

LOGITECH DESIGN

Alastair Curtis

Chief Design Officer

FORWARD-LOOKING STATEMENTS

This presentation includes **forward-looking statements** within the meaning of the U.S. federal securities laws, including, without limitation, statements regarding: product portfolio, product features and capabilities, design focus and capabilities, disruption, innovation, product development and refinement, product testing, product experience, building a creative company, expanding our design culture and team, design leadership, and sustainability. 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; 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; 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 are not able to maintain and enhance our brands; 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 our Annual Report on Form 10-K for the fiscal year ended March 31, 2018 and our Quarterly Report on Form 10-Q for the fiscal quarter ended December 31, 2018, 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.

FROM ZERO TO WORLD CLASS DESIGN

We have built a world-class Design capability with a proven track record of innovation and award-winning designs across all Logitech brands

6

Consumer insights
Industrial design
User experience
Colors, materials & finishes
Structural packaging
Packaging graphics

120

IDEO, FuseProject, Nokia, SONOS, LG, Samsung, Branch, Astro Studios, NonObject, Design Partners, Seymour Powell, Frog, MNML, Ammunition, Motorola

+

6

Logitech
Logitech G
ASTRO Gaming
Ultimate Ears
Jaybird
Blue

220

RedDot
IF
Good Design
IDSA
CES
FastCo

DESIGN THINKING

We are a global Design organization embedded into the product categories; ensuring design thinking/doing and positive disruption is at the heart of each product category



CONSUMER OBSESSION

We have created an innovation culture that is obsessed with the consumer, and creating products and experiences from consumers insights and needs



12%

Of computer users experience discomfort or pain on a daily basis

Source: Forrester Research, 2018

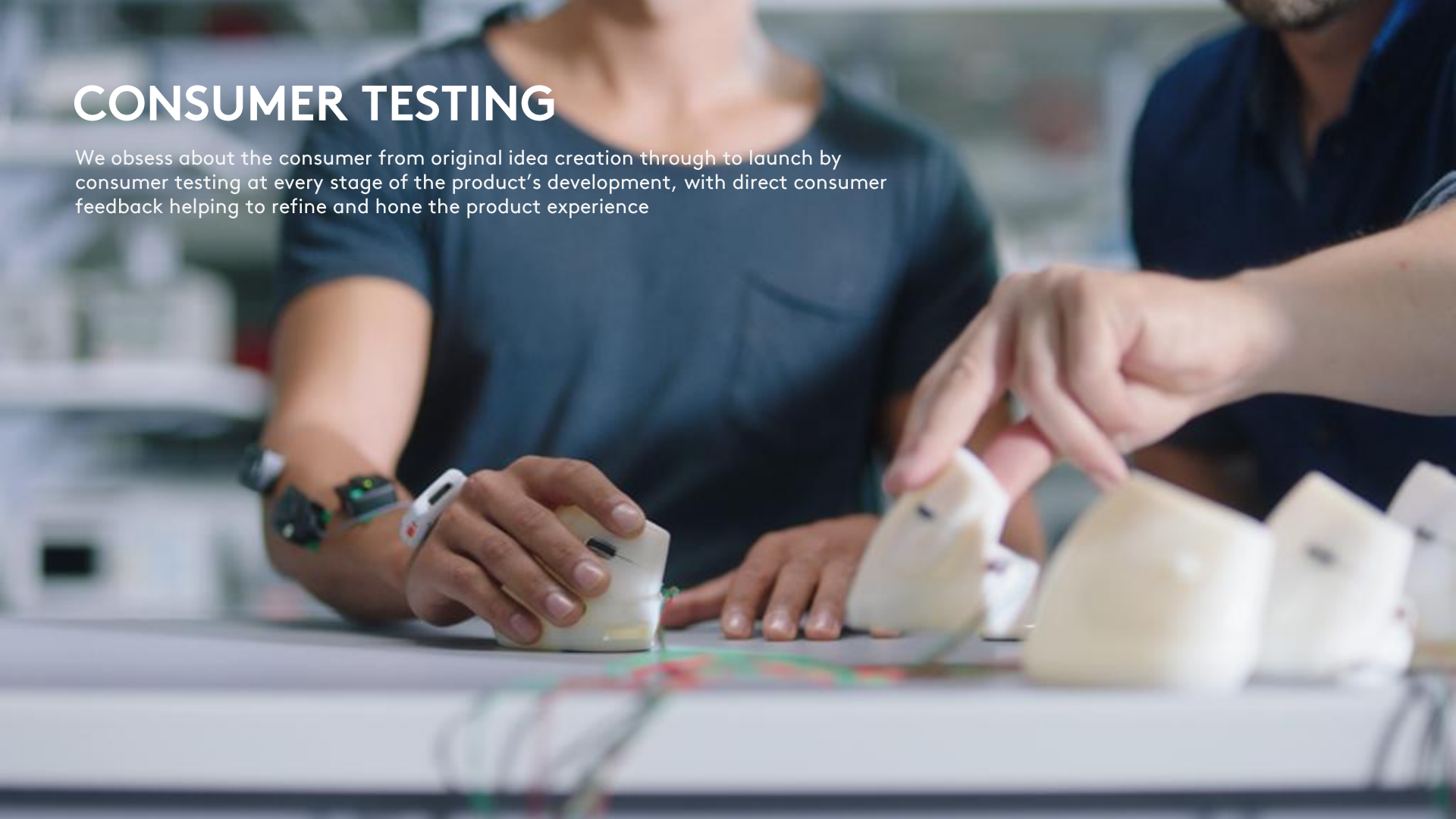
12 million working Americans suffer from Carpel Tunnel Syndrome (CTS)

15%

Loss in productivity for office workers suffering from wrist pain

CONSUMER TESTING

We obsess about the consumer from original idea creation through to launch by consumer testing at every stage of the product's development, with direct consumer feedback helping to refine and hone the product experience



POSITIVE DISRUPTION

We rotate designers across the company, which provides constant ‘Positive Disruption’ and fresh perspective into each and every product category



FROM WORLD CLASS DESIGN TO ...



... A WORLD CLASS DESIGN COMPANY

NEXT GENERATION

We have a long-term commitment to attract, develop and grow the best designers & design leaders in the world!



Royal College of Art

Postgraduate Art and Design

logitech