mechanical.

COMPACT CHASSIS

Tenkeyless for maximum mouse freedom. Detachable cable for easy transport.



[1]Lighting and memory settings require Logitech Gaming Software available for download at logitech.com/downloads

ONE SIMPLE PURPOSE.

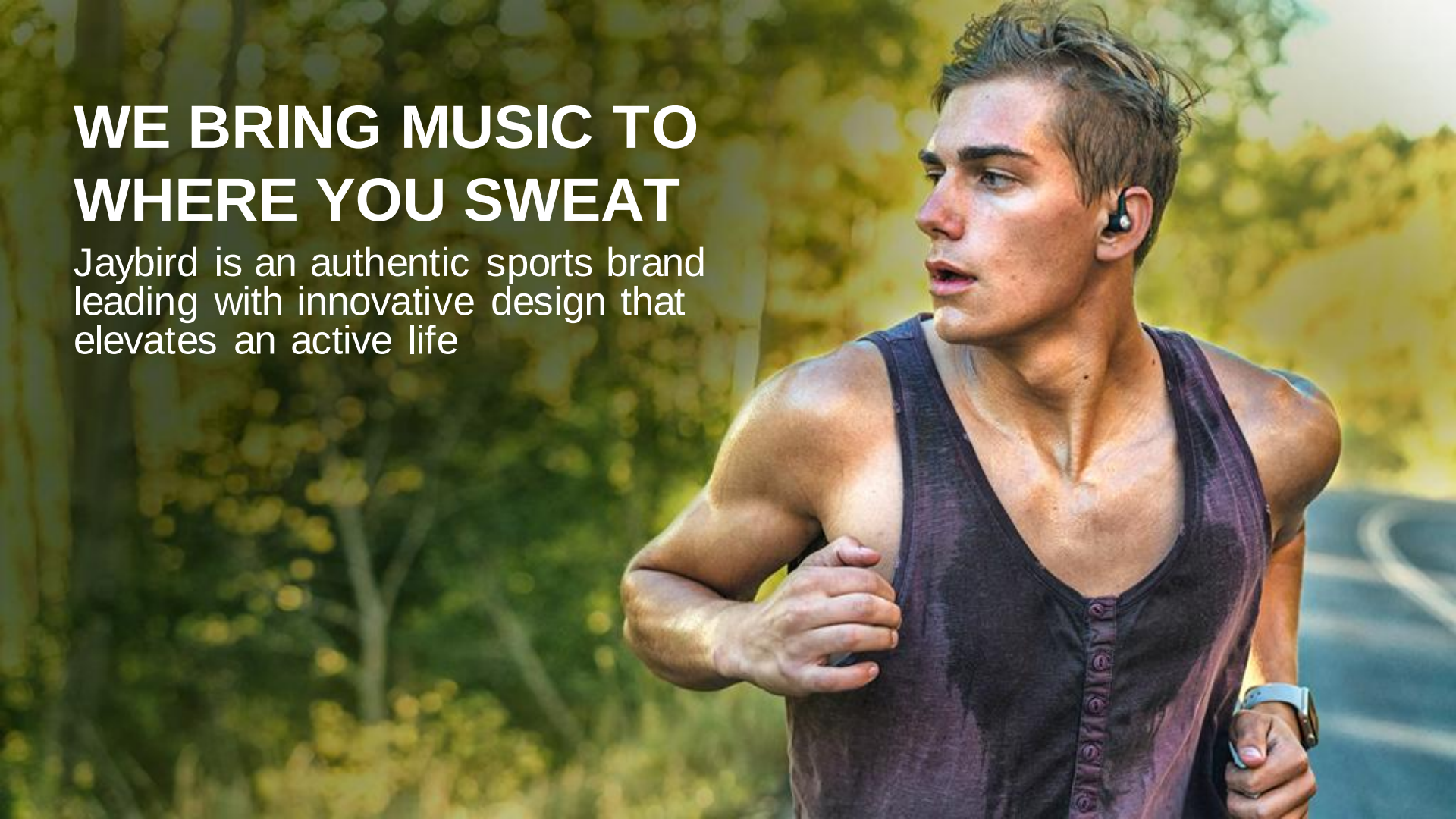


INTRODUCING THE LOGITECH G PRO GAMING KEYBOARD
Tenkeyless design. Romer-G performance. Nothing more
and nothing less than everything it takes to win.

logitech G

The Logitech G Pro Series. Play to win.

