MARKETING

HEIDI ARKINSTALL
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 marketing strategy, and our campaign strategic approach, objectives and 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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PUSH

Taking a product to the consumer



PULL

Attracting consumers to come to us

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MARKETING CAPABILITY

Capability spans all brands and supports breadth of products, categories and audiences

1

TEAM SKILLS & EXPERTISE

Marketing skills, creative, production and digital expertise plus supporting marketing technology infrastructure

2

CAMPAIGNS & CONTENT

Campaigns utilizing insights and data to target the right audience, with the right content, at the right time

3

IN-MARKET EXECUTION

Integrated approach to execution across paid, owned, and earned channels and leveraged by channel partners

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SKILLS & EXPERTISE

Internal teams are engaged from the early design phases of the product experience

Strategy

Campaigns utilizing insights and data to target the right audience, with the right content, at the right time

Creative

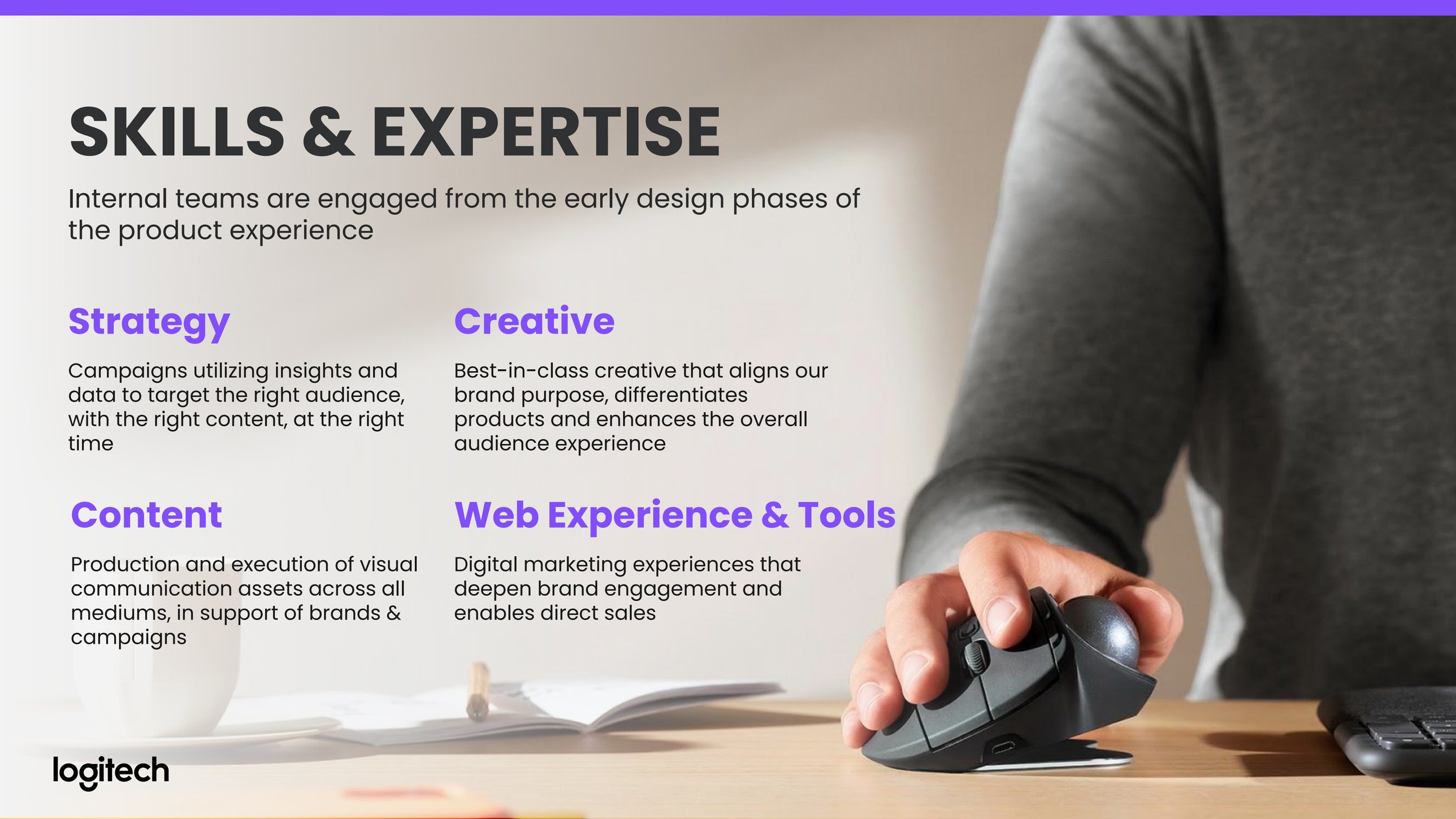
Best-in-class creative that aligns our brand purpose, differentiates products and enhances the overall audience experience

