



NATUZZI
Harmony Residences
BY PEACE HOMES

“NATUZZI HARMONY RESIDENCES” UNVEILED IN DUBAI
DEVELOPED IN PARTNERSHIP WITH PEACE HOMES

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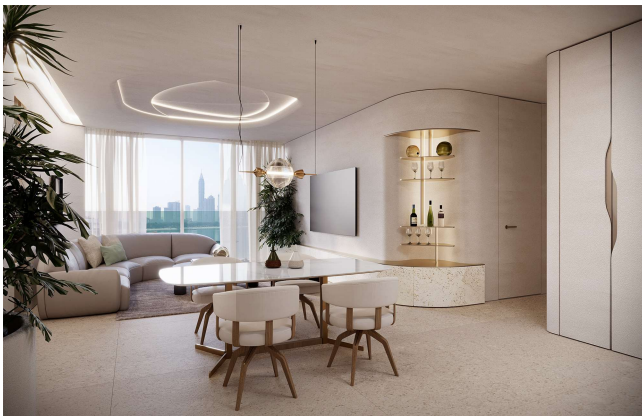
Dubai, November 12, 2024 – Natuzzi S.p.A. (NYSE: NTZ) presented its first branded residential project, the **Natuzzi Harmony Residences** (the “Project” hereafter) with a ceremony at the “Coca-Cola Arena” attended by over 1000 selected guests.



Natuzzi Harmony Residences: pool and amenities

Located on one of the Dubai Islands, a five-island archipelago off the city’s coast, the Natuzzi Harmony Residences is a 110,000-square-feet, 9-floor building with 50 apartments, fully conceptualized by Natuzzi's architects and designers.

Natuzzi has led the architectural and creative direction, shaping the exterior and interior design—including floor plans, apartment layouts, and all shared spaces such as swimming pool, a gym, children’s area, cinema room, and a wellness center. Every detail, from materials and finishes to lighting and fixed furnishings, reflects Natuzzi's organic, Mediterranean-inspired DNA. Furthermore, Natuzzi will provide complete furnishings for all the apartments.



An example of living room

The Project was developed in partnership with Peace Homes Development, a leading Dubai-based real estate Group committed to redefining the concept of luxury in Dubai by crafting homes that offer both aesthetic brilliance and a personal touch.

Owners of the “Natuzzi Harmony Residences” can select from a curated range of Natuzzi’s iconic living room, bedroom, and dining room sets.

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An example of living room

This Project marks a significant milestone for our business across three key dimensions:

- i) **Brand Testament:** a landmark project involving the design of an entire residential building, which will be identified by the Natuzzi Italia brand.
- ii) **Scope:** Natuzzi provides full stylistic guidance, including architectural direction for the exterior and complete interior design.
- iii) **Total Furnishing Solutions:** we offer comprehensive furnishings, from apartment layouts and shared spaces to materials, finishes, lighting, and fixed elements.



An example of bedroom

Pasquale Natuzzi, Executive Chairman of the Natuzzi Group, stated: *“Natuzzi, in its 65 years of history, has been able to constantly evolve. Today, we are a lifestyle brand, recognized and appreciated worldwide. The Natuzzi Harmony Residences project marks a significant step in this evolutionary journey, as it offers the opportunity to experience the uniqueness of Natuzzi Harmony, which, for the first time, permeates every internal and external space of this incredible residential project.”*



An example of living & dining room

Antonio Achille, CEO of the Group, commented: *“As anticipated in our last press release, we are accelerating growth in the Trade & Contract business. To drive this forward, we have established a dedicated business unit, which will strategically leverage Natuzzi’s assets and expertise while focusing on specific targets for growth and profitability. I am particularly excited by the early successes achieved by the leadership of this new business unit. Alongside our Natuzzi Harmony*

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Residences, we have recently secured two additional major projects—one in the Middle East and one in Central America—both currently under confidentiality agreements."



An example of bedroom

Pasquale Junior Natuzzi, Chief Trade & Contract Officer, said: *"The Natuzzi contract division was created with a clear vision: to make Natuzzi the first design brand in the world to fully conceive a residential project that could embody the essence of the Natuzzi Italia lifestyle. Today, we celebrate this extraordinary achievement accomplished through meticulous and dedicated work that has allowed us to push beyond all imagination and create something unique. Dubai will have a new landmark where*

the splendid Arab culture merges with the Mediterranean one."

About Natuzzi S.p.A.

Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. is one of the most renowned brands in the production and distribution of design and luxury furniture. As of June 30, 2024, Natuzzi distributes its collections worldwide through a global retail network of 681 monobrand stores and approximately 600 wholesale points of sale, including shop-in-shop galleries. Natuzzi products embed the finest spirit of Italian design and the unique craftsmanship details of the "Made in Italy", where a predominant part of its production takes place. Natuzzi has been listed on the New York Stock Exchange since May 13, 1993. Committed to social responsibility and environmental sustainability, Natuzzi S.p.A. is ISO 9001 and 14001 certified (Quality and Environment), ISO 45001 certified (Safety on the Workplace) and FSC® Chain of Custody, CoC (FSC-C131540).

About Peace Homes Development

Peace Homes Development is a pioneering property development company that has redefined real estate by offering branded luxury and setting new standards of quality. Our commitment to excellence combining innovative engineering and world-class architectural expertise, we create homes that are both stunning and durable using cutting-edge materials and technologies for sustainability and efficiency. At Peace Homes Development, we craft iconic residential spaces that blend opulence with accessibility. Through innovative design and strict quality control, we aim to exceed expectations, enhance lifestyles, and enrich communities, ensuring that luxury living is accessible to all.

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