GO-TO-MARKET CONSUMER



QUIN LIU

MARCH 2021

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FORWARD-LOOKING STATEMENTS

This presentation includes forward-looking statements within the meaning of the U.S. federal securities laws, including, without limitation, statements regarding: our go-to-market strategy and growth opportunities, our ability to deliver sustained growth, and global expansion. 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; the COVID-19 pandemic and its potential impact; 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; changes in trade policies and agreements and the imposition of tariffs that affect our products or operations and our ability to mitigate; risks associated with acquisitions; the effect of changes to our effective income tax rates. These and other risks and uncertainties are detailed in Logitech's filings with the Securities and Exchange Commission, including its Annual Report on Form 10-K for the fiscal year ended March 31, 2020 and its Quarterly Report on Form 10-Q for the fiscal quarter ended December 31, 2020, 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.

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NEW JOURNEY

MOVE from Push to Pull

WIN in multi-categories

EXCEL in multi-channels

EXPAND global footprints

Aligned global strategies

Strengthen sales & marketing capabilities

Elevate execution with best practices

Leverage of global initiatives & programs

3 sales regions to ONE global multi-functional commercial team

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WIN IN MULTIPLE CATEGORIES

- Accelerated category growth trends
- Increase TAM as a market leader
  - Reinventing mid & high-end portfolio
  - Attracting new consumers via Lifestyle
- Targeted marketing towards more granular consumer segments in C&P and Gaming
- Expanding into new channels & markets

Personal Workspace





esports

Streaming





Video everywhere

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GROW GAMING WITH OUR PARTNERS

No.1
GFK share in EMEA, AP

No.2
NPD share in AMR

Game partners

LEAGUE OF LEGENDS

CALL OF DUTY

Teams

TSM

Grassroots

CHALLENGE

CHALLONGE
OFFICIAL TOURNAMENT TECHNOLOGY

Leagues

LEAGUE OF LEGENDS EUROPEAN CHAMPIONSHIP

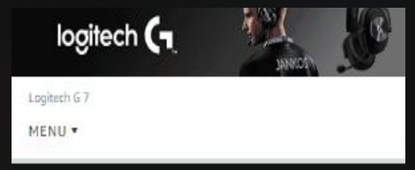
CALL OF DUTY LEAGUE

2020 WORLDS

Influencers



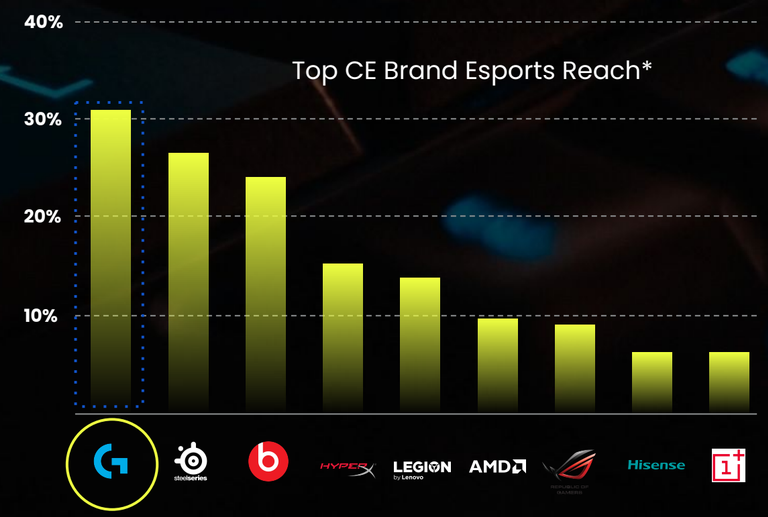
Channel



Best esports marketing brand



No.1 esports brand reach



*2020 study done by GEEIQ

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GROWING HIGH-END MIX IN PAST THREE YEARS