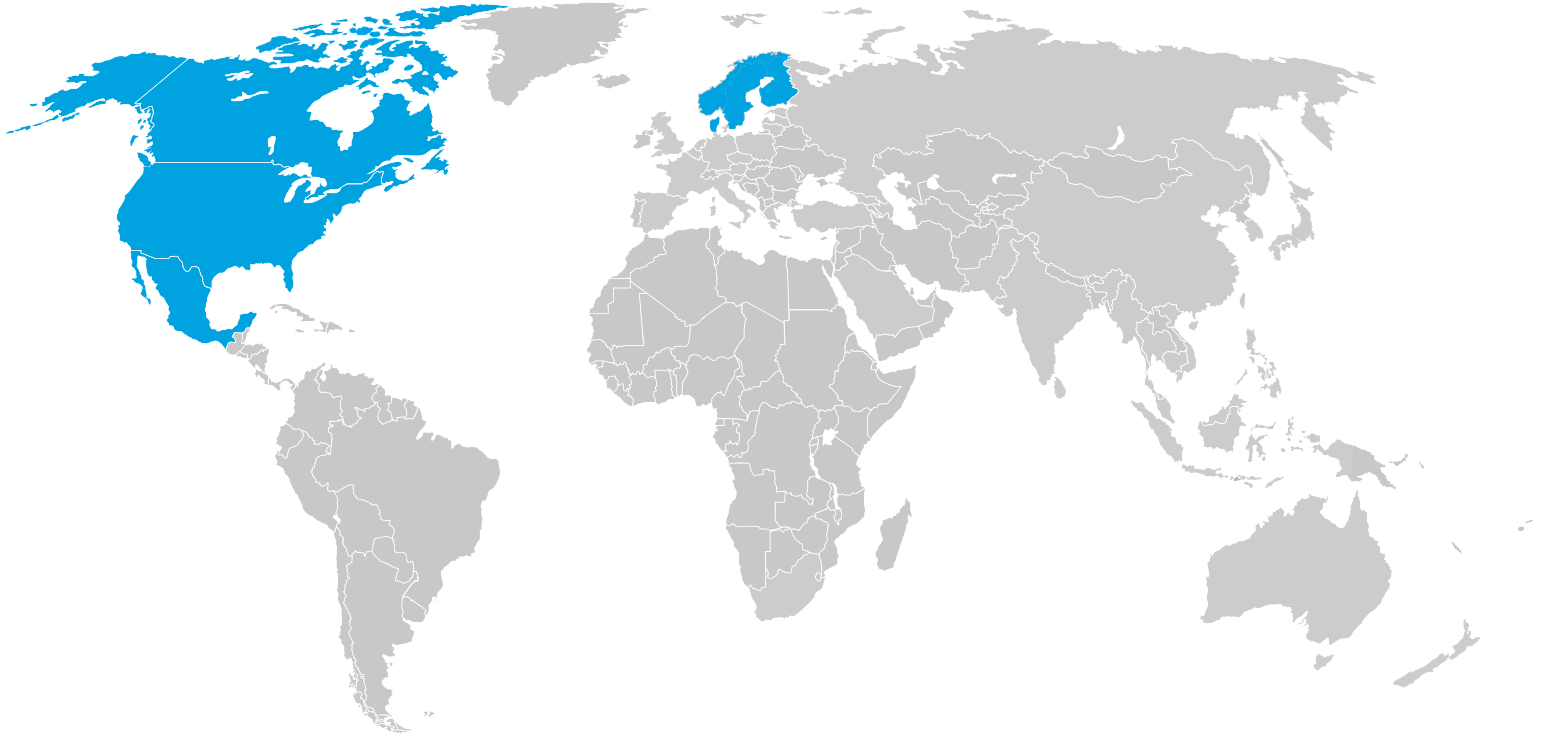

Jaybird


WE BRING MUSIC TO WHERE YOU SWEAT
Jaybird is an authentic sports brand leading with innovative design that elevates an active life

