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## WM CAPITAL INAUGURATES IN MILAN DR FLEMING, THE FIRST PHARMACY OF SERVICES THAT REVOLUTIONIZES THE HEALTHCARE

- **The franchising project foresees the opening of 300 stores in Italy and abroad (Switzerland) in the next 5 years**
- **Revolutionary pharmacy concept: not only products but medical and beauty services with an average price lower than the fixed medical fee in an environment designed for the customers' pleasure**

Milan, November 14<sup>th</sup>, 2013

Today in Milan WM Capital inaugurates, the new concept store “the pharmacy of services”, which offers personalized medical and beauty services with an average price that is 10% lower than the fixed medical fee. The project is under the trademark **Dr Fleming**, the franchising network specialized in the development of pharmacies, health stores and corners established thanks to the experience of WM Capital, specialized in Business Format Franchising that promotes enterprises growth through the development of franchising system in Italy and abroad – due to be listed on the AIM Italia – and the **Bornino family**, involved in the pharmaceutical industry for 3 generations.

Fabio Pasquali, Chief Executive Officer of WM Capital, commented: *“We underwent a long period of preparation and research before creating the Dr Fleming format. It is a revolutionary model based on the central role of the customer and that enables a luxury environment accessible to everyone. The franchising choice is the best answer we can give to a fast growing market in Italy and worldwide. Dr Fleming is a challenging project where we expect to open over 300 stores in Italy and abroad, with the first international location in Lugano starting from January 2014”.*

The Dr Fleming concept store has a revolutionary layout, made by the famous **designer Alessandro Luciani**, which focus on customers' needs: rationalization of the selling area, creation of an open space with innovative and ergonomic design, music and color (chromo therapy) to make the customer experience in the shop more pleasant and relaxing. The layout is designed with separated corners dedicated to medical and beauty analysis where customers can interact with a specialist in an environment fully dedicated to their privacy.

*This press release is available on the Company's website [www.wmcapital.it](http://www.wmcapital.it)  
The Italian text of this notice shall prevail over the English version.*

**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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