MX mix of C&P nearly doubled



Wireless mix of Gaming +40%



High-end innovation = High ASP = Faster refresh cycle

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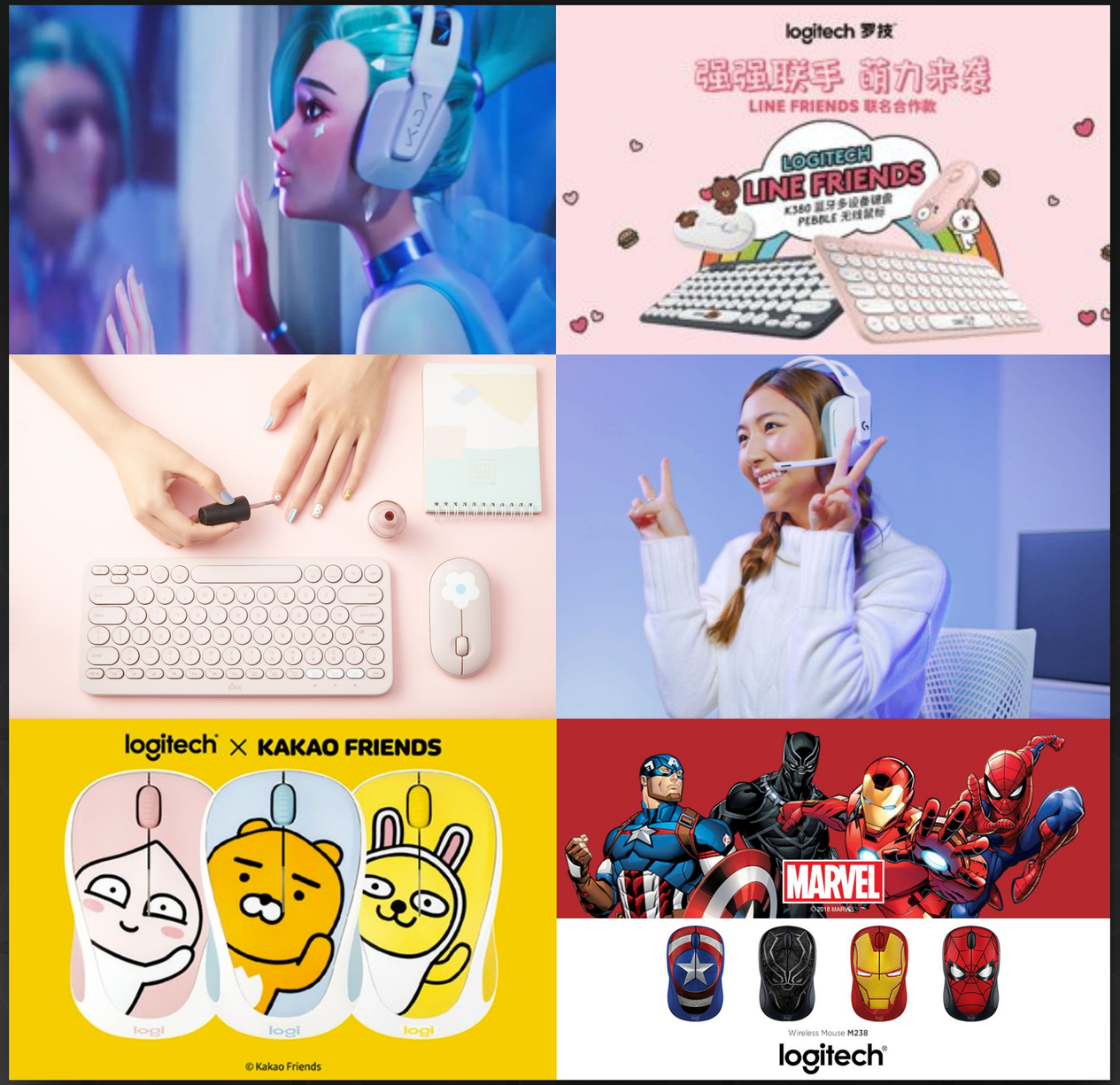
EXPAND CATEGORY WITH NEW CONSUMERS



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BUILDING AWARENESS WITH NEW CONSUMERS









