

NATUZZI
PARTNERSHIP
PROGRAM

THE NATUZZI BRAND HAS A MISSION: TO IMPROVE PEOPLE'S LIVES. THE LIVES OF PEOPLE LIKE US, WHO LOVE BEAUTY AND COMFORT. EVERY SOFA, ARMCHAIR, BED AND ACCESSORY IS DESIGNED TO BRING HARMONY TO THE HOME.

THE SAME BEAUTY AND HARMONY THAT YOU'LL FIND IN EACH OF THE 1,100 NATUZZI POINTS OF SALE AROUND THE WORLD, ALL RUN BY ENTREPRENEURS WHO HAVE CHOSEN US AS PARTNERS FOR THEIR BUSINESS.

BECOMING PART OF THE NATUZZI RETAIL NETWORK MEANS BEING ABLE TO COUNT ON WHAT IS NOW THE WORLD'S BEST KNOWN BRAND AMONG CONSUMERS OF LUXURY GOODS*. IT MEANS BENEFITTING FROM THE SERVICES OFFERED BY OUR HQ AND BY OUR 10 SALES OFFICES AROUND THE WORLD. BUT ABOVE ALL IT MEANS SHARING OUR PASSION AND ENTHUSIASM FOR A STORY THAT IS UNIQUE IN THE FURNITURE INDUSTRY.

A STORY OF VALUES, EMOTION AND DEVOTION TO ITALIAN DESIGN. VALUES THAT CONSUMERS ALL OVER THE WORLD RECOGNIZE AND APPRECIATE.

*Source: World Luxury Tracking - Ipsos Lagardere - 2013

The image shows a handwritten signature in black ink. The signature is written in a cursive, flowing style and reads "Paolo Nuvoli". The first letter 'P' is large and loops around the start of the name. The signature is positioned in the bottom right corner of the page.

WHAT WE OFFER

The opening of a Natuzzi point of sale is a critical issue for a work team, as it requires the Dealer, the Retail Developer and the Company to build together a profitable business project, meeting the Dealer's requirements as well as Brand guidelines. We assist the Dealer in selecting an appropriate location to support the concept, checking visibility, accessibility, traffic, layout suitability and geo-marketing analysis.

To ensure return on investment, a preliminary P&L estimate is developed with the Retail Development Manager to evaluate business sustainability and the necessary financial investments. Once the location is identified and the financial analysis is completed, our architects will draw a detailed design to create a harmonious shopping experience from the layout to the exterior appearance of the building and the definition of the suitable collection, in consultation with the Visual Merchandising team.

To create a Natuzzi environment and the brand's unique shopping experience, our architects will design every architectural element supplied by the Natuzzi Group, called Natuzzi Display System and Point of Promotion materials, to be used in-store to make every point of sale consistent with the concept and the brand. The Product Marketing Department will conceive the most updated collection for each single Store, matching styles, coverings and configuration in the different price ranges, together with coordinated furniture and accessories to create a unique brand image and meet the store's budget targets.

DIGITAL RETAIL TOOLS

To ensure constant, updated digital support to all Dealers, we grant them access to the Business Portal (as well as to NARES), digital systems meant to support stores in every administrative activity, promote a closer relationship with final consumers, and allow customer profiling, delivery tracking, viewing of models in collections and product characteristics, the creation of quotes and order confirmations.

At Natuzzi, reliability is also a matter of clear pricing and that is why we have introduced the D-Sales program, an application running on I-pad containing all product prices and technical features of product and covering collections. A daily update assures real time access to all available novelties on this modern, user-friendly tool.

The Natuzzi website, available for every Country, is constantly updated with any commercial activity on air in the Country. Furthermore Final Consumers have the opportunity to use into the Natuzzi Italia Stores "Your Design By Natuzzi (Y.D.B.N.)", an interactive tool to create endless possible decorations and furnishing combinations for any living room, bedroom and dining room that needs a touch of Italian style.

