

NATUZZI
IS THE BEST
KNOWN
LIFESTYLE
BRAND
IN THE GLOBAL
FURNITURE
INDUSTRY.

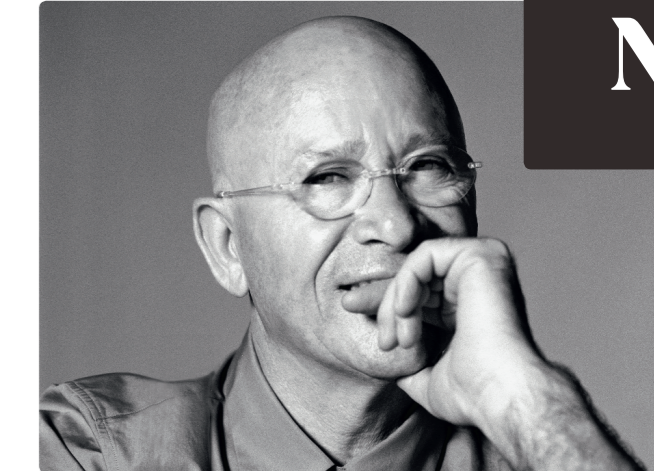
PARTNERSHIP
PROGRAM

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natuzzi.com

NATUZZI
ITALIA

Become
our
Partner



Natuzzi is the best known lifestyle brand in the global furniture industry, distinguished by a style dedicated to harmony and an unrivalled manufacturing tradition.

Today, the Group is expanding rapidly, with a determination to implement the best retail strategy on the international market. In Natuzzi Italia stores, customers will be able to enjoy the harmony experience first hand, thanks to the company's long-established expertise in effectively combining design, functions, materials and colours. Natuzzi is also a by word for the Italian lifestyle, constantly evolving in line with style and fashion trends in the furniture

market. Founded in 1959, the company now boasts 182 locations, 30 of them directly owned, in five continents. One of the Group's crucial assets is a production chain managed directly from its Italian headquarters.

The Style Centre, plants, tanneries, padding factories and carpentry workshops are all proprietary: every phase of manufacturing is entirely "Made in Natuzzi", from the initial design to the final assembly of each piece of furniture. The Italian Style Centre analyses trends in art, fashion and furnishing and observes emerging lifestyles. Working with internationally renowned designers like Maurizio Manzoni and Roberto Ta-

pinassi of Studio Memo, Victor Vasilev, Claudio Bellini, Mauro Lipparini, Bernhard & Vella, and Jamie Durie, it creates products in line with the expectations of the various consumers.

In factories around the world, designs take shape in the hands of professional craftsmen. Each phase occurs under the strict control of the Group, so that quality is both certain and certified: from leather and wood to padding and fabric, all materials satisfy international regulations regarding health and eco-sustainability. A clear commitment, attested by ISO 9001 and 14001, OHSAS 18001 and FSC certifications.

Natuzzi Italia the success of Harmony

There is plenty of news to report, starting with the product: entirely made in Italy, the collections now offer furnishing solutions dedicated not only to the living room but also to the dining and sleeping areas.

Around the world, the company is also establishing a new distribution model and an innovative retail concept to showcase the Natuzzi Italia offering to the full 800 square metres of sales floor, where customers can experience design, functions, materials and colours, delivering the promise of harmony in any space.

The new configurator and the new website, along with the new online and offline communication strategy, are all there to support partners, with the help of a dedicated organization: from the architects who design the stores and the Style Centre that furnishes the living spaces to the strategic merchandising, marketing and customer care teams.



SHANGHAI STORE - Wending Road - CHINA

Our Retail Format

As we learn from our retail experience, we share our knowledge with our partners to help them increase both their revenues and their profits.

LOCATION AND STORE FORMAT

Thanks to its successful case history, Natuzzi has designed a store format that will be provided to each partner:

- Consumer profile;
- Location and adjacencies;
- Store size and layout.

BUSINESS PLANNING

Natuzzi's retail team will provide the partner with the targeted retail and financial metrics so that the store P&L is properly planned and benchmarked with Natuzzi's retail stores.

STORE DESIGN AND CONSTRUCTION

Natuzzi's team of architects and designers team will design each store in every detail. The Store Concept of Natuzzi Italia will welcome and engage the customer into a unique brand experience. Every detail of the layout and of the customer journey is meant to maximize sales density and thus profitability. This will include the lighting project as well as the exterior façade.

Natuzzi's architects will provide the partner with the technical drawings as well as any technical requirements, and will assist them while their construction team builds the store.

MERCHANDISING

Store merchandising is ensured by Natuzzi's global team of merchandisers across all product categories



NEW YORK STORE - Madison Avenue - USA



DUBAI STORE - UAE

AT NATUZZI WE ARE COMMITTED
TO OUR ETHICAL VALUES,
AND SO SHOULD OUR PARTNERS DO:
WE STRIVE FOR EXCELLENCE,
HONESTY AND INTEGRITY.

(upholstery, furniture and accessories) for home design: living, dining and bed. Based on Natuzzi's successful case history, every product and price quartile is covered through detailed analytics and forecasts. A dedicated store merchandiser will assist the partner prior to the opening and then in every season.

VISUAL MERCHANDISING AND IN-STORE COMMUNICATION

A comprehensive set of tools is meant to be executed in each store to deliver an outstanding customer experience and connect the customers to the values and quality of Natuzzi Italia products. This includes an iPad-based product configurator as well as a wide set of material for brand storytelling and product information.

MARKETING AND LEAD GENERATION

Natuzzi provides its partners with the marketing campaigns that are created by the global Brand Communication team and its Creative Lab. Based on the annual marketing calendar of Natuzzi Italia, a dedicated marketing team is available in each market to assist the partner in designing a custom-made lead generation plan in each city. Each store will also be part of the global CRM program of Natuzzi Italia, which is meant to deliver value both to consumers and to Natuzzi's partners. The newly designed Corporate website of Natuzzi Italia will also drive visitors into each store through the store locator.

TRAINING

A dedicated training program is conceived for each member of the store

staff. It starts prior to the store opening and continues along the first year with multiple in-depth sessions.

CUSTOMER ACQUISITION AND STORE MANAGEMENT

While joining forces with its partners to acquire customers and delivers the highest value to them, Natuzzi has developed a wide set of management tools which are key pillars of its Retail Format:

- Selling Ceremonies;
- Store Operations Manual;
- iPad-based Product Configurator;
- In-store Design Studio, equipped

with all the material samples that are available for custom-made product configurations (leather, fabrics, woods, steels, marbles);

- Proprietary software for Interior Design services (Your Design by Natuzzi);
- IT platform for store management and sales analytics.

CUSTOMER SERVICE

A dedicated customer service team is available as a unique contact point for each store to handle order management, delivery and after sales customer assistance in each country.

JOIN THE OPPORTUNITY

If you share our values and you wish to open a NATUZZI ITALIA store in your city, please send an email to natuzzietail@natuzzi.com

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