

NATUZZI

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one
news*

Rinsight

2014 FALL CONGRESS

THE BEST
WAY TO
DISCOVER
A POWERFUL
BRAND

NTZ
LISTED
NYSE

Season's Greetings

TO DISCOVER A POWERFUL BRAND

On November 14th, the 2014 Fall/Winter Congress started to last for about one month.

Customers are invited in Santeramo in Colle to see with their own eyes all the collections and products representing the heritage of the Group.

This year, the main goal of the event will be:

- to involve Natuzzi's partners in the execution of the new brand Strategy,
 - to show the novelties based on Natuzzi brand DNA ("Natuzzi blends design and function to create harmonious living"),
 - to present the global and local marketing Plan 2015.
- During the Congress, the Three Product Lines (please see box aside), are presented in the best atmosphere to different target audiences in order to qualify distinct identity in terms of attributes, uses, quality and price segment.

As the entire marketing strategy moves keeping in mind the customer standpoint, four areas were fully set in the Santeramo HQ to make the visitors directly

BRAND STRATEGY: KEEP IT SIMPLE, KEEP IT RELEVANT

ONE BRAND

NATUZZI

TWO DISTRIBUTION CHANNELS

RETAIL (D.O.S., FRANCHISING)
WHOLE SALE (SHOP IN THE
SHOP CONCEPT)

THREE PRODUCT LINES

NATUZZI ITALIA
NATUZZI EDITIONS
NATUZZI RE-VIVE



Natuzzi Italia. Poliziano: a new model of the made in Italy collection. It's the best seller of the last Natuzzi Spring Congress: 465 seats sold mainly to customers of Asia Pacific Region (primarily China, Singapore, Australia).

NOVELTIES OF 2014 FALL CONGRESS

experience the different concepts of the three product lines by distribution channel: a Natuzzi Italia pilot store, a Natuzzi Italia showroom, a Natuzzi Editions shop in the shop concept and a Natuzzi Re-vive gallery. In this way, it is particularly easy to appreciate how all the solutions can meet the retailer needs, offer a clear brand image and increase the productivity per sqm.

Within the spaces dedicated to **NATUZZI ITALIA** (the Group's premium brand, exclusively made in Italy), the offer is extremely wide; living rooms, dining rooms and bedrooms all give the idea of the Total Home concept, communicating high-value, beauty, harmony among materials, shapes and colours, fashion and Italian style, also thanks to the hand of Italian famous designers, such as Claudio Bellini, Maurizio Manzoni and Roberto Tapinassi.

The **NATUZZI EDITIONS** exposition enhances value and attention to the product (this year, the introduction of sofa beds enriches the traditional sofas and armchairs offer), the look is coordinated and the space makes consumers feel at ease, comfortable and relaxed; each proposal matches the aim to maximize the return per square meter.

Finally, by walking through the **NATUZZI RE-VIVE** gallery, each customer can experience the innovation footprint coming from the product, the extremely clean and essential setting and flexible display systems created to fit any retail space. The introduction of three lifestyles (Sea, Urban and Mountain) represents the novelty of the Congress.

Careful preparation, strong contents and high involvement are the three winning ingredients of the Natuzzi Congress success.

After a warm welcome by the staff and a refresh, the guests are accommodated in a meeting room where the top management presents the new brand strategy. This is a key moment of the visit as most of the existing customers has the opportunity to better understand the big revolution in terms of brand positioning, while the new ones have the chance to meet the Natuzzi Group in an organic, coordinated picture.

NATUZZI ITALIA
NEW MODELS MADE IN ITALY

NATUZZI EDITIONS
NEW FABRIC COLLECTION
SOFA BED PROGRAM

NATUZZI RE-VIVE
3 NEW STYLES



Natuzzi Italia. Long Beach: new model designed only in fabric to better penetrate this segment. 40% vs 27% in 2013: that is the percentage of models in fabric, vs leather, showed at the Spring Congress 2014.



Natuzzi Italia. On the left: Re-vive, an exclusive version reserved to the Natuzzi Italia stores; on the right: the table Ramo. Orders for furniture accessories have also grown compared to the previous editions.



Natuzzi Italia. Bedrooms collection: Dolce Vita is the best seller of the Group's Bedrooms Collection of the 2014 Spring Congress.



Natuzzi Editions. For the first time ever, both at the Salone Internazionale del Mobile, held in Milan in April 2014, and, soon after, during the 2014 spring Congress, the product line "Editions" has been associated to the Natuzzi brand, with the aim of better leveraging on the Natuzzi's high brand awareness (the Natuzzi brand was ranked as the best-known global brand within the furniture category among luxury consumers, according to the World Luxury Tracking 2013 by IPSOS on behalf of Lagardère Global Advertising).

COMPLIANT WITH
NATUZZI BUSINESS PLAN 2014/16

COMING FROM A HIT CONGRESS EDITION

The 2014 spring edition recorded a best ever attendance, with more than 110 customers from all over the world and an increase of 56% (compared to 2013 congress) in orders collected during the event. This success, that confirms the validity of the overall marketing and distribution strategy included in the business plan, is having a positive outcome in the valuable increase in the order flow recorded starting from second quarter 2014 (+6.2% at the end of last week compared to same period of the previous year).

2014 SPRING RETAIL CONGRESS LASTED FROM APRIL TO JULY

**MORE THAN 110
CUSTOMERS**

**+105% PRESENCE FROM
MIDDLE EAST, AFRICA, INDIA**

**MORE THAN 50%
INCREASE IN ORDERS
DURING THE CONGRESS**



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