

WM CAPITAL: AZ FRANCHISING AWARDED FOR EXCELLENCE IN PROMOTING FRANCHISING SYSTEMS

The economic impact of commercial affiliation in Italy contributes to the development of businesses and employment: in 2012 Euro 35 billion of revenue, 149 new franchisors with more than 52 thousand franchisees

The prize was awarded by IREF Italy and sponsored by the Ministry of Economic Development

Milan, October 10th, 2013

Fabio Pasquali, CEO of WM Capital, company specialized in Business Format Franchising that promotes enterprises growth thanks to the development of franchising system, was awarded with the IREF Italy's Special Recognition. During its twenty years of experience WM Capital has supported the development of more than 500 formats, selecting innovative business model in industries with high growth potential and directly supporting the projects with most interesting value creation skills.

During the conference AZ Franchising illustrated the 10 proposals for the industry development that it submitted to the Government. In a statement the senator Elena Fissore declared that with the franchising investigative reports made by AZ Franchising "*[she] could take note and deep understand of the economic impact of franchising that has produced alone in the year 2012 in Italy 149 new franchisors with more than 52 thousand franchisees*" giving its willingness to bring the proposals to the attention of the Parliament and the Government. Among the others, also IREF Italy and the President of the National Accountant Association Marco Cuchel joined AZ Franchising's initiative.

*"It is with great pride and satisfaction that I receive this prize – said **Fabio Pasquali**, CEO of WM Capital and President of AZ Franchising – which represents an acknowledgement for the contribution given in these years in a competitive market such as franchising, that in 2012 generated a turnover of 35 billion, and keeps on creating jobs and showing high rates of growth and development".*

This important recognition was awarded by IREF Italy, Federation of European networks of partnership and franchising "*for the invaluable dedication and the significant cultural high quality contribution that Fabio Pasquali provided professionally to improve the diffusion and general knowledge of the characteristics of franchising networks*".

The award ceremony was held as part of the Conference "*Franchising Career – skills and proposals for a successful future of the industry*", organized by IREF Italy and sponsored by the Ministry of Economic Development.

This press release is available on the Company's website www.wmcapital.it

WM Capital, specialized in Business Format Franchising promotes enterprises growth thanks to the development of franchising system in Italy and abroad, providing industrial and operating know-how in addition to a qualified and international network. The company operates in reference to the Multimedia industry with AZ Franchising and to the Pharmaceutical industry through the Alexander Dr. Fleming company. WM Capital, thanks to the experience acquired in the franchising sector with the development of more than 500 formats, selects innovative business model in industries with high growth potential and directly supports the most interesting projects with value creation skills.

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