MARKETING

Natuzzi is a global Brand. Company and Product Lines communicated all around the world have to mirror and transfer the same coherent approach and tone of voice in any Country,

according to the same values and criteria. Every year our Marketing Department develops canvasses of communication activities that Dealers will use adapting them to the local needs and respecting simple Corporate guidelines. For all our Dealers we develop the Retail Advertising Kit, a complete set of creativities, shootings, and materials to be used for communication all year around:

Catalogue

Branding campaigns

Promotional campaigns

Press announcements

Outdoor campaigns

Media planning proposals (online and offline)

RETAIL MANAGEMENT

The Retail Department will be in constant contact with you and will frequently visit your store to support your business and share best practices with you, developing commercial plans and local communication activities. On top of the service offered by the Retail Department, Dealers are invited twice a year to the Natuzzi Congresses held in the Natuzzi Headquarters in Italy to select product novelties and inspired by the creativity of Mr. Natuzzi, the Chief of Designers him-self, the Product Managers and the "Centro Stile" team of Decorators that suggest, for every Congress, the new products ,that will be presented to update stores' collections.



TRAINING

Along with product updating, the transfer of a Brand and Company values is one of the keys for a successful business; institutional training sessions to the Sales force working at Natuzzi points of sales are organized around many topics, including:

Company Training

Sales Training

Product Training

Retail Management Training

Your Design By Natuzzi Training

Visual Merchandising Training (basic and advanced)

The Retail Department, together with the Natuzzi Headquarters Training Managers, organize induction training sessions to Sales Personnel before starting their activities in any Natuzzi point of sale and on a periodical basis to update, increase and reinforce their knowledge and sales performances.

CUSTOMER SERVICE

At Natuzzi Headquarters, a dedicated market support team provides full assistance to Dealers during pre and post-sales phases. A dedicated Customer Service team offers assistance and information in the phases preceding and following the purchase process. The Customer Service team ensures orders are correctly received and delivered, helping to solve any problem related to customer requirements. The After Sales team works with the Sales network and the Retail Department to take care of Final Consumers also after the sales.

BECOMING A NATUZZI DEALER

The opening process is divided into several steps, described in detail below. A preliminary meeting is held with the prospect Dealer to get to know each other and introduce the main features of a Natuzzi brand store.

Once the interest in the Natuzzi brand and the business project is satisfactory for both parties (Prospect Dealer and Country Retail Manager), the most appropriate location to set up a Natuzzi point of sale is approved by the Corporate Retail Manager, and the Dealership Agreement can be signed.

The Country Retail Manager will follow up with the Natuzzi HQ teams all the steps of the project and administrative activities; the Dealer will be updated, every two weeks about the progress of all activities.



In 12 weeks after signing the Dealership Agreement we can open a new Natuzzi point of sale:



WHAT WE ASK

Our experience in the furniture and retail business allowed us to define some of the necessary features of Natuzzi Dealers.

Good financial health, excellent credit and financial ability to meet the initial investment are required for the opening of a Natuzzi point of sale; the investment varies according to the size, country, and location of the building.

Ability to manage brands, also in other types of business, is a necessary feature of a Natuzzi prospect Dealer.

Partnership and Ethical values are the strengths of the Natuzzi Group, shared by all those who work with and for the Natuzzi Group, This is why we search for impeccable personal standards like excellence, honesty, integrity and long -term loyalty.

As business and retail activities need to be motivated, well-organized and efficient, our Dealers need to have entrepreneurial skills, creativity and ability to make sound business decisions.

Managerial competences, a furnishing know-how and an administrative and logistic organization to manage the business are required.

Commitment to developing the concept and the know-how and compliance with the obligation of the Dealership Agreement are definitely the main characteristics of a Natuzzi prospect Dealer.

In whatever Country you are based, or you wish to develop a Natuzzi Italia point of sale, for any information or application to become a Natuzzi Dealer, please e-mail to: Natuzzidealer@natuzzi.com providing the following information:

Name

Surname

Town

Company name

Company address

VAT Number

Telephone

Mobile phone

Wherever you are, you will be contacted by one of our Country Retail Managers.