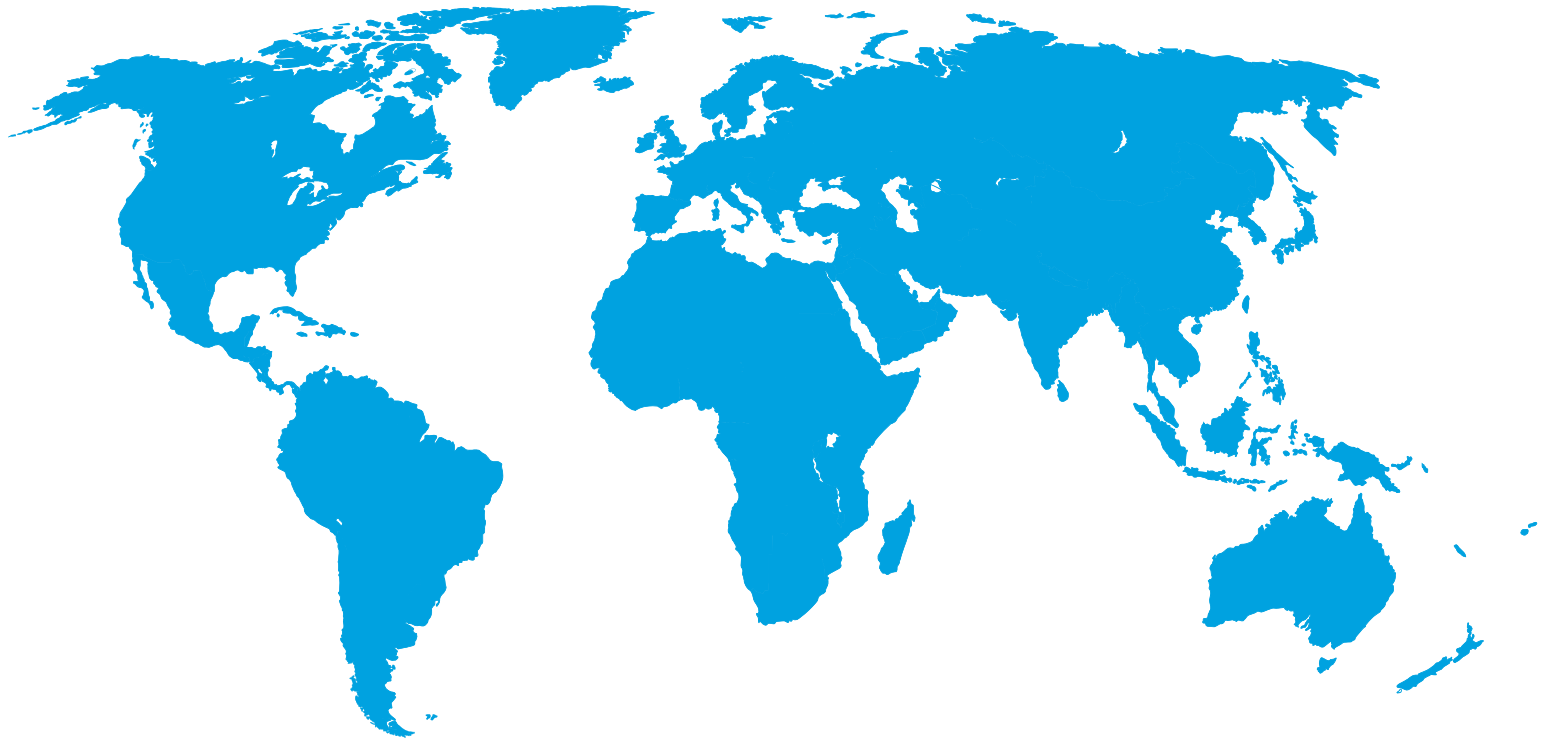

RUN
LIKE YOU
STOLE IT
FREEDOM
WIRELESS BUDS
MICRO-SIZED SWEAT-PROOF SECURE-FIT PREMIUM
METAL BUDS WITH 8 HOURS OF PLAY TIME.
AVAILABLE AT JAYBIRDSPORT.COM, BEST BUY, AND OTHER RETAILERS
IN 4 COLORS: GOLD, CARBON, OCEAN, BLAZE.
jaybird
RAGNAR
Bluetooth


POWER
YOUR
RUN
INTRODUCING X3
WIRELESS BUDS
SWEAT-PROOF SECURE-FIT PREMIUM SPORT BUDS
WITH 8 HOURS OF PLAY TIME.
AVAILABLE AT JAYBIRDSPORT.COM, BEST BUY
AND OTHER RETAILERS.
jaybird
Bluetooth

START-UPS ARE LIMITED IN SCOPE



WHERE WE ARE HEADED




POWER YOUR PASSION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