GO-TO-MARKET ENTERPRISE



EHRIKA GLADDEN
MARCH 2021

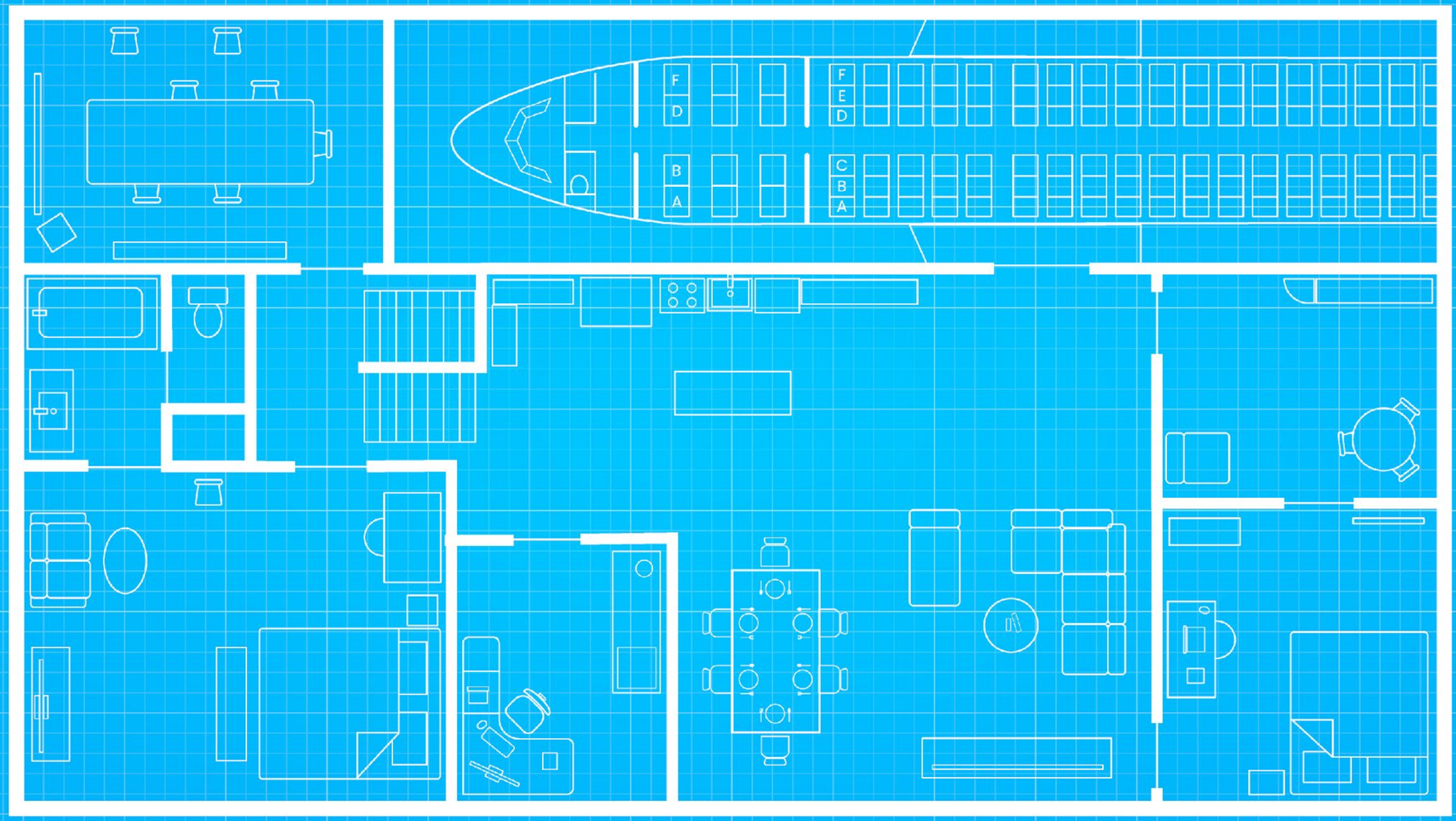
logitech

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. 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.

