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.
**PUSH**
Taking a product to the consumer

**PULL**
Attracting consumers to come to us
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
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
TARGETED AUDIENCE CAMPAIGNS
DIGITAL TOOLS THAT SUPPORT THE BUYER JOURNEY

Help people find the right setup for their needs

Every setup is different – depending on who you are, what you do, and how you work. Answer a few quick questions and we'll pair you with the ideal setup – with the mouse, keyboard, webcam, and headset that are right for you.
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
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*

* Logitech Brand Tracking Nov 2020
Showcase inspiring stories of creators, streamers, artists, and activists in pursuit of their passion and purpose, enabled by Logitech.
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
<table>
<thead>
<tr>
<th>IMPACT</th>
<th>98.3M Paid media impressions</th>
<th>1.9B Total impressions across all channels</th>
<th>5M Engagements/views of influencer posts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>91.6M linear, 4.8M streaming, 1.9M post-game streaming</td>
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<tr>
<td></td>
<td>132 Unique articles</td>
<td>89% Positive social sentiment</td>
<td>10+ “Best Ads” lists</td>
</tr>
</tbody>
</table>
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.
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.