
WM CAPITAL: franchising is the key model for the value creation and brand success

- **The value creation in franchising will be the main issue presented in Milan during the “World Franchising Forum” scheduled on June 27th, 2013, at “Principe di Savoia” Hotel**
- **Fashion, Food and Healthcare are the most promising sectors;**

Milan, June 17th, 2013

WM Capital, the Italian company specialized in *Business Format Franchising*, supporting the growth of enterprises through franchising networks, highlights the importance of franchising in value generation. The business strategies focused on franchising systems create real value for customers and businessmen, becoming the best answer to the evolution of markets thanks to 5 franchising factors. These create an excellent network and will be represented by international best practices.

These main themes will be examined in depth during the “World Franchising Forum” on Thursday, June the 27th 2013, in Milan at the Hotel Principe di Savoia.

The event is organized in 5 round tables - Brand, Training, Research, Profitability and Process Engineering. A large number of companies will participate and share their experience in franchising: Hilton Worldwide, Primigi and Igi&Co, Piazza Italia, NaturHouse, Maison du Chocolat, Oro in Euro, Original Marines, Mr Focaccia, Dr. Fleming, Ospitalità Italiana, NAU!, Engel&Völkers, Brand Partners Retail Development, ROSSOPOMODORO, Athletes World (Bata Group) and Wash & Dry.

The Forbes ranking “*The Richest People On The Planet 2013*” confirms the quality of the business models adopting the franchise formula. The world’s wealthiest entrepreneurs use franchising networks as a strategic choice, for instance Bill Gates, shareholder of the American franchise chain of car dealers AutoNation, and Warren Buffett, shareholder of Mc Donald’s and Coca Cola.

Also two Italian entrepreneurs successfully experienced in franchising are in the ranking and they accelerate international expansion thanks to franchise. With a 2012 turnover of € 3,3 bln (+29%), Miuccia Prada has integrated its network of directly operated stores with 30 franchise stores and a network of selected luxury multi-brand stores. Giorgio Armani, with 2012 sales of € 2,1 bln (+16%) has focused on franchising especially abroad with Emporio Armani, Armani Junior and Armani Hotels & Resorts.

*“Leading entrepreneurs choose to develop their business through the franchising formula because it is a successful model that creates wealth – said **Fabio Pasquali**, founder and CEO of WM Capital – but not everyone is aware of the offered potential. Creating a franchising network means implementing a distribution formula that can generate a strong impact on the brand and the company visibility. WM Capital aims to support entrepreneurs in accelerating their growth plans and fostering franchise network. The main advantage of developing activities related to the franchise format is the spreading of the business thanks to benefits arising from economies of scale, optimization of investment risk, creation of new entrepreneurship and competitiveness, strengthening of the corporate image and brand recognition. Fashion, food and healthcare are the sectors that are now showing the highest potential for development with a strong international vocation.”*

According to the expertise acquired by WM Capital in developing several networks in Italy and abroad, the importance of a franchise is represented by its ability to improve the growth process and the value of enterprises in the long run, both in economical and intangible assets terms.

In **Millward Brown Optimor** Rank, that evaluates the economical value of the most important international brands, by measuring financial performances and the consumers sentiment, 2 brands that adopt franchising for success appears in the first 5 positions: Mc Donald’s (4^o with \$90 billion) with a network of 32,000 restaurants of which 80% in

franchising and Coca Cola (5° place with an estimated brand value of \$78 billion) that uses franchising in the bottling phase.

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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