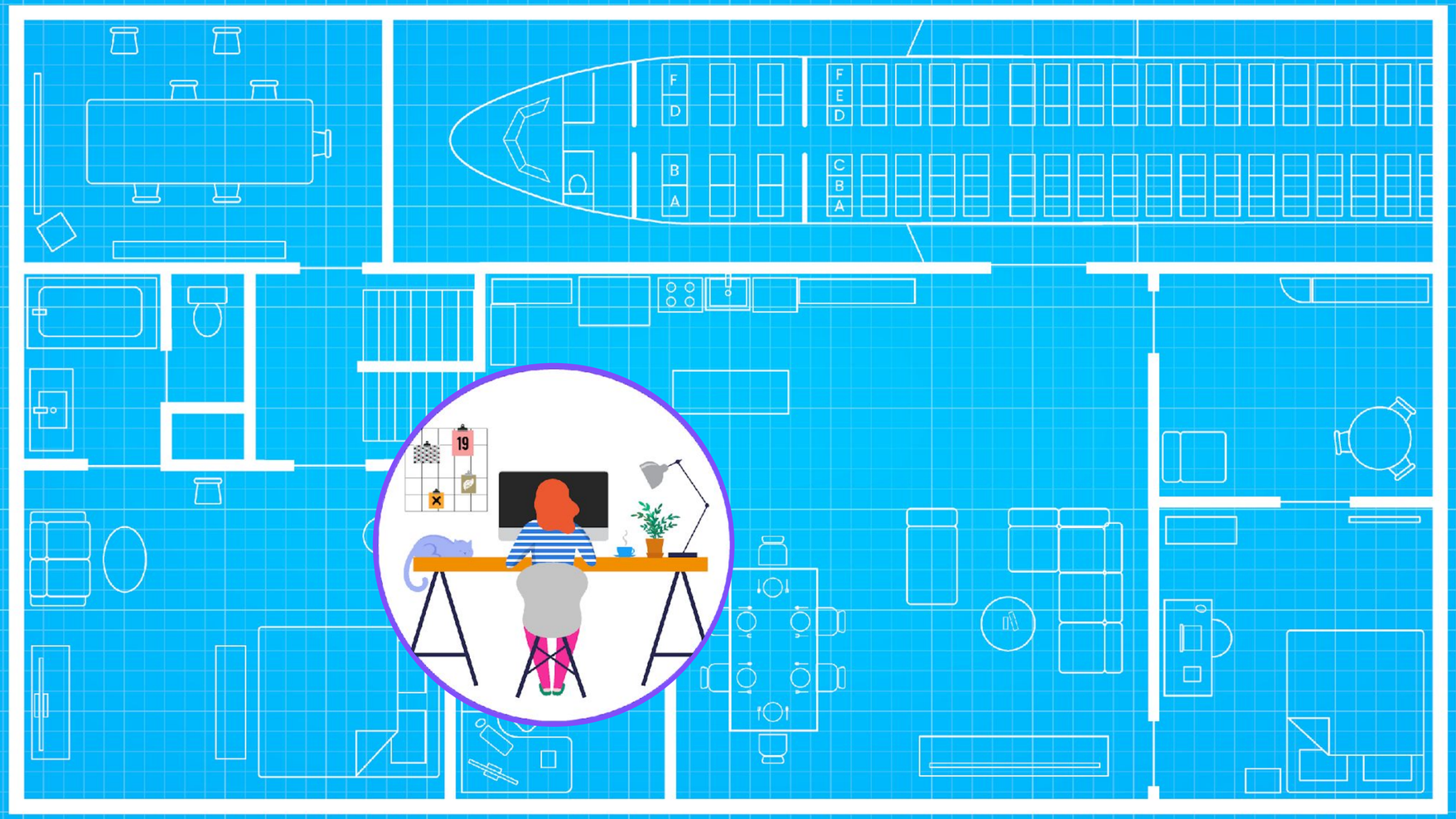
logitech

“WORK FROM ANYWHERE”