RETAIL CONCEPT

Natuzzi Italia Concepts represent the Natuzzi Corporate image and convey the brand's identity to the market.

As a result, it is crucial to focus on single-brand stores and galleries (Natuzzi Italia shop-in-shop concept distributed through major Department Store chains) all over the world.

The Natuzzi store network is a dynamic and evolving system for successful business as well as a strategic tool to bring the Natuzzi Italia image to the world. The network is in constant motion and reflects its clear positioning in the high-end segment of the furniture market, in terms of Consumers' taste and style.

Natuzzi was the first to create a franchising network in its segment. As of December 31, 2014, Natuzzi Italia boasts 166 Stores and 360 galleries in 69 Countries.



NATUZZI ITALIA STORE

Independent mono-brand stores of approximately 600 square meters that represent the Natuzzi Italia Corporate image. Natuzzi Italia Store has a dedicated entrance, shop windows and a dedicated sales force. In a Natuzzi Italia store is shown and sold the complete Natuzzi Italia collection of furniture, furnishing, beds and accessories.

The shopping experience in a Natuzzi Italia Store has to be unique. The store should be located in the city center, retail parks or furniture destination areas.



NATUZZI ITALIA GALLERY

Shop-in-shop spaces of approximately 200 square meters that can be found or developed in Department Stores, multi-brand Furniture Stores. These are flexible spaces to represent the image of the brand and offer a different shopping experience to convey Italian Quality and Style.



NATUZZI ITALIA ESSENCE

Corners of maximum 120 square meters tailored for high-end multi-brand environments to show the "Essence" of the Natuzzi Italia dedicated collection in a lean display system to assure the best shopping experience.

NATUZZI
RE-VIVE

RETAIL CONCEPT

Natuzzi Re-vive Display system (Retail Concept) shows the presentation of the chair, making it unique and recognizable. Display System perfectly combines functionality and design. It's a modular system that adapts easily to every exhibition space without changing the aesthetics.

The innovative and stylish design enhance the color and the shape of each chair, tying it to the context.

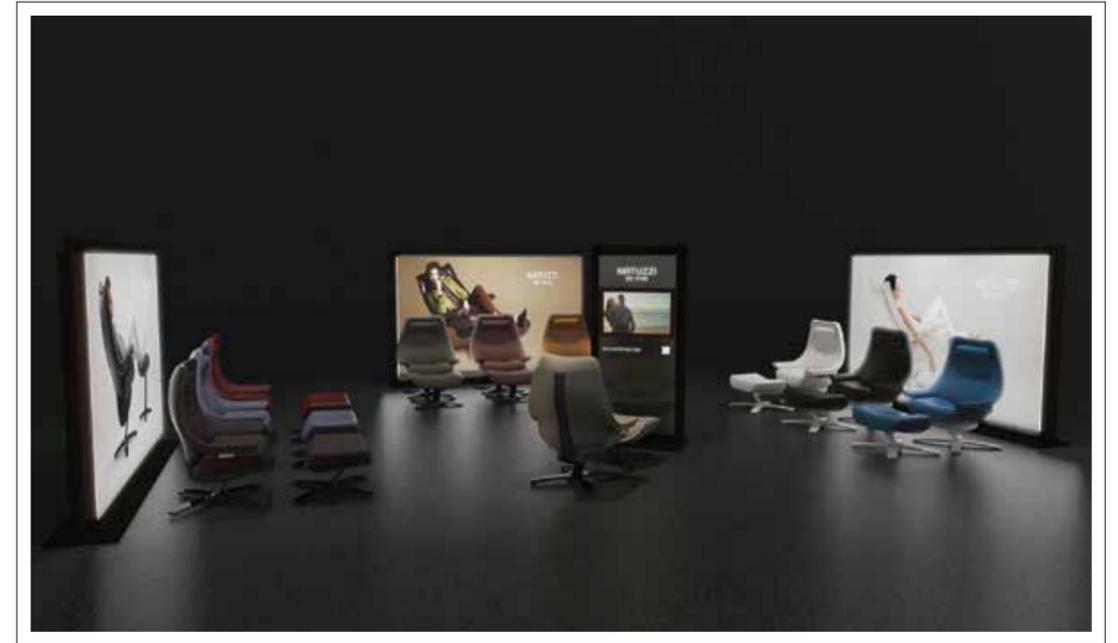
The correct management and implementation of the Retail Concept is the key factor for Natuzzi Group's success.