Content

Production and execution of visual communication assets across all mediums, in support of brands & campaigns

Web Experience & Tools

Digital marketing experiences that deepen brand engagement and enables direct sales



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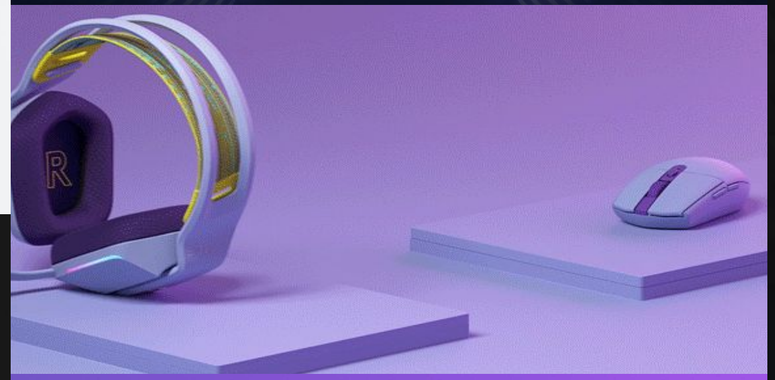
TARGETED AUDIENCE CAMPAIGNS











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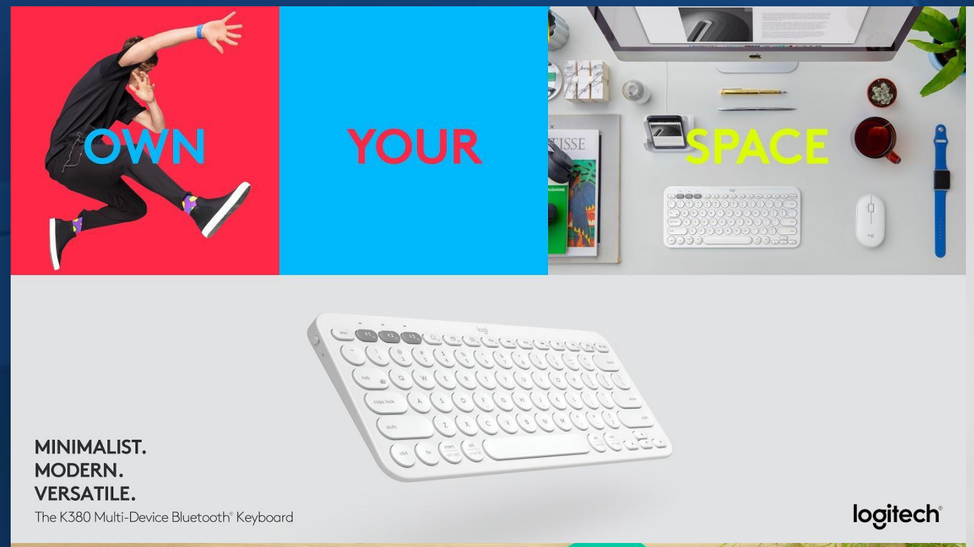
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YOUR
SPACE
MINIMALIST.
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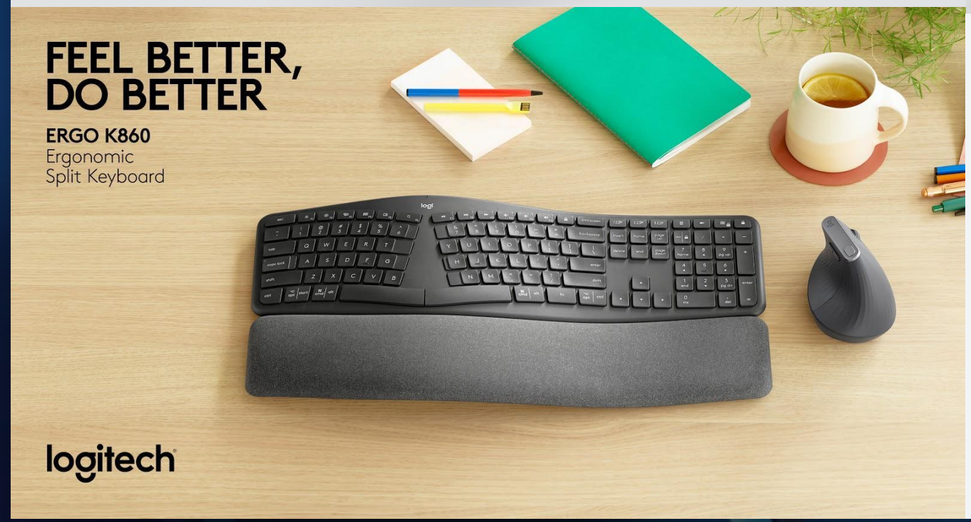
FEEL BETTER,
DO BETTER
ERGO K860
Ergonomic