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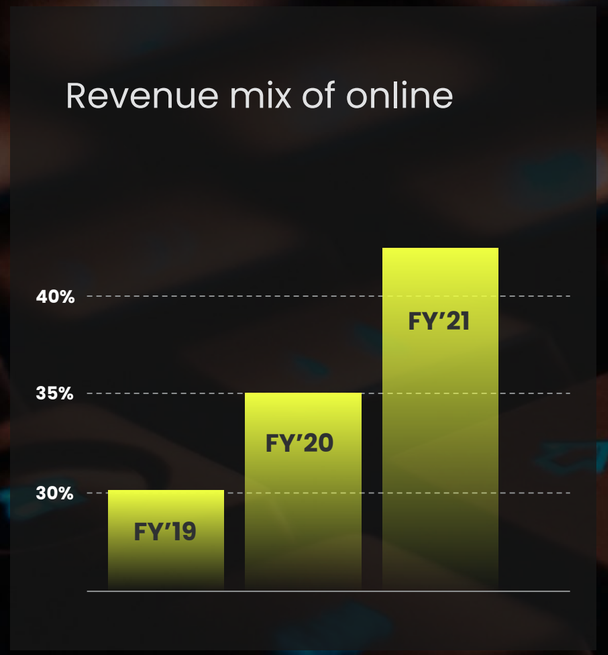
ETAIL: A KEY COMPETITIVE ADVANTAGE FOR LOGITECH



Pure players

amazon · Cdiscount · cool blue · bol.com · JD.COM

Marketplaces

天猫 TMALL.COM · Rakuten · ebay · mercado libre · JD.COM

Retail.com omni

Argos · fnac · OTTO · BEST BUY · TARGET

Direct-to-Consumer

logitech · jaybird · logitech · ULTIMATE EARS · Blue

Expanded our Etail capability into Omni & DTC globally

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RETAIL: DRIVING STRONG GROWTH DESPITE COVID RESTRICTIONS

- **Drive** category growth via category mgmt
- **Enable** “Touch & Feel” thru POSM innovation
- **Create** “Retailtainment” with exciting programs
- **Support** retailers’ transition to .com
- **Land** marketing campaigns at Point of Sales