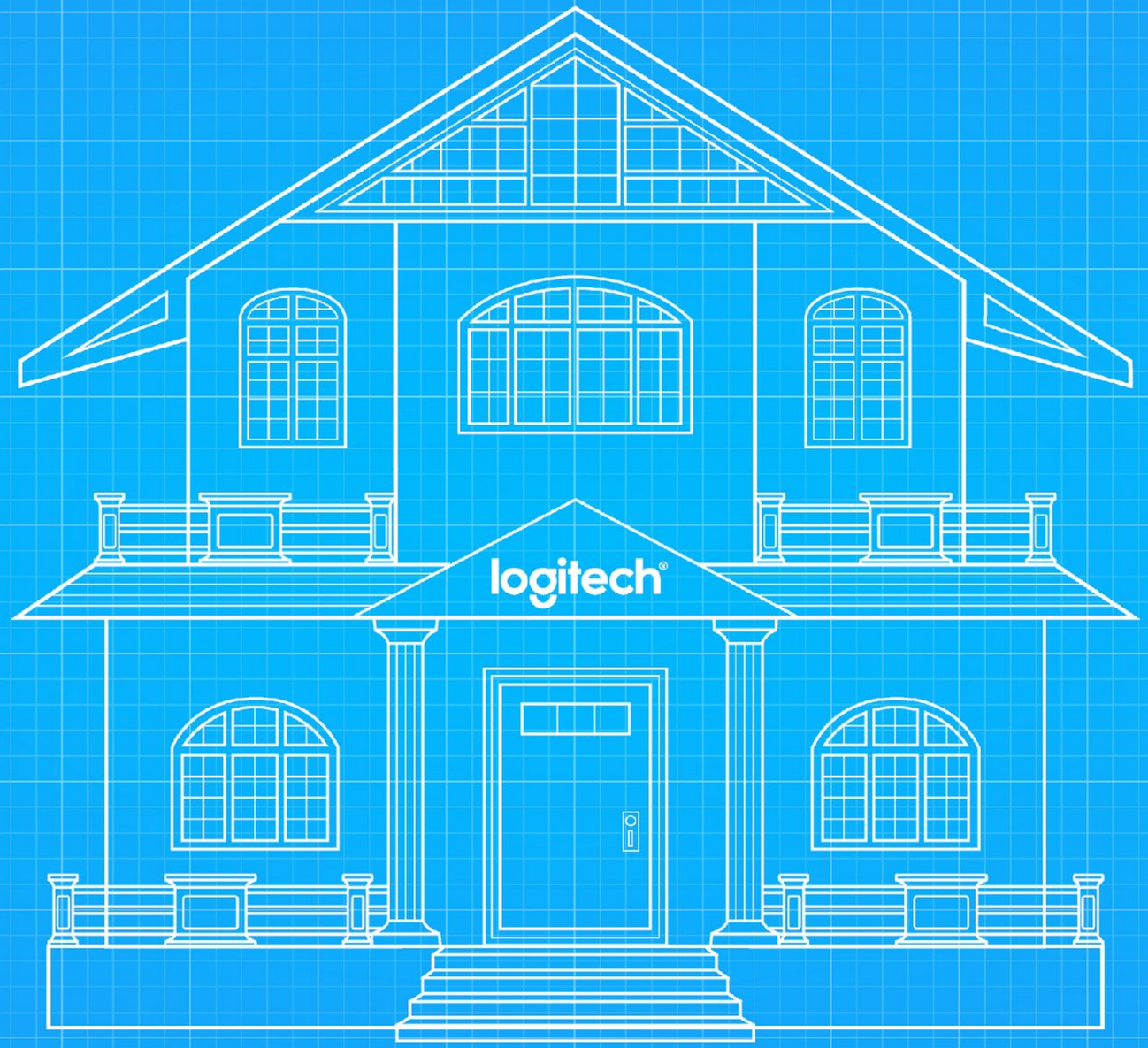
logitech

“MY OFFICE” THE NEW NORMAL



logitech

GO-TO-MARKET ENTERPRISE LIFECYCLE MODEL



logitech

LIFECYCLE MODEL

Services Foundation

logitech

LIFECYCLE MODEL



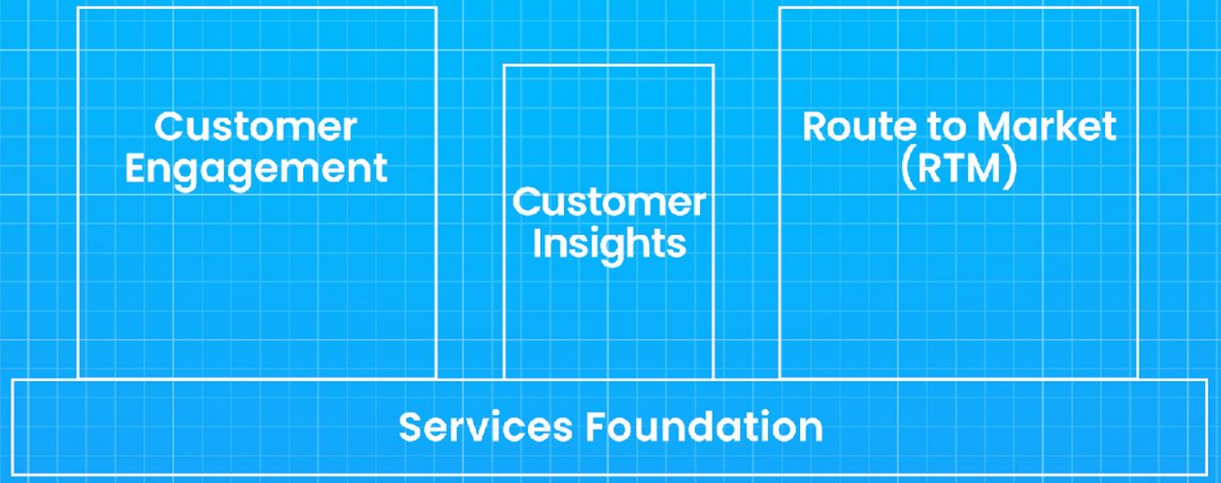
logitech

LIFECYCLE MODEL



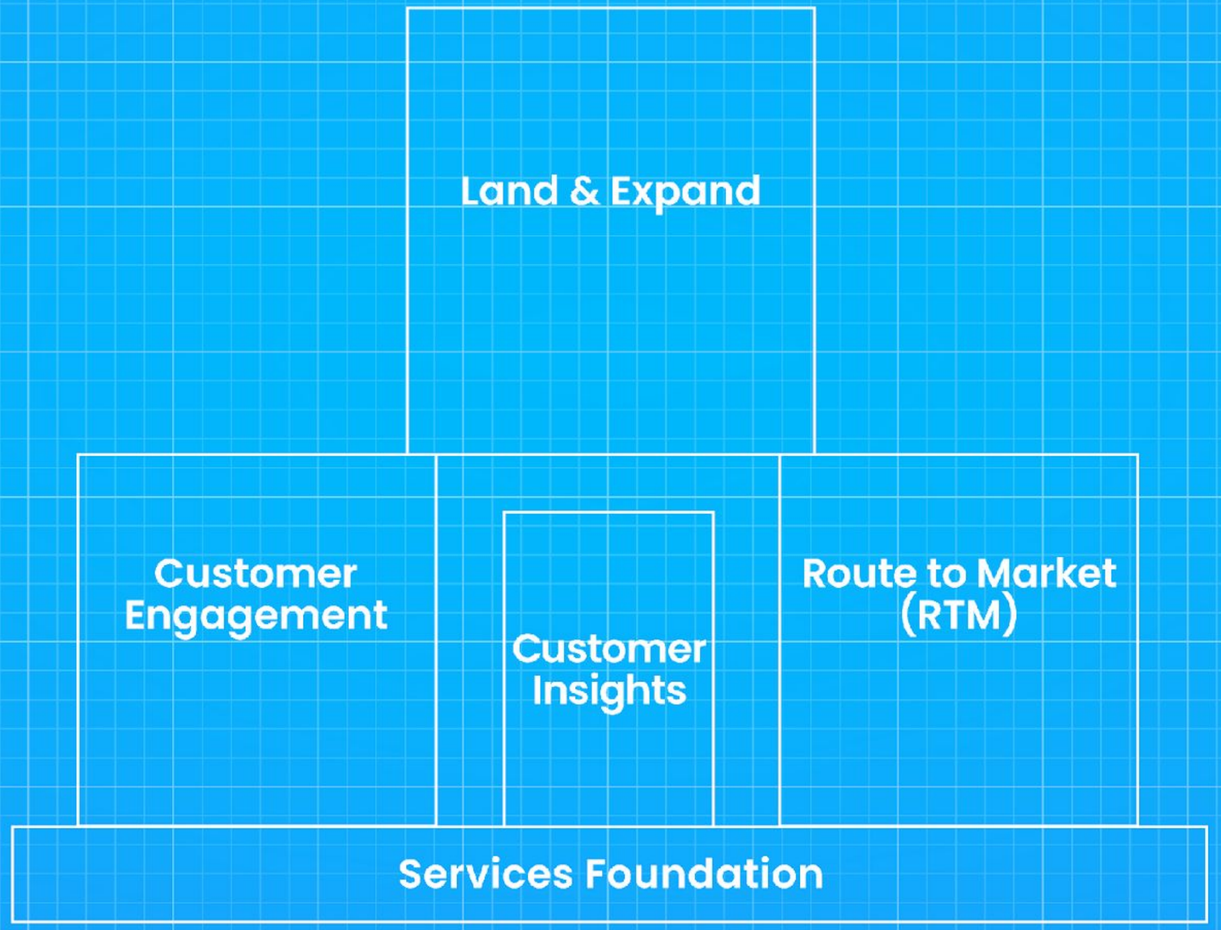
logitech

LIFECYCLE MODEL