Split Keyboard
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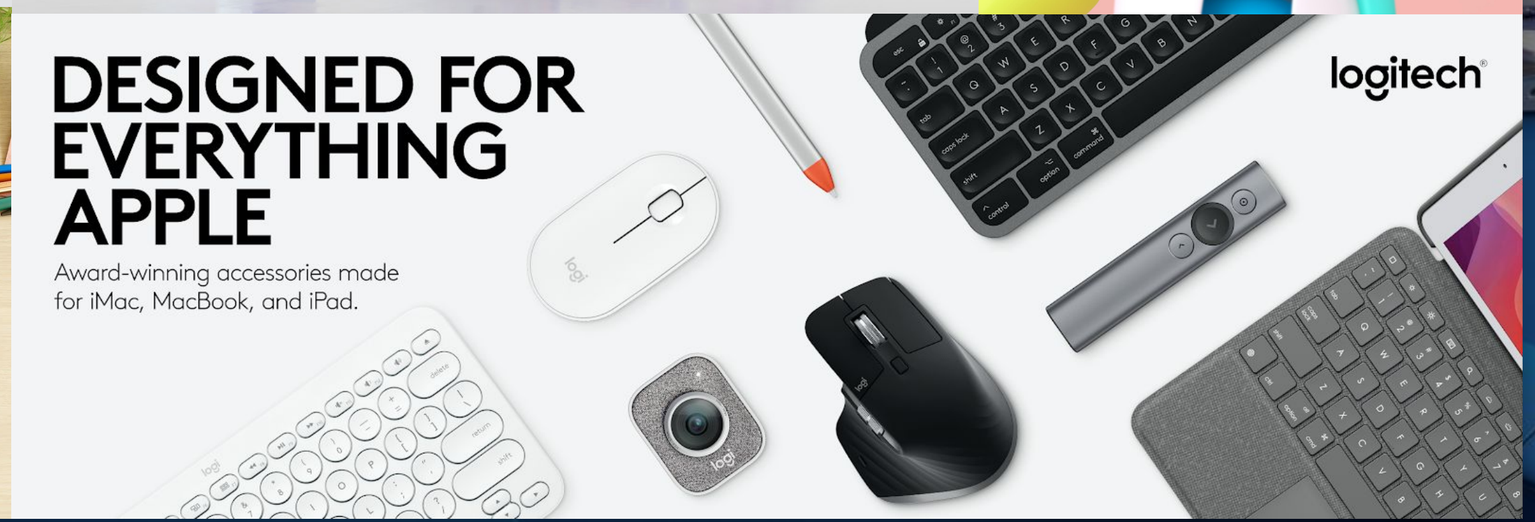
DESIGNED FOR
EVERYTHING
APPLE
Award-winning accessories made
for iMac, MacBook, and iPad.
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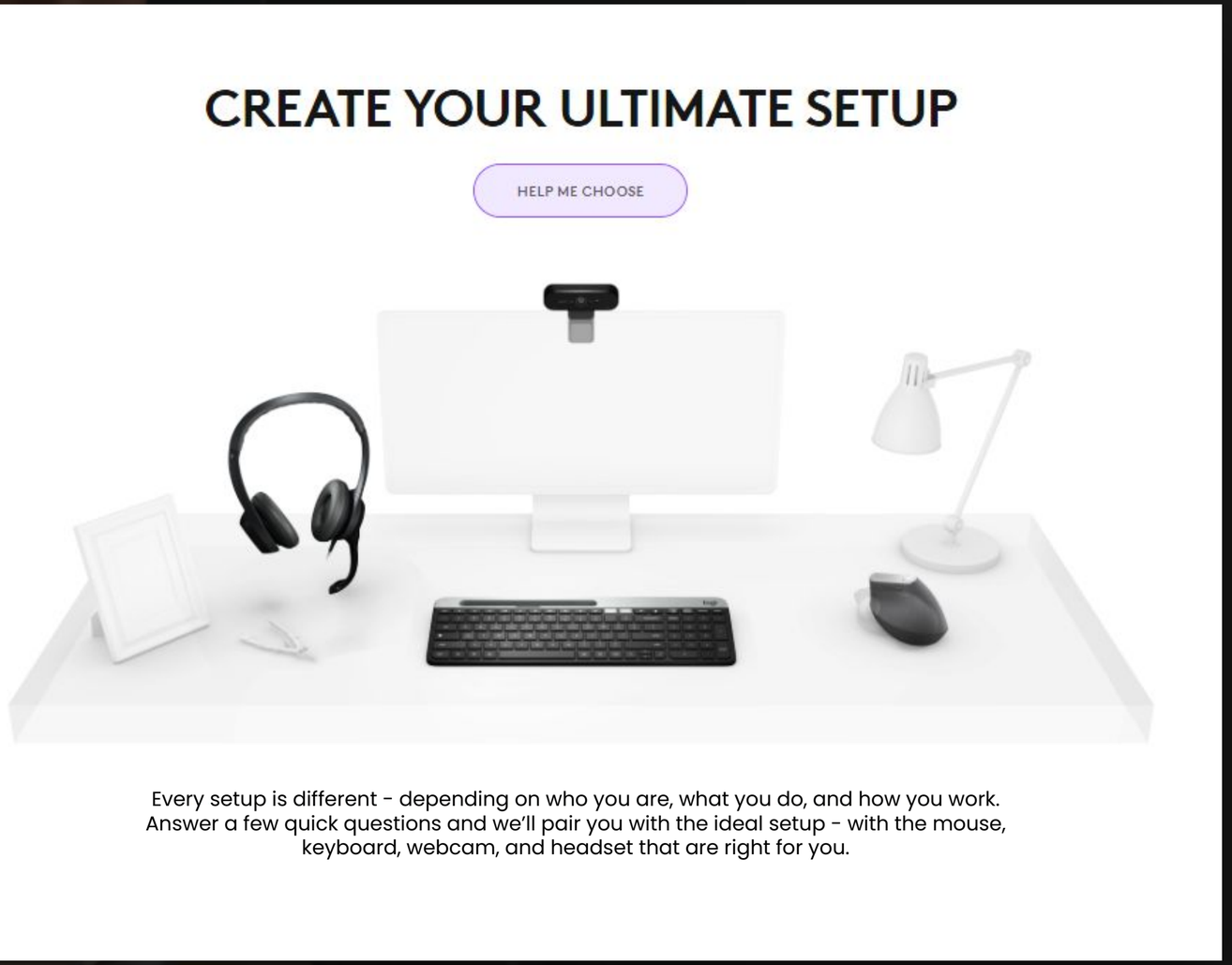
DIGITAL TOOLS THAT SUPPORT THE BUYER JOURNEY