The display consists of three base elements: an experience totem with a TV screen inside to better explain the innovative design of the chair, a lighting wall as a focal point of the installation, which gives visibility to the Natuzzi ReVive logo and transmits the image of the three styles according to the shown product, and a joint panel to connect the previous elements and create a modular and flexible installation that can be arranged to adapt itself to the product and the store layout

NATUZZI REVIVE STORE

Independent mono-brand stores of approximately 50 square meters. Natuzzi ReVive Store has a dedicated entrance, shop windows and a dedicated sales force. In a Natuzzi ReVive store is shown and sold the complete Natuzzi ReVive collection.

The store is located in shopping malls and furniture destination areas.



NATUZZI REVIVE GALLERY

A shop-in-shop is a clearly defined space operated by a dealer in a department store. The shop-in-shop has the ReVive Display System and shows a defined selection of products. We suggest showing from 10 to 18 chairs for each gallery, according to the different display and homestyles.

NATUZZI
EDITIONS



NATUZZI REVIVE POINT

A corner located in multibrand high-end furniture stores or in the department stores that gives dealers the opportunity to install their own Natuzzi ReVive Point almost everywhere. The corner has the ReVive Display System and shows a defined selections of products. We suggest showing from 4 to 10 chairs for each point.

RETAIL CONCEPT

Natuzzi Editions POS is an evocative space where modern aesthetic elements and the poetry of classic styles perfectly merge in a warm and elegant space.

Architectural elements create the perfect "stage" for the leading actor: Natuzzi Editions sofas. Surfaces, walls and dividers feature chromatic 3D textures that evoke tactile sensations.

NATUZZI EDITIONS GALLERY

The Natuzzi Editions gallery design features a warm, welcoming environment that reflects the Italian appreciation for elegant design and detail.

Compelling brand values such as comfort, quality and style are clearly communicated to consumers through consistent display and appropriate positioning. The POS is a dynamic and flexible space, easy to install, with freestanding elements.



NATUZZI EDITIONS EDUCATIONAL CENTER

An adaptable point display system with minimum 4 sets (60 sqm), easy to install with freestanding elements.

It informs and educates final consumers, guiding them in making the best choice and purchase.

It engages consumers with brand values and product features.



ABOUT NATUZZI

Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. designs, manufactures and sells a broad collection of couches, armchairs, home furniture and home accessories. With consolidated revenues of €461.4 million in 2014, Natuzzi is Italy's largest furniture house and the player with the greatest global reach in its sector. Ethics and social responsibility, innovation, industrial know-how and integrated management of its value chain represent the points of strength that have made the Natuzzi Group a market leader and established Natuzzi as the most recognized furniture brand in the world among consumers of luxury goods. Natuzzi S.p.A. has been listed on the New York Stock Exchange since May 1993. The Company is ISO 9001 and 14001 certified.

FACTS AND FIGURES

- **11 trading offices** in the world and headquarter in Santeramo in Colle (Italy):

Europe: Madrid - London - Cologne - Moscow - Bruxelles - Zurich

Asia: Shanghai - Tokio - New Delhi

Americas: High Point - Salvador De Bahia

- **7 production plants**, 4 in Italy and 3 in China, Romania and Brazil, totaling an overall surface of 283,000 square meters.

- **6.048 employees** around the world (as of 31.12.2014).

- **more than 1,200** points of sale worldwide.

Become a Natuzzi partner and visit www.natuzzi.com/npp

BECOME A NATUZZI PARTNER AND VISIT WWW.NATUZZI.COM/NPP