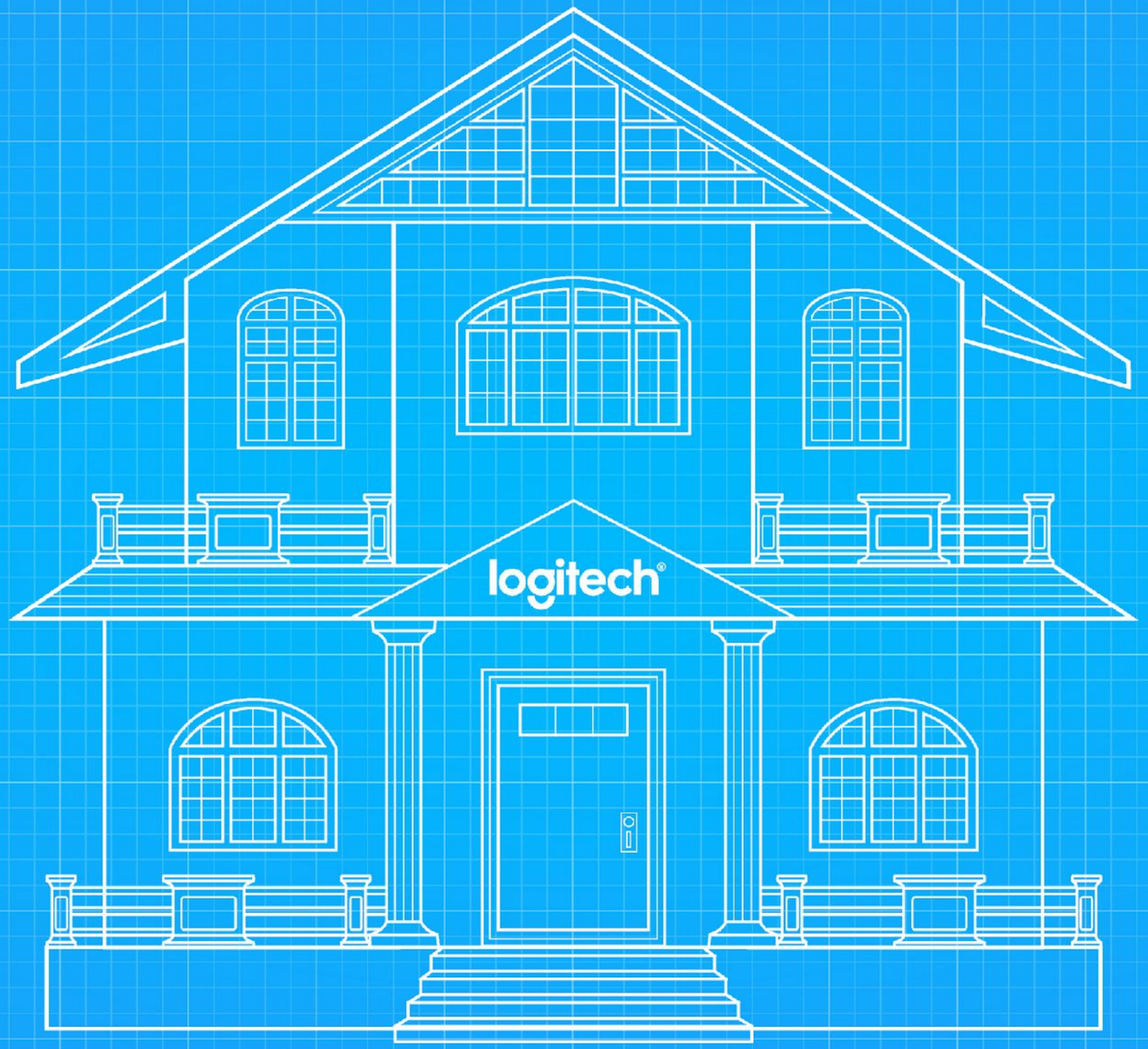
logitech

LIFECYCLE MODEL



logitech

GO-TO-MARKET ENTERPRISE LIFECYCLE MODEL



logitech

ROUTES TO MARKET

Partner Ecosystem

- Distribution, Direct Market and Value-added Reseller, Systems Integration and Webscale Partners drive scale
- Differentiated customer experience in partnership with direct sales