Help people find the right setup for their needs



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EXECUTION

Global campaigns come to life across multiple channels & executed at the country level

PAID

Connected TV, streaming, social, SEM digital and influencers to reach key audiences

OWNED

Utilize owned channels- websites, email, social channel etc - to provide richer content and drive engagement

EARNED

Leverage social and comms channels to drive deeper connection, context, and reach

CHANNELS

Execution through and with channel partners at the country level

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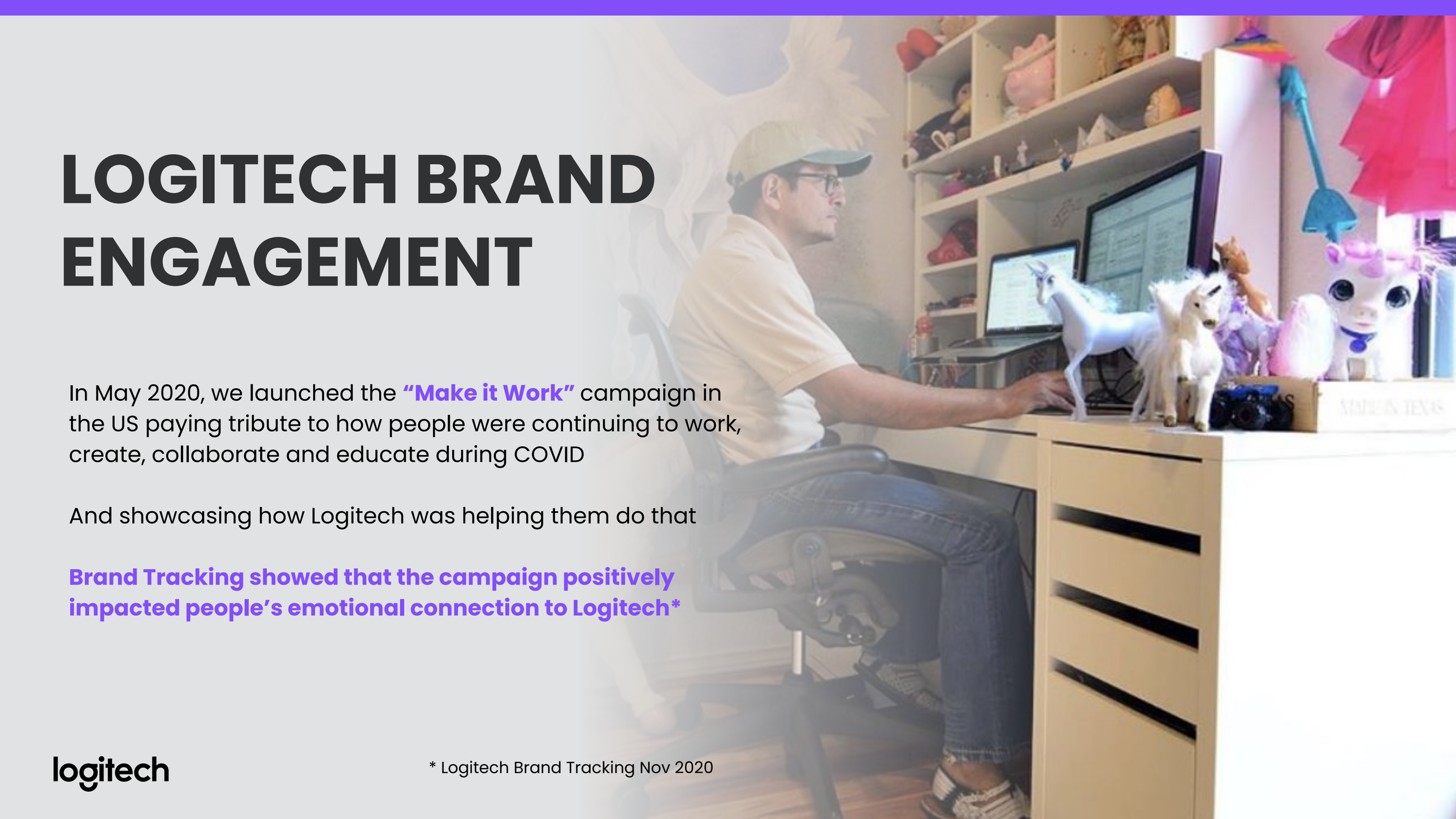
LOGITECH BRAND ENGAGEMENT



In May 2020, we launched the **“Make it Work”** campaign in the US paying tribute to how people were continuing to work, create, collaborate and educate during COVID

And showcasing how Logitech was helping them do that

Brand Tracking showed that the campaign positively impacted people’s emotional connection to Logitech*

