



Platinum Partner

Program Outline

2009

Logitech at a Glance

We make innovative personal peripherals that people love to use and want to buy. Logitech is a world-class brand in product design and technology integration with a great balanced blend of retail and OEM business.

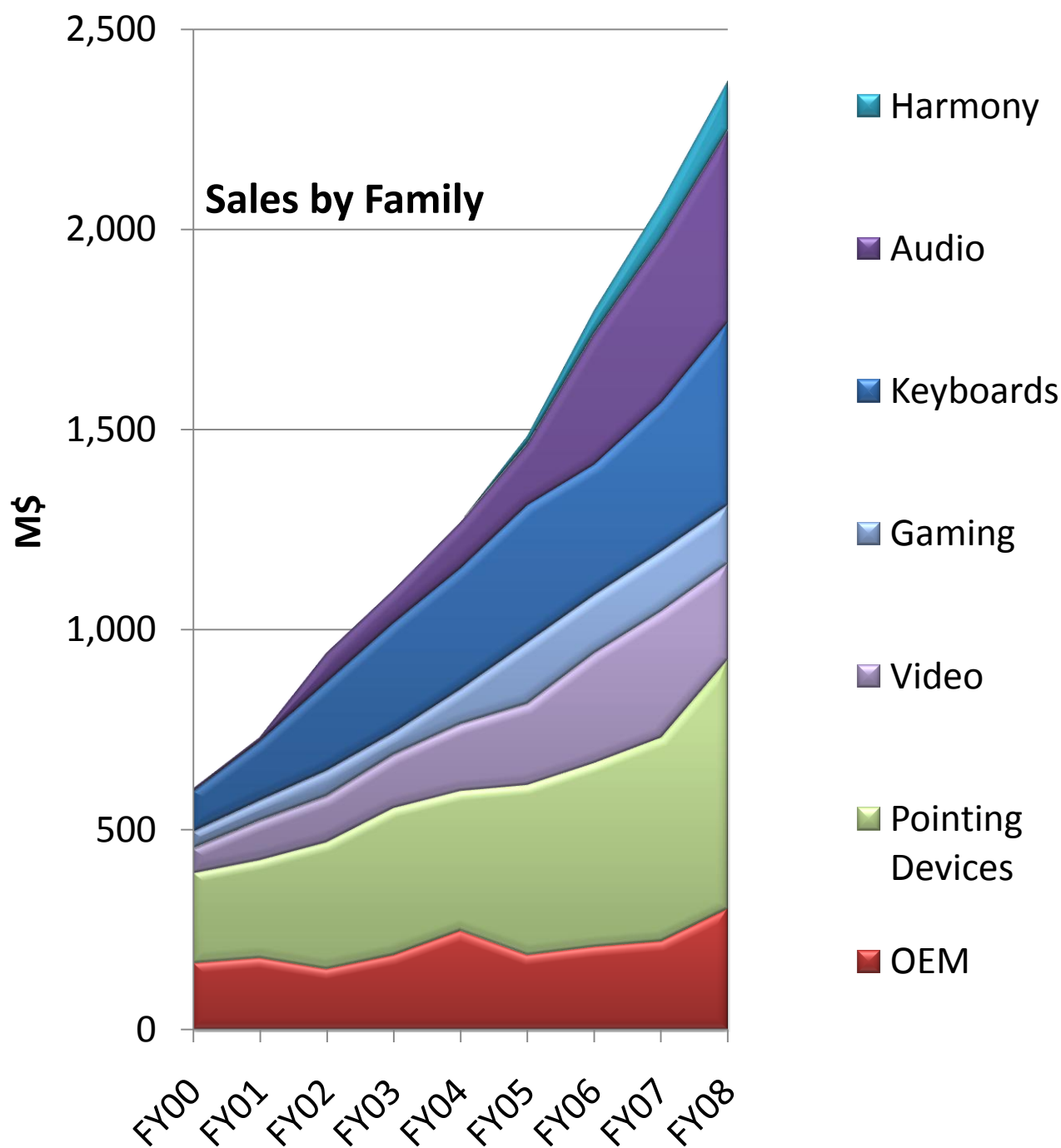
We are one of few companies that continually provides high levels of investment into ongoing R&D activities. Our world class facilities are spread globally, driving our design and development in both hardware & software. This includes our own production facilities based in Suzhou, China with over 10 years operation experience.

Logitech has three strong identities; Swiss, U.S. & Chinese with over 9000 employees spread across over 30 countries & with our team we have reached over \$2 billion in revenue with 10 years of sustained growth.

Our products are available worldwide & we ship more than 200 million products to over 100 countries.



Our growth has not only continued over the years, but manifested itself in new product & category acquisitions we have made.



