
WM CAPITAL: ALEXANDER DR FLEMING ANNOUNCED AS FINALIST OF WORLD RETAIL AWARDS, FOR THE “BEST NEW RETAIL CONCEPT”

- **Among the finalists a selection of the best and most innovative concept store worldwide**
- **The Awards will be delivered during the World Retail Congress, the most important and prestigious yearly international forum gathering the top management of global retail industry**

Milan, July 23rd, 2014

Alexander Dr Fleming, the franchising network specialized in the development of pharmacies, health stores and corners conceived by WM Capital, the company specialized in *Business Format Franchising* is among the finalists of *World Retail Awards*, in the category *Best New Retail Concept*. The awards, promoted by World Retail Congress, the most important and prestigious yearly international forum gathering the top management of global retail industry, is the recognition addressed to the most excellent formats that have been able to successfully develop new ideas of retail.

Winners of each category will be announced on 30th of September at the Awards Ceremony and Gala dinner in Paris. Among the finalist for the category Best New Retail Concept of the Year: Eataly Smeraldo, Level Shoe District, Metro - “Casa dell’Horeca”, Move, Navabi e Verizon - Destination Store.

“We’re very proud of being among finalists of this international award – declared Fabio Pasquali, CEO of WM Capital – it represents an important recognition for the innovative contribution that WM Capital is bringing to the traditional industry of pharmacy, thanks to the new concept store of pharmacy of services. This recognition represents a confirmation of the appreciation that the market is demonstrating for our business model and for the work of our team”.

The announcement of the designation of Alexander Dr Fleming as finalists is the last of a series of awards and recognition received by Dr Fleming format:

- Golden A’ Design Award 2013/2014, category “Interior Space and Exhibition Design”, the most prestigious global reward for design;
- Critics Awards, Store Retailer Award and “The Best in Show” Award of the 7th Edition of Italian Popai Award, the most important Italian recognition for pop advertising and retail design, addressed to designer, communication agencies, retailer and suppliers.

Fabio Pasquali, CEO of WM Capital has also received a Special Recognition by IREF Italia, the European Partnership and Franchising Federation “for his precious dedication and the relevant high quality cultural contribution to the diffusion and knowledge of franchising system”

*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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