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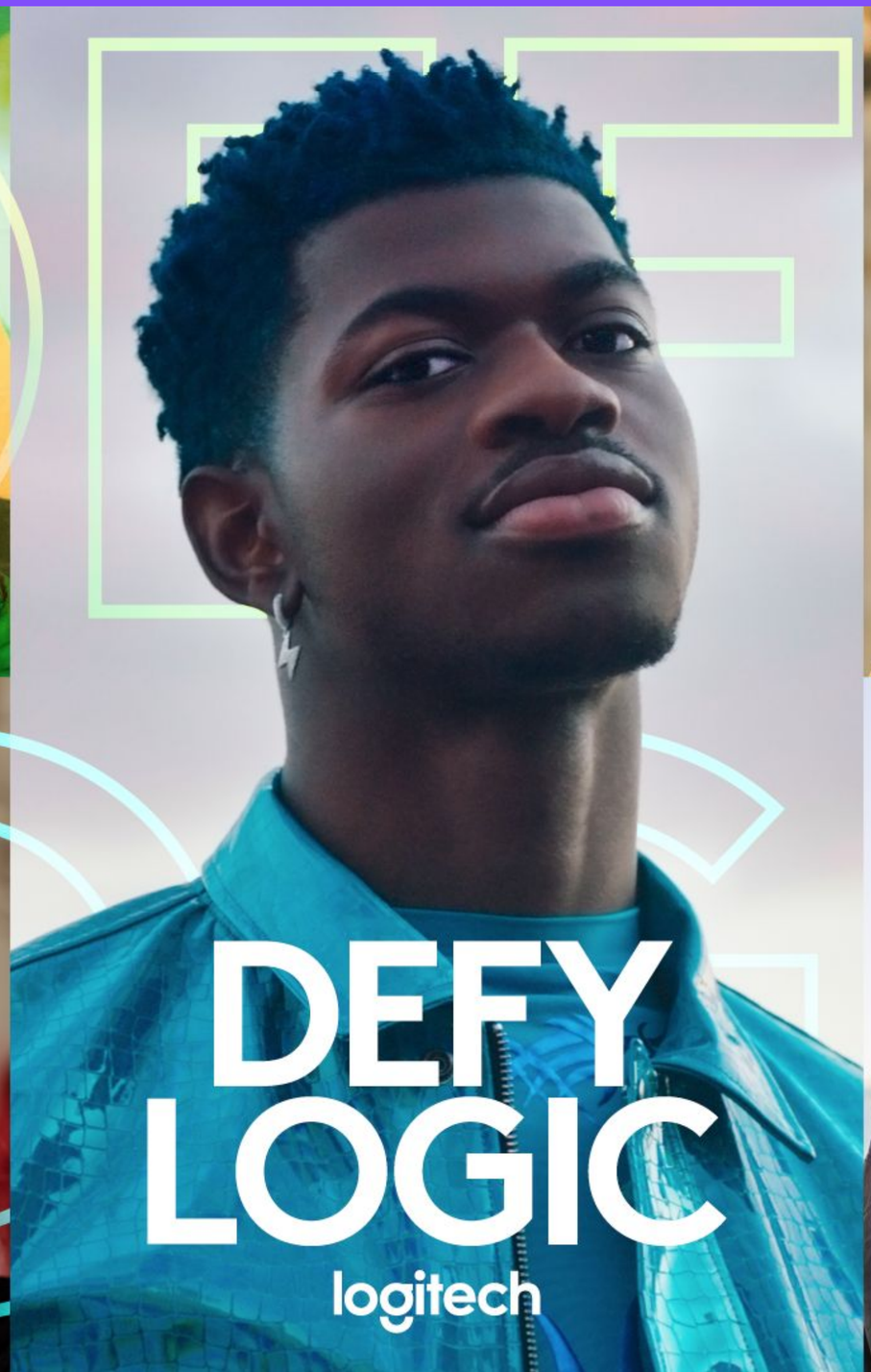
* Logitech Brand Tracking Nov 2020






DEFY
LOGIC
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STRATEGIC APPROACH

Showcase inspiring stories of creators, streamers, artists, and activists in pursuit of their passion and purpose, enabled by Logitech



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BRAND CAMPAIGN

OBJECTIVES

#1

Shift brand perceptions and drive a stronger emotional connection with Logitech

#2

Drive relevancy for Logitech as a brand that enables people to “create, achieve and enjoy more”

#3

Reach new audiences, elicit positive social buzz partnering with influencers that are aligned with our focus areas

