

WM Capital: more than 100 potential franchisees' requests for Dr Fleming. In September new opening in Sicily

- **For the third consecutive year the franchising market of Food registers a growth (+2%) compared to independent restaurant (source: NPD Group)**
- **In 2014 first semester growing demand by entrepreneurs, start-up and multinational corporation of consulting services for analyses and creation of franchising format**

Milan, May 22ⁿ, 2014

WM Capital, listed company on AIM Italia/Mercato Alternativo del Capitale specialized in *Business Format Franchising*, during today's event dedicated to franchising opportunities in Food industry, has announced to have opened the selection of new franchisees for Dr Fleming, network of pharmacies of services, after receiving over 100 requests in last months (10% from foreign countries). Sicily will be the first region to have a franchise Dr Fleming store in September.

Fabio Pasquali, WM Capital group's CEO commented "The results of the company in 2013, with an increase of the income statement of 94% allowed WM Capital to carry on the strategies announced during IPO and to confirm the development plan of Dr Fleming, network of pharmacies, health stores and corner controlled by WM Capital. Franchising confirmed to be the right successful strategy to increase market shares, reduce financial risk and accelerate growing plan. And, also at international level, the main European markets are registering new positive trends, shown by the dynamism of franchising and by the continuous launch of new networks in food, healthcare, education, services and green industries".

During the event The NPD Group presented data of CREST survey, monitoring Food industry in main global markets. The most relevant information is the confirmation of the growth trend that in last 3 years the organized part of the industry (franchising or licensing network) registered. This section has been characterized by an increase of purchase of 10%, despite the general decrease of the market. Currently, networks in Italy represent 20% of the market. A share that is still far from European average, but that will keep on growing next years. Networks are also receiving 35% of the daily traffic, with the remaining amount of clients spread among smaller independent stores.

WM Capital project for 2014 is focused on a diversification of products and services portfolio, enriched by the opportunity of establishing joint venture and direct participation in new franchising formats thanks to its 20 years of experience with the development of 600 formats. WM Capital development strategies are also addressed to international market, with the direct participation in franchising trade fair in London, Paris, Madrid and Sofia and through the partnership program for AZ Franchising format aiming to create an international network of franchisee able to support Italian and foreign franchises in their development.

The international development plan includes also the opening of directly owned "hubs" for the coordination and management of the global network supporting enterprises in franchising.

Dr Fleming format has been awarded with Golden A'Design Award, the most prestigious global award for design, in the category "Interior Space and Exhibition Design", and awarded in the seventh edition of Italian Popai Award, the most important Italian recognition of excellences for pop advertising art and retail design, addressed to designer, communication agency, retailers and suppliers.

*This press release is available on the Company's website 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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