RingCentral

Google

zoom

8x8

]pexip[

logitech

CUSTOMER SEGMENTATION

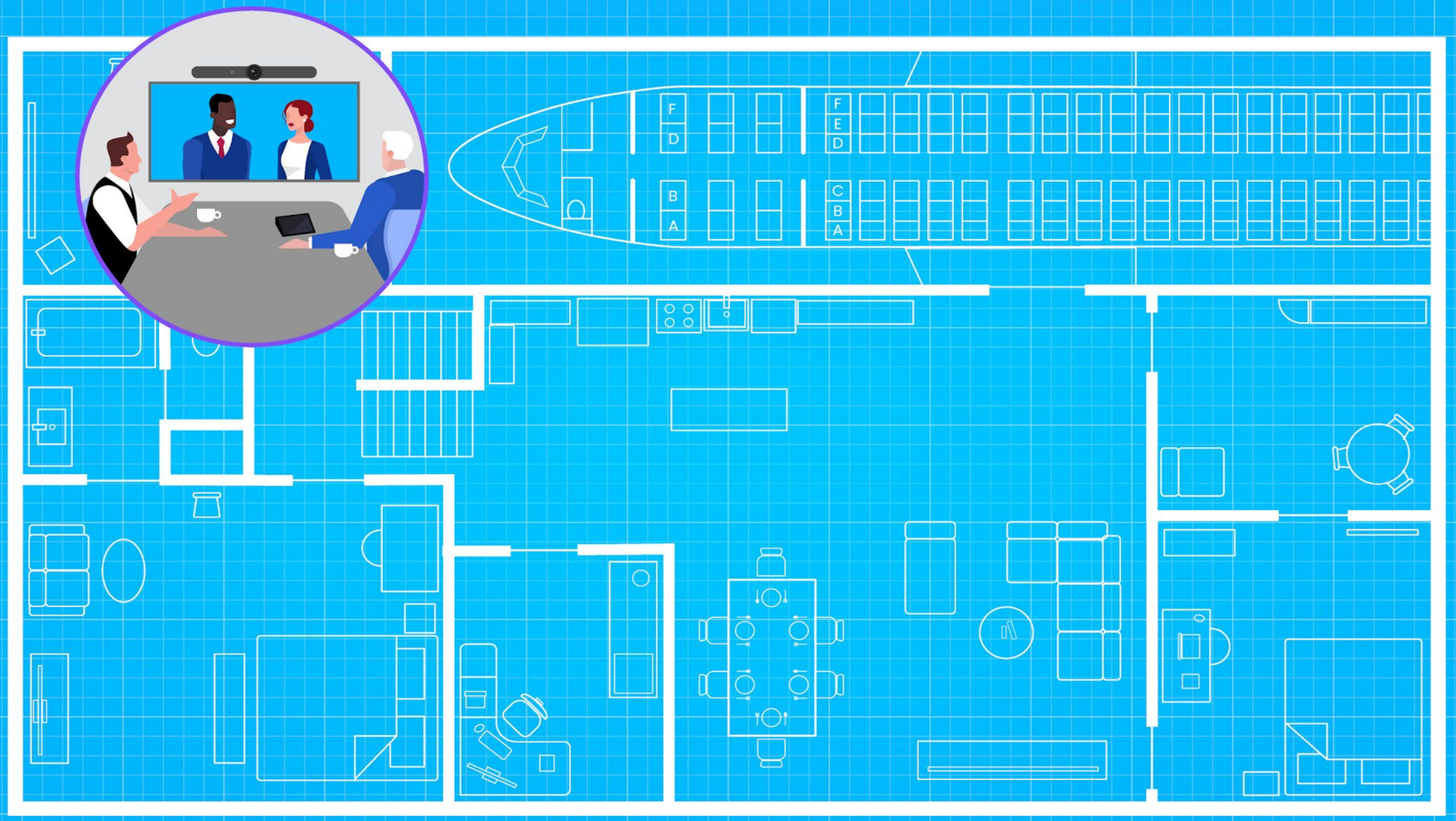
Land & Expand Sales Motion

- Dedicated focus and attention on our existing customers as well as our new customers
- Trusted advisor helps customers explore the best collaboration solutions for their business, institution and/or organization.