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SUPER BOWL AD / :60



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IMPACT

98.3M

Paid media impressions

91.6M linear, 4.8M streaming, 1.9M post-game streaming

1.9B

Total impressions

across all channels

5M

Engagements/views of influencer posts

132

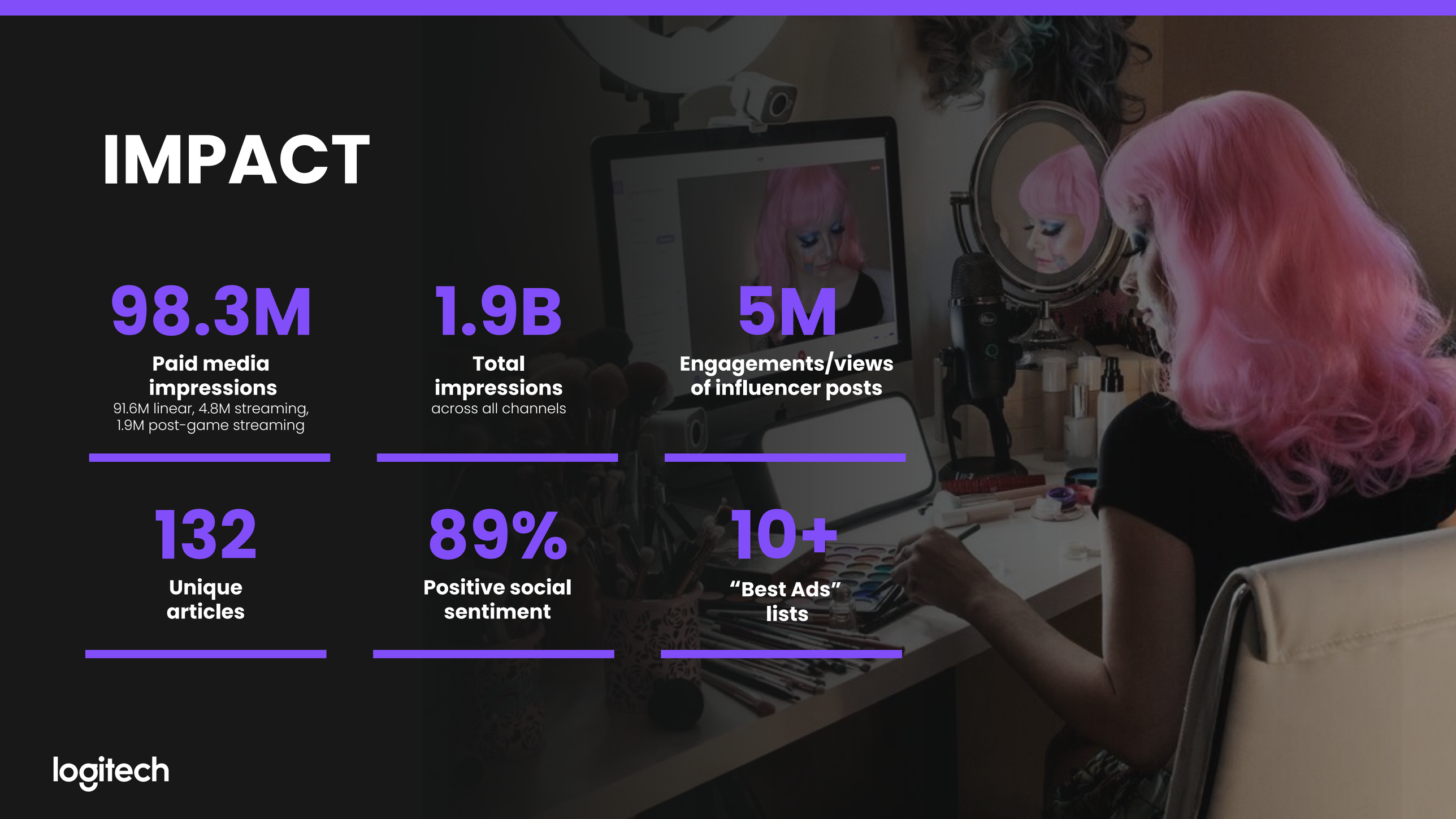
Unique articles

89%

Positive social sentiment

10+

“Best Ads” lists



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LIL NAS X

A broader partnership that pairs Lil Nas X and Logitech as champions of, and empowering, the ever-growing creator community

Lil Nas X also appears in a spotlight ad to debut in the US GRAMMY Awards on March 14th



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DEFY LOGIC EXPANSION

Campaign will launch in other key markets in the coming months

Defy Logic is a brand platform through which we can tell stories - across audiences, products and categories - of people enabled by Logitech, to attract new audiences to the brand and ensure its long term health and vitality



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