
WM CAPITAL: strategic guidelines for development of Business Format Franchising and beginning of the IPO process

Milan, June 27th, 2013

WM Capital, the Italian company specialized in Business Format Franchising presented the project for strategic development of the Group at the press conference held during the “*Word Franchising Forum*”.

*“Up to now our Company – commented **Fabio Pasquali**, Chairman and CEO of WM Capital – oriented its growth process to acquire a key role on the domestic market, supporting Italian brands to develop an innovative growth model, and international brands to enter Italian market with franchising model. The strategic development plan of WM Capital is based on an evolution process that will take the Group on the Stock Market, in order to take advantage of the great opportunity offered by the replicability model that is innate in Business Format Franchising.”*

WM Capital operates in the Business Format Franchising (BFF) in reference to the Multimedia industry with AZ Franchising and to the Pharmaceutical industry through the Dr. Fleming company and promotes the development of enterprises through franchising system, in Italy and abroad.

“*Business Format Franchising*” is the growth strategy that allows enterprises to multiply their value expanding the innovative format through five key factors:

- **BRAND EQUITY**
- **PROCESS ENGINEERING**
- **TRAINING**
- **RESEARCH AND INNOVATION**
- **EVALUATION OF THE PROFITABILITY**

Through the development of the 2 owned formats, WM Capital aims to obtain important results as **competitive position, increase in turnover and profitability**. Especially through AZ Franchising - Multimedia BFF, the Group aspires to make his network international expanding its format success. Through Dr. Fleming - Pharmaceutical BFF WM Capital aims to become a national leader and meanwhile develop an export strategy to internationalize its own format.

In the coming years the main goal of the Group will be to acquire a key role on the national and international market for the direct management of specific formats, providing Italian companies with an organized and standardized operating model of activities as well as industrial and operative know-how (franchising format) for an optimal development.

The company, in support of its strategic development, announced the beginning of the listing process, and identified the following advisors: **Integrae Sim** (NomAd), **SJ Berwin** (Law Firm), **Harley Dickinson Finance** (Financial Advisor), PKF (Auditing Firm), **IR Top Consulting** (Media Relations).

A large number of franchise companies have attended the *World Franchising Forum*,– including Hilton Worldwide, Primigi and Igi&Co, Piazza Italia, NaturHouse, Maison du Chocolat, Oro in Euro, Original Marines, Mr Focaccia, Ospitalità Italiana, NAU!, Engel&Völkers, Brand Partners Retail Development, ROSSOPOMODORO, Athletes World (Bata Group) and Wash & Dry.

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 ability.

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