

WM CAPITAL LAUNCHES THE FIRST BUSINESS PLATFORM SPECIALIZED IN INTERNATIONAL FRANCHISING WITH AZ FRANCHISING

- **50 Countries will be included in the project that will increase WM Capital internationalization process**
- **With AZFranchising.com it will be promoted the meeting between international franchisors and potential investors, answering companies needs of internationalization**

Milan, September 12th, 2013

WM Capital, the Italian company specialized in Business Format Franchising, presents today AZFranchising.com, the first business platform dedicated to franchising that will promote the matching between international franchisors and potential investors providing a reliable way to those willing to grow on foreign markets.

In its 20 years of experience, AZ Franchising supported more than 600 brands in their growth, besides many master franchisees and investors and today is offering a new tool to all entrepreneurs who want to internationalize their business.

Born from Italian enterprises' need of going abroad, AZFranchising.com is the first search engine, specialized in franchising, that is growing thanks to 50 selected international partners. It allows entrepreneurs to meet a global community thanks to an interactive platform. The main advantages of the platform for the users are:

- AZ Franchising team assistance in order to get a precise description of potential franchisees and their interests to do the best matching;
- Monitor in every moment their personal account containing contacts, messages, technical sheet and personalize it independently;
- Franchisors will be able to manage their technical sheet data and messages independently;
- Higher visibility with potential master franchisees and large investors.

AZFranchising.com represents the starting point for the international expansion of WM Capital, first step of a long experience abroad seen as natural evolution of a successful format. The website, optimized for SEO, will be available in 50 target countries. In these markets, AZ Franchising selected and keeps on selecting, the best network of partner to support franchisors, master and investors abroad.

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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