



## 4 NEW STORES

NATUZZI ITALIA SINCE  
THE BEGINNING OF SEPTEMBER

INAUGURAL  
EVENT IN ROME

SYDNEY  
CROWDS ITS  
FIRST WEEK END

ABIDJAN  
STORE DRAW  
ATTENTION

VIETNAM  
DOUBLES

NATUZZI POSS  
REACH  
**1,233 POS**  
AS OF 20  
NOVEMBER  
2013

# 4 NEW STORES OF NATUZZI ITALIA SINCE THE BEGINNING OF SEPTEMBER

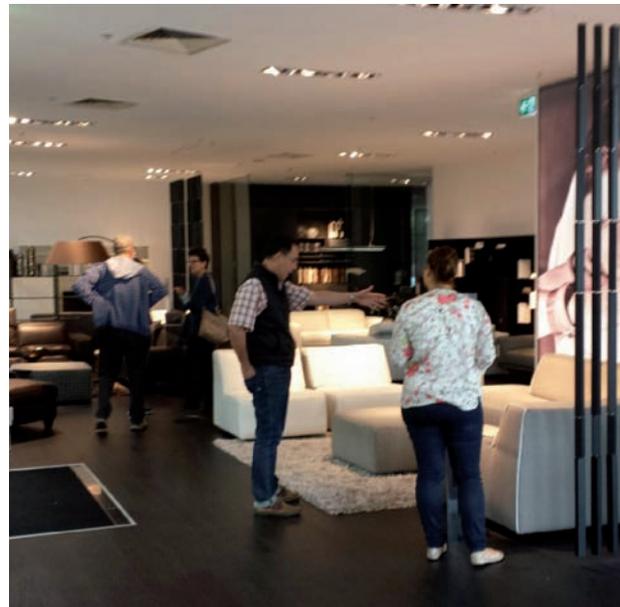
As part of the international development strategy of Natuzzi Group, 4 new stores and 15 galleries have been opened in the last three months.

The total Point of Sales of Natuzzi Group have now reached 1,233 units all over the world, including:

- Natuzzi Italia: 193 stores, 336 galleries,
- Natuzzi Editions: 45 stores, 563 galleries;
- Divani&Divani: 96 stores (concentrated in Italy).

In all these locations, elegant and intimate settings and a large array of products perfectly embody the brands' values: Italian heritage, top quality leather and materials, craftsmanship and attention to details.

The total living concept is represented through a variety of living solutions that have been developed in each country according to a coordinated approach.



# SYDNEY: THE 1ST SUNDAY TRADING BEYOND EXPECTATIONS



**NEW STORE IN SYDNEY**

**700** M<sup>2</sup>

**27** ROOM SETTINGS

3D INTERIOR DESIGN SOFTWARE

November 17, 2013 – Natuzzi announces the opening of a new store in Sydney, in the suburb of Alexandria, bringing to seven the number of Natuzzi Italia Store in Australia.

The new store in Sydney - which covers an area of 700 square meters, with 27 room settings - represents the real "store of the future". It is equipped with an innovative 3D interior design software - called Your Design By Natuzzi and Design study - which allows customers to design directly in the store the furniture of their rooms, through a faithful representation aesthetics photo-realistic high quality, able to simulate even the smallest detail of the spaces.

On its first soft trading weekend, the new store registers a success of customers; Sunday's traffic, generated through website, signage and spontaneous recommendations, is beyond expectations, while an adv campaign is planned in the forthcoming days.



# THE SPECTACULAR OPENING IN ROME



November 15, 2013 - Natuzzi Italia opens the store in Rome, the third in Italy after those of Milan and Como, with a grand opening and the exhibition of Fabrizio Plessi, one of the most important contemporary artists.

The flagship store, which covers an area of 410 square meters, is located in Via Gregorio VII and represents the style, quality and excellence that underpin the international success that distinguishes more than 50 years the brand Natuzzi. To allow the best appreciation of the wide range of products, the space is organized in 15 sets, areas fully furnished with different styles, in which the customer can move around and experience firsthand the complementarity of the products.

At the inaugural event, the exhibition of Fabrizio Plessi "The shape of energy", to celebrate the dynamism, the spirit of change and the energy that have always driven Pasquale Natuzzi and his company.

NEW STORE  
IN ROME

410 M<sup>2</sup>



# ABIDJAN, CÔTE D'IVOIRE A TASTE OF AFRICA

October 17, 2013 - After the recent opening in Algiers (October 1st) and according to the plan to expand our presence in Africa and in the emerging markets, Natuzzi lands in Côte d'Ivoire with the launch of its new store in Abidjan.

Abidjan is considered the cultural hub of West Africa and the new Natuzzi Store showcases the latest collection of premium leather sofas and furnishings, accessories, dining tables and chairs, wall units, storage solutions, rugs, lamps and much more. The 600 square meters store is located in the Boulevard G. D'Estaing, a primary commercial road, displaying a total living concept made of elegance, craftsmanship and Italian tradition.

Among the first customers visiting the store, prominent people of the society and politics (eg. Minister of Waters and Forests and the First Lady)



# VIETNAM, NATUZZI ITALIA DOUBLES WITH HANOI STORE

October 2013 - After almost one year, Natuzzi Italia returned to Vietnam by opening a new store in Hanoi.

The store, 400 square meters of display area, is located within the Vincom Mega Mall - Royal City, the largest shopping center of Vietnam, at the intersection of the main arteries to reach the center of the capital.

The decision to focus on the Vietnamese market - the country with the fastest growing economy in Asia after China - confirms the vocation of the Natuzzi Group in the role of pioneer of furniture made in Italy in booming markets.



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