

THE NATUZZI CONCEPT OF LIVING EXTENDS TO BEDS

STRONG CAPITALIZATION ON NATUZZI BRAND
THE NEW COLLECTION, STRICTLY MADE IN ITALY,
CONSISTS OF SIX MODELS OF BEDS
A NEW BORDER CROSSED



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The participation of Natuzzi to the 2014 edition of the Furniture Trade Show in Milan was full of surprising novelties, which confirm the natural propensity of the Group for excellence and innovation.

The main news was Natuzzi Italia's entry into the area of bedroom furnishings, a new business segment that the company will develop by leveraging on the strong awareness of Natuzzi brand worldwide and its extraordinary productive capacity.

The bed collection reinforces the core Natuzzi brand values — unparalleled comfort, quality, style and Made in Italy appeal — by using a variety of unique, eye-catching elements, in line with the "concept of living" of the Group.

This is a new and important border crossed - hot on the heels of the launch of Re-vive the new iconic performance recliner - the bedroom collection, strictly Made in Italy, consists of six models of beds, furnishing accessories and exclusive bed linen.

6 MODELS

3 BED LINEN RANGES

The Bed Collection is supplemented with furniture and accessories for the sleeping area

LEATHER AND FABRICS UPHOLSTERY

METAL AND WOOD FEETS



NATUZZI AND VOGUE: THE FASHIONABLE WAY TO SAY GOOD NIGHT

The main presentation to trade and top clients of the bed collection was carried out in cooperation with the luxury magazine Vogue Italia at the exclusive event, "Dress your house as you dress yourself" on 9 April, in the fashionable setting of Casa degli Atellani in Milan.

The editors of Vogue Italy has reinterpreted four of the six models in which the collection is made, creating four environments with a strong visual impact: so Diamond, from the simple and modern design, becomes the ideal

bed for a cosmopolitan woman; Feather, with its soft and snug shape, is alive with multicolor stripes and polka dots; Sailing, with its bold design, becomes the setting of a masculine bedroom with elegant touches; Turtleneck, finally, featuring a king-size headboard with tufted, it turns into a boudoir 50s.

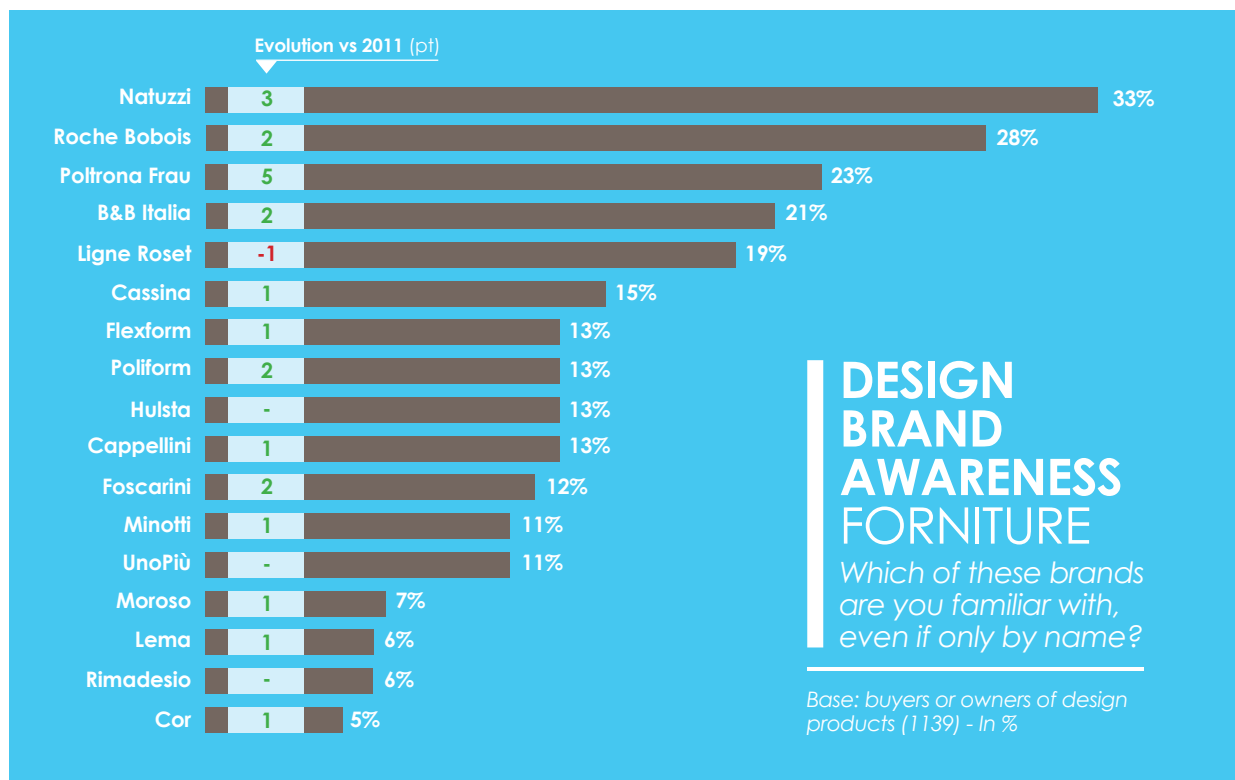
"The entry of Natuzzi in the night segment could not be celebrated in a more prestigious way and with a better partner than Vogue Italy – stated the Chairman Pasquale Natuzzi. With Vogue, we share a common goal: to promote and to represent the excellence of Made in Italy, giving space to the talent and creativity of designers and craftsmen who every day realize unique products that overstep the boundaries of our country to be appreciated and chosen worldwide. Natuzzi, with over 50 years of history, has always been synonymous with quality design and style, and this new collection of bed furniture is a further testimony to the constant evolution and creativity of the company; we see no limit for future projects".



First picture: one of the six artistic installations prepared by the interior decorators of Vogue Italia with model Piuma, Natuzzi Italia Bed Collection.

Second picture: Mr. Pasquale Natuzzi and Mrs. Franca Sozzani, Editor-in-Chief of Vogue Italia, the world's most influential Italian fashion magazine, at the event.

VOGUE
ITALIA
NATUZZI
ITALIA



NATUZZI BRAND AWARENESS

One of the main pillar of the 2013-2016 Business Plan is the Natuzzi Brand awareness.

The great part of the top line evolution in the next years - including the impact on the distribution strategy and the commercial organization - lean on the new brand strategy aimed to capitalize on Natuzzi brand recognition and appreciation.

Over the last ten years, Natuzzi invested 550 million Euros to change its manufacturer fingerprinting into "the most globally recognized furniture brand", as stated by Ipsos - Lagardere in their market research among consumers of luxury goods (sample of 7,700 consumers).

According to Ipsos - Lagardere 2013 edition, Natuzzi is the design brand (in the furniture segment) with the higher awareness across the developed countries, ranking n.1 with the 33% of nominations at the question "Which of these brands are you familiar with, even if only by name?".

Moreover a further market survey from IPSOS on a selected target (men and women between 30-60 years old, high / medium-high class: 50% bought a sofa within the last 18 months and 50% intend to buy one in the next 12 months) states: "The Italianess recognized to Natuzzi is meaningful in terms of value: quality, care for details & passion for leather".

COMPLIANT WITH
NATUZZI BUSINESS PLAN 2014/16

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