Key Category Segments

Logitech has over 300 skus in a range spanning multiple key categories & sub categories. We support;

Many platforms - iPod, Xbox, Playstation, Wii, Windows, MAC OS

Many forms - desktop, notebook, net-book, laptop, console

Many uses – office, home, on the go, productivity, entertainment, comfort, ergonomics or security.



Keyboards & Mice



Webcam & Internet Communications



Digital Music, Earphones & iPod



Notebook Essentials



Universal Remote Controls



Gaming & Entertainment



Here are just a few of our innovations

A mouse that works on glass or glossy surfaces.

A wireless receiver the size of a small coin.

A universal remote with both touch screen and buttons.

A keyboard curved & shaped to make typing more comfortable.

A webcam using Carl Zeiss photographic technology.

A keyboard with soft touch keys that illuminates for us in mixed lighting.

A keyboard & stand providing an ergonomically sound way to use a notebook.



Globally and in Australia Logitech leads each category segment it caters for. This is off the back of continual product innovation and first to market initiatives.

Millions of mice, webcams, keyboards, speakers have been sold over the years and we continue to acquire companies that have synergies with the core focus of our brand - Slim Devices & Ultimate Ears being recent examples

The data below is based on independent GfK data with an average share listed for the last 12 months.



Category	Market Share Range % in value
Keyboard total market	49-59
Mice total market	45-53
Keyboards - cordless	66-86
Mice - notebooks	55-61
Mice - desktops	35-47
Webcams	68-79
MP3/iPod docks	38-46
PC/Notebook/Netbook/Desktop speakers	59-75
Universal Remote Controls	52-74

Unknown to many, Logitech has an office in Australia. With a tight team of 14 our focus locally is on driving sales & marketing for the brand in Australia.

We have teams focused on both retail, resellers & distribution including a Director for Australia & New Zealand. We are a local, nimble, team with complete P&L responsibility for the country, local autonomy & decision making capabilities

With an extremely flexible business model we are actively looking for new partners to develop these market segments where we haven't had focus before;

- Education
- Government
- A.V specialist home theatre
- In home security
- Apple MAC specialists
- Corporate, Small/Medium Business (SOHO)
- Mobile Phone Retailing
- Music/Pro Audio
- Gaming
- In-Home Services/Installations
- On-line Retailers/Services
- Loyalty, Staff Reward & Club/Membership Programs
- Photographic/Digital Camera Retailers
- Corporate Bundling/Promotions
- Rental or equipment leasing

or you might be in one we haven't thought of!



Platinum Partner Program Benefits



- ✓ Direct contact with the Logitech Australia team to facilitate ongoing engagement to develop business together.
- ✓ Product information including roadmap updates, selling tools & other collateral.
- ✓ Preferential product allocation for new & existing products in the Logitech range.
- ✓ Preferential stock shipments providing first to market, product launch or product in short supply advantages.
- ✓ Preferential pricing structures across specific skus, ranges or product technology groups.
- ✓ Tailored rebate program which can cover volume based purchases, sell through initiatives & other criteria.
- ✓ Marketing fund support for above & below the line activities.
- ✓ Assistance with regular forecasting of stock requirements.
- ✓ Assistance with the collation and review of stock & sales reporting.
- ✓ Development of a joint Quarterly Activity Plan.



Platinum Partner Structure

To facilitate finding new partners and reaching into these new market segments we have created the structure below.

This will enable Logitech to identify and work with relevant partners that are able to demonstrate specific capabilities complimentary to the Logitech brand and way of doing business.

Platinum Partner Type	Description
Master Distributor	Broad based distribution capabilities. Warehousing, drop ship, e-commerce capabilities. Full service model & infrastructure. Importer of product from Logitech.
Platinum Sub-Distributor	Broad based or specialty market distribution capabilities. Warehousing, drop ship, e-commerce capabilities. Full service model & infrastructure. Purchases from Logitech Master Distributor.
Platinum Partner	Retail shop front, e-tailer, category specialist, corporate reseller, value added reseller, service provider , business with re-selling capabilities or other independent businesses that have a clearly defined go-to-market strategy focused on a particular target market segment.

Current Platinum Partners



Our current distribution partners are listed below. Each distributor has their areas of specialty & Logitech Australia can help facilitate trading relationships where required.

Our Platinum Partner Program is looking for distribution into other market segments as outlined previously.

Partner Type	Description	
Master Distributor	Ingram Micro	www.ingrammicro.com.au
	Synnex	www.synnex.com.au
	Scholastic	www.scholastic.com.au
Platinum Sub-Distributor	All Interactive Distribution	www.allinteractive.com.au
	Bluechip Infotech	www.bluechipit.com.au
	Mittoni	www.mittoni.com.au
Platinum Partner	Wireless 1	www.wireless1.com.au
	Fluidtek IT	www.fluidtek.com.au
	Centrecom	www.centrecom.com.au
	ABTC	www.abtc.com.au



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