

NATUZZI AT HIGH POINT MARKET 2013

Launch of Re-vive:
best introduction
in years

natuzzi group

RE-
VIVE

GREAT SUCCESS AT HIGH POINT MARKET 2013

In last October, our Group attended the High Point Market 2013, the largest furnishings industry trade show in the world, attracting every six months more than 75,000 people, 2,000 exhibitors from more than 100 countries.

The October 2013 edition recorded more than +40% customers visiting the Natuzzi 86k square feet showroom.

Furthermore, Natuzzi doubled the commitments for its products as compared to the prior market of April 2013.

MORE THAN
+40%

VISITORS AT
NATUZZI'S
SHOWROOM
VS. APRIL 2013
EDITION

DOUBLED
COMMITMENTS
FOR THE NATUZZI
BRANDS' PORTFOLIO
AS COMPARED
TO APRIL 2013
MARKET

LAUNCH OF
RE-VIVE:

BEST
INTRODUCTION
IN YEARS



The excellent performance and interest for our Group's products can be mainly ascribed to the official presentation of the Re-vive concept, the world's first performance recliner that will allow the Group to reach new consumers sensitive to innovation, beautiful design and high comfort.

The Re-vive recliner moves without levers and buttons but just follows and supports the movements of the body while relaxes. The launch of Natuzzi Re-vive was an overwhelming success.

Our dealers quickly recognized the value of the product, the quality of the marketing and the overall potential of our newest brand, and defined it as the "best introduction in years".



More information about Re-vive
can be found at

Natuzzirevice.com

RE- VIVE CONCEPT

TWO
SIZE



THREE
STYLES

MANY
COLORS



NEW COLLECTIONS

To be noted that in High Point, our Group also presented the new collections under the well-known brands **Natuzzi Italia**, with a new range of sofas, tables, wall units and accessories designed for a Home Philosophy approach, and **Natuzzi Editions**, with a wider range of functions and styles, Italian leathers and great value.

We also showed a competitive range of **Softaly** leather upholstery to meet the high expectations of large dealers and key accounts.

CONTACTS

Piero Direnzo **Investor Relations**

Natuzzi S.p.A.
Via Iazzitiello, 47;
70029 Santeramo in Colle (BA) – Italy
Tel: +39 080 8820.812
Fax: +39 080 8820.520

pdirenzo@natuzzi.com
<http://www.natuzzi.com>