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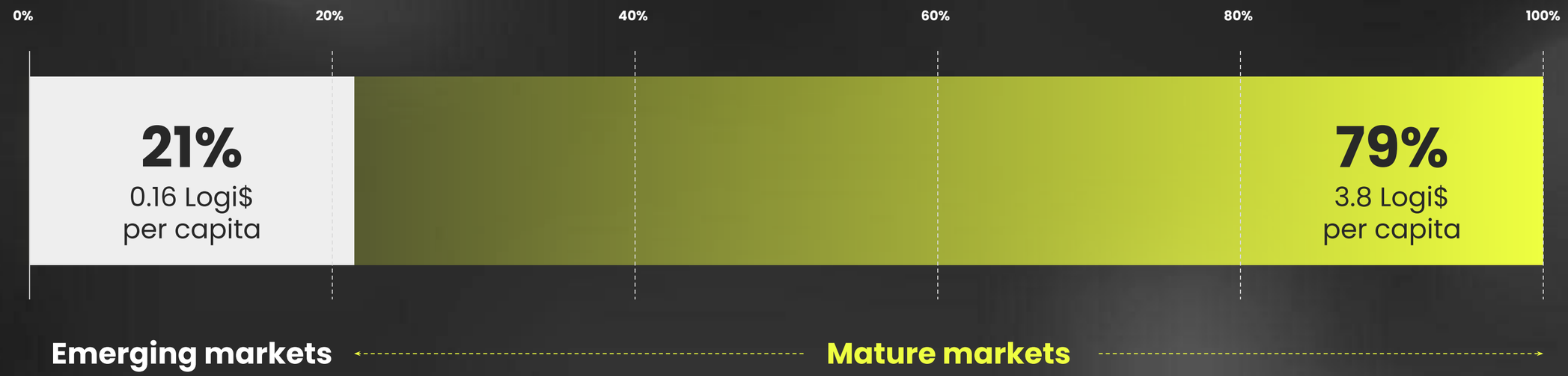
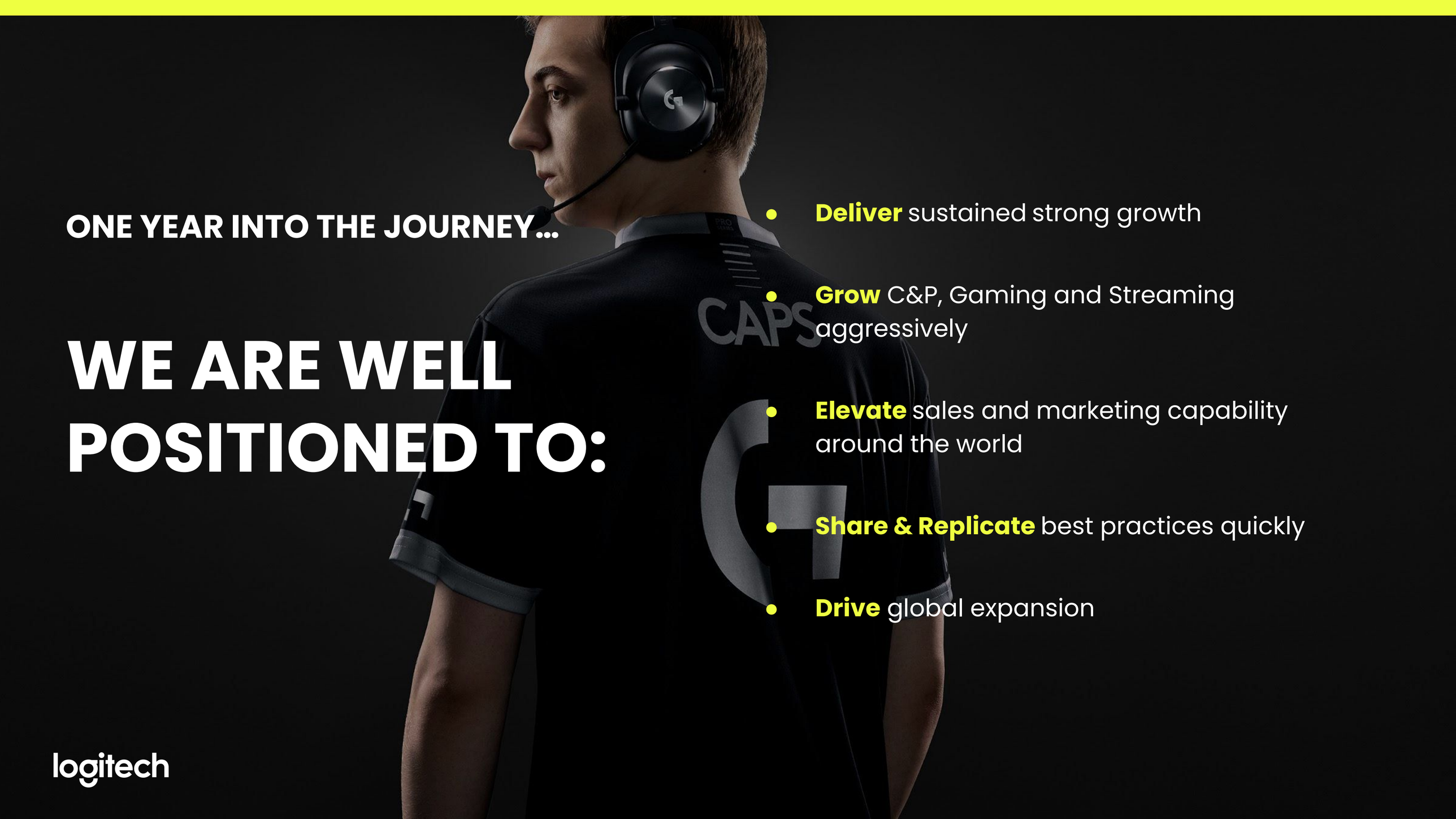
STRONG OPPORTUNITY IN EMERGING MARKETS & CHINA



Note: Mature market:s: North America, Europe, Japan, ANZ, Korea. Emerging markets: Rest of the world. $Logi/capita: Total Logitech sales/population.



ONE YEAR INTO THE JOURNEY…

WE ARE WELL POSITIONED TO:

- **Deliver** sustained strong growth
- **Grow** C&P, Gaming and Streaming aggressively
- **Elevate** sales and marketing capability around the world
- **Share & Replicate** best practices quickly
- **Drive** global expansion

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