

THE MILESTONES ALONG THE WAY TO SUSTAINABILITY FOR NATUZZI

FOUNDATION

"The initial stages of my professional journey were a marvellous time which I might define as the unfurling of a dream. Help your children to dream, but don't stop dreaming yourselves. We all need to dream up a better world so we can go after it."

Pasquale Natuzzi



THE MOVE TOWARDS VERTICAL INTEGRATION

The Natuzzi Group took over two tanneries in the region of Veneto and a polyurethane manufacturing factory in the region of Campania; it then set up an industrial woodwork shop inside the Santeramo plant for wooden sofa frame construction. Cast-iron control over the entire supply chain: a guarantee for customers, traceability of raw materials and, last but not least, respect for rule of law and legality in general.



LISTING ON THE NEW YORK STOCK EXCHANGE

In order to ensure Group continuity in the face of impending and tricky key strategic choices.



GROUP STRATEGY CHANGES IN LINE WITH SOCIAL RESPONSIBILITY

In order to preserve Italian manufacturing and boost employment, the new strategy involved Natuzzi's transformation from a manufacturing firm (B2B) to a high-end consumer brand (B2C) in order to circumvent cut-throat competition on price. Investments sallied forth on the brand project, the product itself, store development, marketing and advertising for a total amount of €600 million Euros as of today.



ENVIRONMENTAL CERTIFICATION ISO 14001

"Undertaking the path of sustainable development is a duty but also a window of opportunity. It is a worthwhile investment which promises to lay new foundations for our business operations."

Pasquale Natuzzi



NATUZZI'S ENERGY: CLEAN AND RENEWABLE

With an estimated power of about 4.5 megawatts, 21,000 photovoltaic panels installed on the rooftops of the manufacturing facilities of Apulia and Basilicata in 2010 have led to a reduction in carbon dioxide emissions (CO2) into the atmosphere equal to 3,400 tonnes per annum, an amount equal to the yearly fumes of about 1,200 cars.



NATUZZI IS THE MOST FAMOUS FURNISHING BRAND IN THE WORLD

A €600 million Euro investment plan dedicated to the brand project led to Natuzzi becoming in 2013 the best-known furnishing brand in the world amongst luxury goods consumers. Its brand awareness venture forged ahead and Natuzzi became a household name.

Source: World Luxury Tracking Ipsos - Lagardère 2013



SAFEGUARDING HEALTH & SAFETY ON THE WORKPLACE: A CERTIFIED COMMITMENT

The Natuzzi Group attained Certification for its Management System on Occupational Safety in compliance with BS OHSAS 18001 standards.



WE BUY INTO TRUST FOR FUTURE RETURNS

A trade union agreement signed in Rome on 3 March 2015 involved Natuzzi moving part of its foreign production to Italy. The Natuzzi Group sealed the pact with a press statement published on the Italian financial daily *Il Sole 24 Ore*: "A huge investment that will yield rich dividends: our future. The future of a company which intends to pit its strengths against world competition, placing its stakes on values in order to create value".



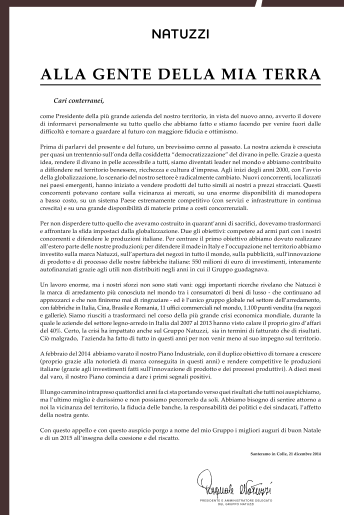
LIVING IN PEACE

Pasquale Natuzzi lent his support to a project for a refugee reception centre conceived by the Nobel Prize winner Betty Williams. Pasquale Natuzzi: "Hospitality also means rolling our sleeves up to defend the rights of all human beings to shelter whenever they are forced to flee from famine or war."



"COUNT ME OUT"

Natuzzi launched a campaign to raise social awareness on the phenomenon of unfair competition which damages law-abiding enterprise which strives to respect the Government and customers. UNICOM 2015 First Prize "Italy speaks up" ("*L'Italia che Comunica*")



TO MY PEOPLE, AN OPEN LETTER TO THE LOCAL COMMUNITY

"Fourteen years ago we set out along a path which is leading us to the results we all long for, but the last mile is always arduous and we can't make it on our own. We need to feel that the local community is with us, that banks trust us, that politicians and trade unions will go out on a limb for us and that our folk appreciate our efforts."

Pasquale Natuzzi



NATUZZI PROMOTES THE FIGHT AGAINST THE BLACK ECONOMY AND UNFAIR COMPETITION IN PARLIAMENT

"Unfair competition is not only undermining our business affairs but it is also eroding the fabric of local society which we have been building up for so long. There is a strong risk that it will soon become like the city of Prato, swarming with cheap, illegal labour and sweatshops".

Pasquale Natuzzi, hearing with the Budget Committee of the Chamber of Deputies

NATUZZI & KOMEN ITALIA NON-PROFIT ORGANISATION - A PARTNERSHIP FOR PREVENTION IS LAUNCHED

The Natuzzi Group joined the *Race for the Cure*, an international mission engagement marathon to raise funds for the fight against breast cancer. One positive outcome of the alliance with Susan G. Komen Italy is the free breast examination service made available at the Natuzzi headquarters in Santeramo in Colle. Since 2007 over eight hundred medical tests have been carried out on the premises free of charge.



HONORARY DEGREE IN EDUCATIONAL SCIENCE FOR PASQUALE NATUZZI

"As an entrepreneur Pasquale Natuzzi has certainly gained prominence as a result of the high quality of his creations. Yet of all his achievements, the one that particularly sets him apart in the eyes of this University relates to his efforts to create training schemes for blue-collar personnel, technicians and managers of the Natuzzi Group. His recognition of the important role played by training symbolises how critical the right knowledge is for business development nowadays."

Chancellor of the University of Bari, Prof. Giovanni Gironè



UNBRIDLED LOCAL COMPETITION

Gazzetta del Mezzogiorno (widely-read Italian daily based in Southern Italy): Natuzzi warned against the dangers faced by Italian manufacturers.



ISO 9001 QUALITY SYSTEM CERTIFICATION

The Natuzzi Group obtained Certification for its Quality System. In that very same year, Pasquale Natuzzi travelled to the Quirinal Palace in Rome where he proudly received the Leonardo prize from the then Italian head of state, Oscar Luigi Scalfaro. This prestigious prize is awarded every year by the Italian Quality Committee to an entrepreneur who has positively contributed to promoting Italy's image in the world.



THE FIRST ISSUE OF OUR CORPORATE NEWSLETTER CRESCERE INSIEME (GROWING TOGETHER) CAME OUT

"Sviluppare valori comuni, promuovere la solidarietà, tessere rapporti umani, impegnarsi verso traguardi di interesse generale: tutto questo è alla Natuzzi un patrimonio consolidato." Pasquale Natuzzi dal primo numero del giornale. Ancora oggi il dialogo costante con i collaboratori rappresenta una delle caratteristiche fondamentali dello stile di management del Gruppo.



OUR SOCIAL MISSION

"In the '80s our firm was doing just fine. It was a medium-sized company which produced good earnings. And yet I used to say to those around me: look out there - every day there are people queueing up outside our gates in need of work. Nothing is stopping us from growing. We have to do it for them."

Pasquale Natuzzi





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www.natuzzi.com