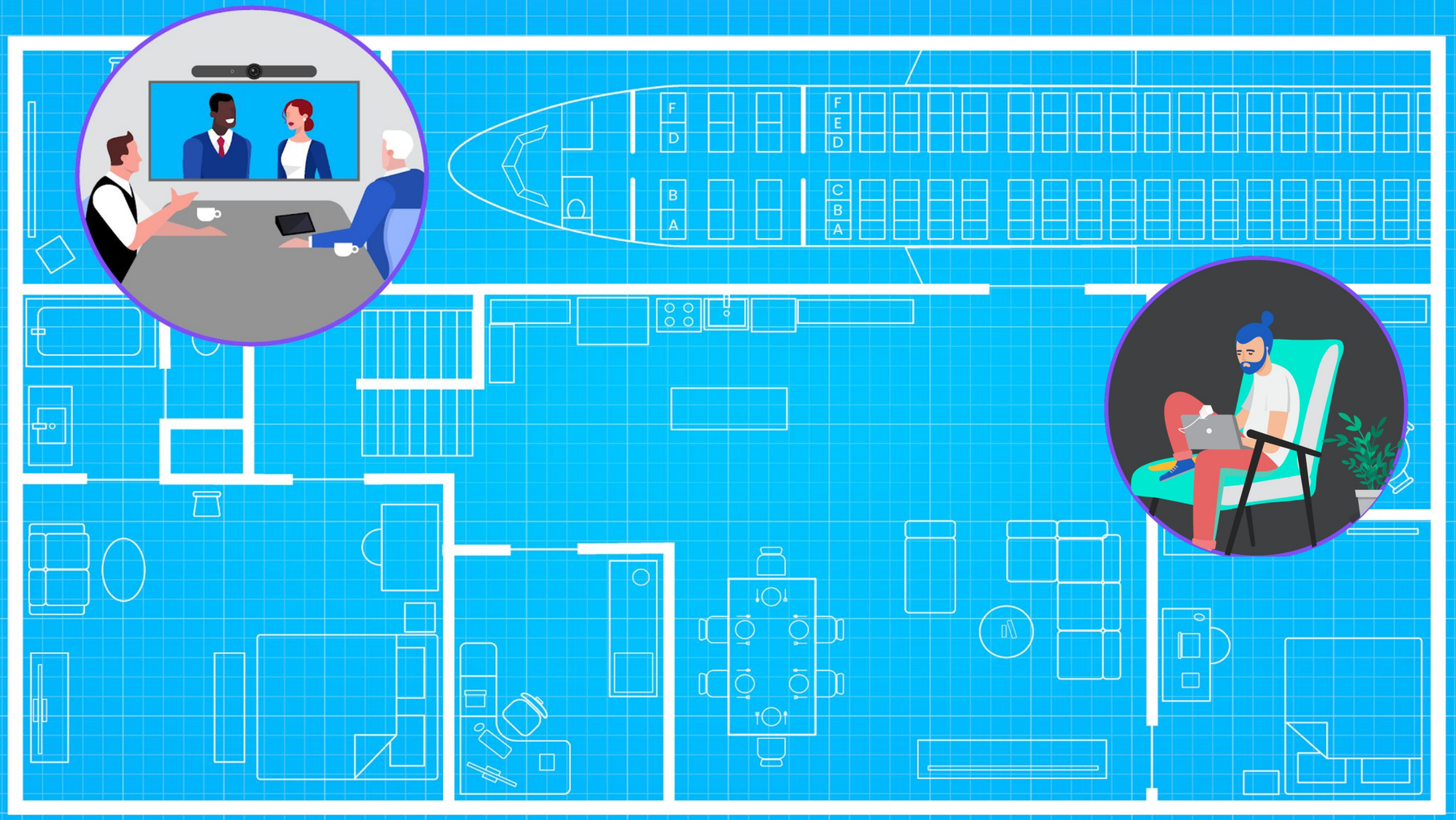
logitech

THE OFFICE



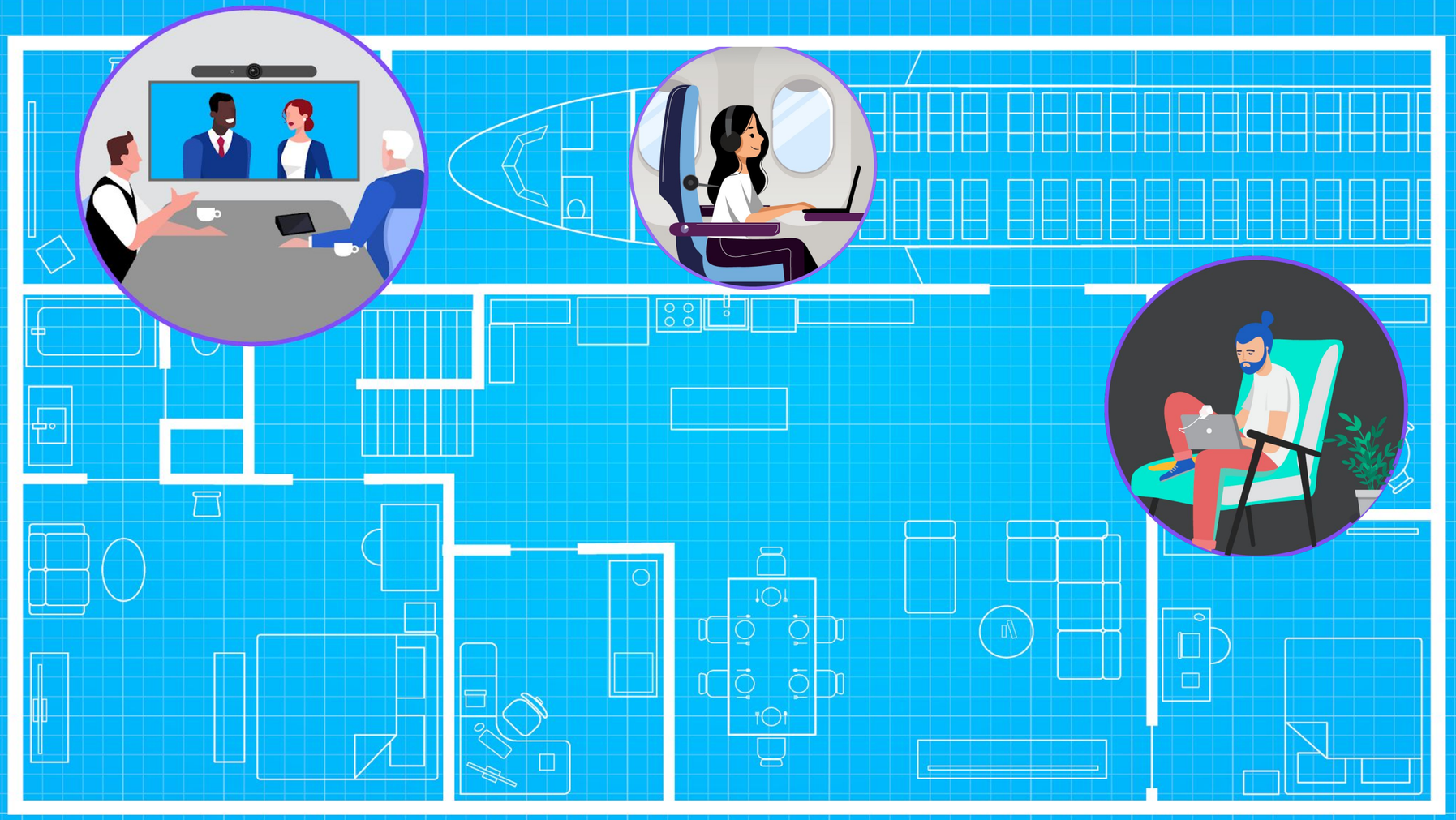
logitech

THE OFFICE: COFFEE SHOP



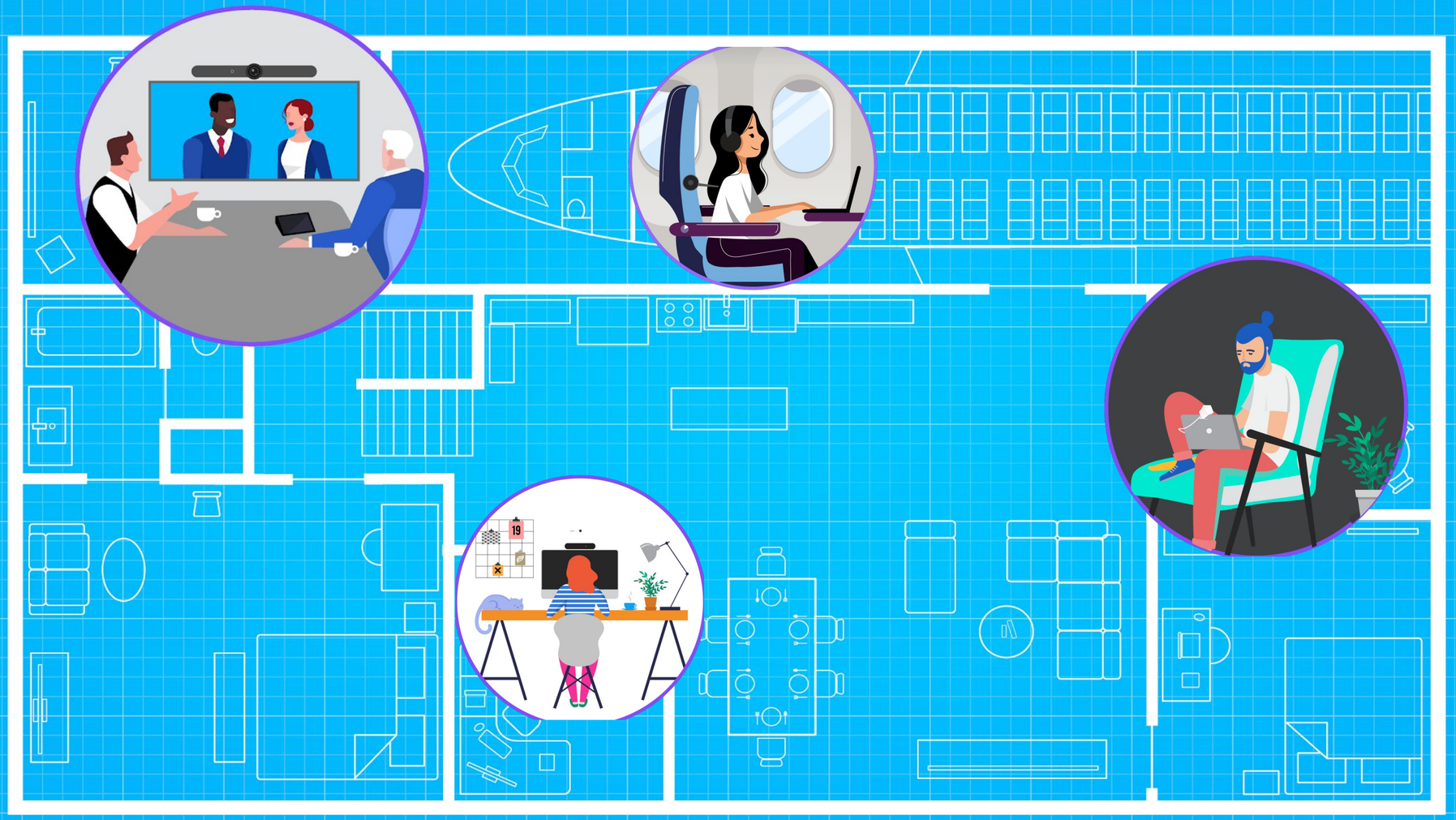
logitech

THE OFFICE: IN THE AIR



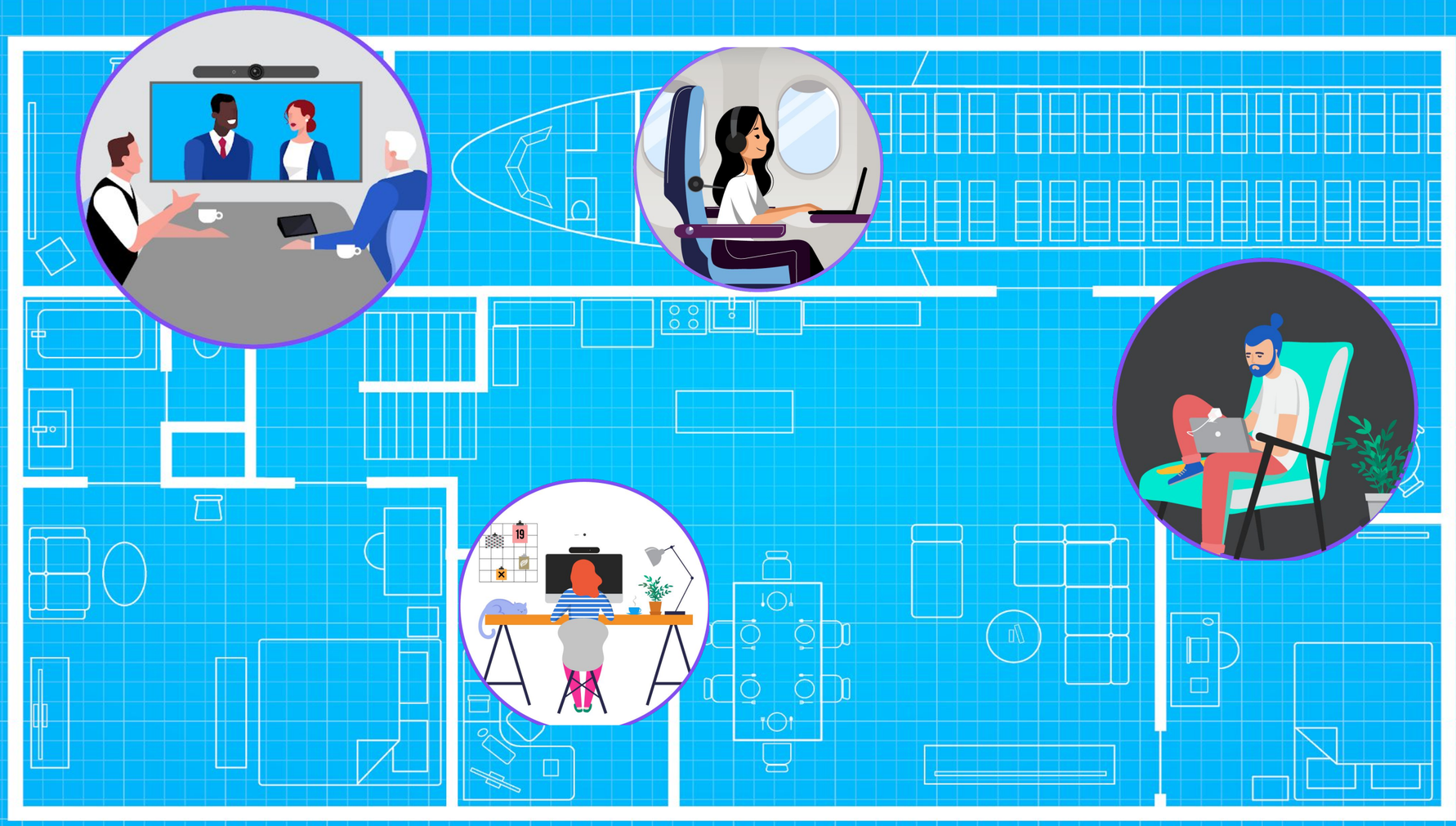
logitech

THE OFFICE: HOME OFFICE



logitech

THE MARKET



logitech



CUSTOMER QUOTES

“The Logitech Rally system was exactly what we were looking for.”

“We set out to both improve the meeting room startup time and move away from A/V solutions that required advanced programming to support. **The Logitech Rally system was exactly what we were looking for.** An all-in-one solution, that integrated with Microsoft Teams meetings, and allowed a meeting to be launched in seconds, including audio and video conferencing. The Rally system has been easy for our staff to use, and easier for our internal support team to remotely monitor (using Logitech’s Sync Portal), and proactively investigate any issues that come up.

Given the cost effectiveness of the Rally all-in-one system, we are standardizing all of the meeting rooms in our company to use this technology, which **provides a consistent meeting room technology experience, including video conferencing, to all of our meeting rooms across our company**. With every in-office meeting launching through the Rally system with full video and audio conferencing, each meeting is ready for remote participants to collaborate. This provides tremendous flexibility for staff to connect to meetings, regardless of where they are working from.”

GERRY SAMUELSON
Supervisor, IS End User Services
Pembina Pipeline Corporation | Calgary, AB

logitech

PEMBINA



CUSTOMER QUOTES

"**We aim to create an environment in which employees can work flexibly, irrespective of where they are.** Our company has been pleased with the simple user interface, high quality, and increased operational efficiency [Logitech] room solutions for Microsoft Teams provide."

Takeshi Koarai

Representative Director and President

JRC Japan Radio Co., Ltd.

"Today **we use the Logitech Room Solution almost everyday** as for our video conferencing media. The first time using the Logitech Room Solution was so easy. Even everyone without an IT background could just plug-and-play, use it right away."

