

## WM Capital: first day of trading on AIM Italia/Alternative Investment Market

Milan, December 23<sup>th</sup>, 2013

WM Capital, the company specialized in *Business Format Franchising* promotes enterprises growth thanks to the development of franchising systems in Italy and abroad, informs that today has begun trading on the AIM Italia – Alternative Investment Market, multilateral trading facility organized and managed by Borsa Italiana.

**Fabio Pasquali**, CEO of WM Capital, declared: *“It’s with pride and satisfaction that we accomplishing the IPO of the company. Through this placement WM Capital will strengthen its capital structure and accelerate the development of innovative franchising formats in Italy and abroad, with a special focus on multimedia and pharmaceutical sectors, that are showing great potential and high growth rates worldwide”*.

The total value of funds collected through the operation amount to 1.37 million of Euro. The admission was made as a result of the placement of 1,370,000 ordinary shares, of which 1,096,000 newly issued and 274,000 sold by existing shareholders. The post quote free float of the Company will be 12.35% of the share capital.

**WM Capital** operates in the development of *Business Franchising Format* especially in the multimedia industry with AZ Franchising and in the pharmaceutical industry with the company Alexander Dr Fleming. The AZ Franchising brand is the first and unique multichannel system for the development of franchising networks. Born in 1999, AZ Franchising ranks as one of the world leaders in the franchising industry; it offers a diversified portfolio of products and services, wholly dedicated both to franchisors and franchisees’ needs, also thanks to the collaboration of more than 50 international media partners. WM Capital operates in the Pharmaceutical Business Format Franchising through Alexander Dr Fleming, established in 2012 with the Bornino family, whose aim is the development of pharmacy, para-pharmacies and corners with an innovative franchising model.

**Integrae SIM** will act both as **Nomad** and **Specialist**, in accordance with Issuer Regulation of AIM Italia. During listing process WM Capital is supported by: **Integrae SIM** acting as Nomad and Global Coordinator, **King & Wood Mallesons** as Legal and Tax Counselor, **Harley Dickinson Finance** as Financial Advisor, **PKF Italia** as auditing firm, **IR Top Consulting** as Advisor for Investor Relations and Media Relations.

*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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