

**NATUZZI S.P.A. ANNOUNCES CLOSING OF THE JOINT VENTURE
WITH KUKA FURNITURE (NINGBO) CO., LTD. (“KUKA”)**

Santeramo in Colle, Bari, Italy — July 27, 2018 — Natuzzi S.p.A. (the “Company”) announced that completion of the transactions contemplated by the joint venture agreement between the Company and Kuka took place today (the “Closing”). Kuka is a wholly-owned subsidiary of Jason Furniture (Hangzhou) Co., Ltd., to which all of the rights, obligations, and liabilities of Jason Furniture (Hangzhou) Co., Ltd. under the joint venture agreement signed with the Company on March 22, 2018 were transferred.

As a result of the Closing, the Company’s wholly-owned Chinese subsidiary, Natuzzi Trading (Shanghai) Co., Ltd. (“Trading Co.”) has become a joint venture in which each of the Company and Kuka now owns a 49% and a 51% stake, respectively. Kuka invested €65 million to acquire its stake in Trading Co.

As already disclosed, this partnership is aimed at expanding the Company’s retail network in Mainland China, Hong Kong and Macau (the “Territory”). Trading Co. will distribute the *Natuzzi Italia* and *Natuzzi Editions* branded products through a network of single-brand directly operated stores and franchised operated stores in the Territory, as well as through online stores.

About Natuzzi S.p.A.

Founded in 1959 by Pasquale Natuzzi, Natuzzi S.p.A. is Italy’s largest furniture house and one of the most important global player in the furniture industry with an extensive manufacturing footprint and a global retail network. Natuzzi is the Italian lifestyle best-known brand in the furnishings sector worldwide (Brand Awareness Monitoring Report - Ipsos 2016) and has been listed on the New York Stock Exchange since 13 May 1993. Always committed to social responsibility and environmental sustainability, Natuzzi S.p.A. is ISO 9001 and 14001 certified (Quality and Environment), OHSAS 18001 certified (Safety on the Workplace) and FSC® certified (Forest Stewardship Council).

About Kuka (Kuka Furniture (Ningbo) Co., Ltd. Holding company)

The company is originated from a carpenter workshop founded in 1982. Now it is one of the largest upholstery furniture manufacturers and retailers in China. The company is mainly engaged in research, design, production and sales of the middle and middle-high upholstery furniture used in living room, dining room and bedroom. It has three major manufacturing bases in China, more than 3000 mono-brand stores in China and overseas, providing the high-quality products and services for the global families.

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