Basuki Rachmat Zamzami

Officer Sistem Informasi

IPC

Energizing Trade. Energizing Indonesia.

logitech

CUSTOMER QUOTES

"In this unique period where the normal course of business is disrupted, Ricoh highly recommends Logitech's video collaboration solutions for their advanced and broad product portfolio in the AV collaboration space. **Logitech is working at a lightning pace to bring cutting edge technology to market and to keep their solutions and software simple and robust. They are consistently listening to and thinking of the end user experience, which is key to the successful adoption of any technology.** The Logitech Rally Bar products will benefit our customers by providing ultimate flexibility and an agnostic approach to meeting spaces."

Andrew Nelson
EMEA Sales Director
Ricoh Europe PLC

RICOH

logitech



CUSTOMER QUOTES

When we built our new office in 2020, it was obvious to us to equip our conference and training facilities with Logitech video conferencing equipment. When we made the investment, we knew nothing about Corona, so considering that, we're even happier that we actually chose professional and good stuff.

We use our equipment every day for meetings and have also conducted a number of larger and smaller Webinars. Features such as 2 presets modes and a microphone that mutes background noise have been very valuable.

Logitech's conference equipment with very good results. The feedback was "Surprisingly good", very interesting and well-produced, which means that in the future we will be able to save 100,000s of kronor on expensive studio rents, producers and cameramen.

Magnus Feldt

Human Capital Manager

VEOLIA

logitech

The starting point was to successfully create optimal interactions through remote meetings. That is to say, **succeed in integrating into the same videoconference and at the same time people connected from their workstation, those in mobility or working from home, as well as those installed in a meeting room.** A real challenge because we are committed to making collaborative work a way of working massively adopted by our employees. **We tested several solutions. In our context, those offered by LOGITECH have best met our expectations and our requirements.** Today, several rooms are equipped and available for employees.

Alain Daubié

CTO

sisley PARIS



CUSTOMER QUOTES

Our team has had the opportunity to use Logitech Rally Bar, and we were impressed with its performance," said Tomer Mekhty, vice president, global IT operations, ServiceNow. **"From the improved video and audio performance to the quick and easy install, Rally Bar is an ideal solution for our modern, connected meeting rooms."**

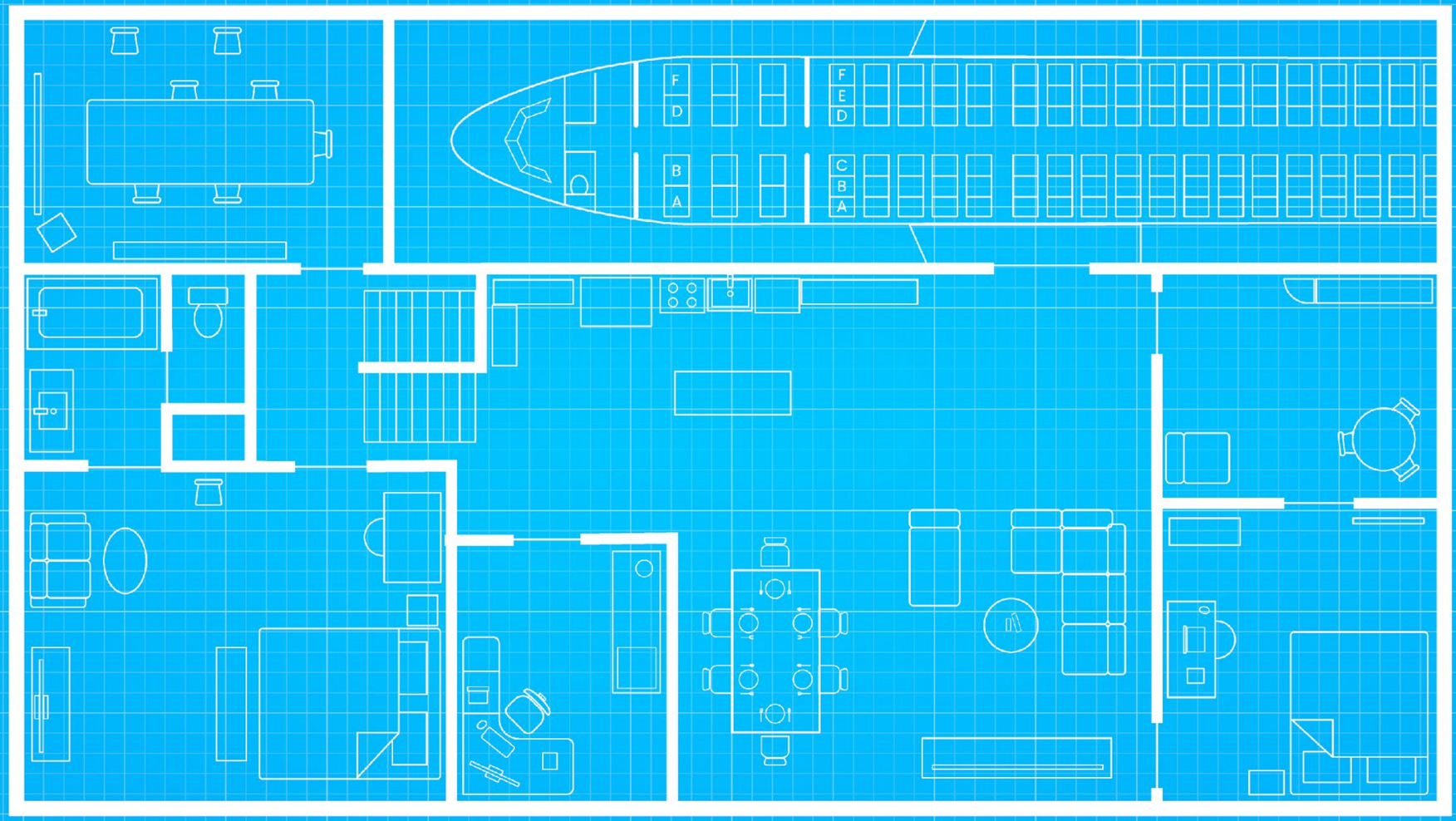
Tomer Mekhty
Vice President
Global IT Operations

servicenow



logitech

“WORK FROM ANYWHERE”



logitech