



PRESS RELEASE

WM Capital: Box della Salute - agreement signed with Vree Health Italia srl, a company of the MSD Italia group, a subsidiary of the pharmaceutical multinational Merck Co. Inc., for software integration and commercial development

The three-year agreement provides for the provision of technological services and the start of a dense collaboration on promotional activities of the multi-diagnostic device Box della Salute

Milan, 23th december 2019

WM Capital, a company listed on AIM Italia specializing in the Business Format Franchising, in relation to the development and marketing of the Box della Salute, informs of the achievement of an exclusive agreement with Vree Health Italia Srl, valid until December 2022.

Vree Health Italia srl is specialized in the design, development and marketing of innovative Connected Health services and solutions for the public and private market, designed to improve the quality of life and health of patients through integrated processes and technologies that improve access, the quality and sustainability of care. The company belongs to the MSD Italia group, an Italian subsidiary of Merck & Co. Inc., an American pharmaceutical multinational founded in 1891 and today among the top pharmaceutical groups in the world.

The contract is aimed at providing the Box della Salute multi-diagnostic device with a customized version of the innovative Doctor Plus® Analysis technological solution by Vree Health specifically designed for Box della Salute as well as cutting-edge artificial intelligence solutions, already developed and / or being developed by Vree Health.

The agreement also provides for a reciprocity of intent in starting co-marketing and co-promotion activities, relating to the promotion and marketing of both the Health Box and the services offered by Doctor Plus ® of Vree Health with regard to management of chronicity, with over 100,000 patients followed.

Fabio Pasquali, CEO WM Capital: *“The agreement with Vree Health Italia provides Box della Salute with a decisive technological element by opening up the introduction of artificial intelligence systems for medical decision-making support as well as active interaction with the patient. We are also proud of the willingness of a reality so well structured and inserted in a global context, to collaborate with us in the diffusion of our integrated systems and services, which give Box della Salute a uniqueness of its kind, bringing a set of services directly in patients' homes. This decision is a recognition not only of WM Capital's strength to network but also of the revolutionary impact in the world of healthcare brought by Box della Salute”*

The press release is available on the website www.wmcapital.it



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WM Capital (WMC:IM), WM Capital, a company specialized in the creation and development of Business Format Franchising, supports companies in their growth process for external lines through the development of franchising systems in Italy and abroad, conferring industrial and operational know-how and making available a qualified network of international operators. The company also operates in the Multimedia sector through the AZ Franchising brand, expression of the platform of the same name consisting of the monthly AZ Franchising and the azfranchising.com portal. In its over twenty years of experience, WM Capital has followed over 650 brands belonging to 50 different sectors and thanks to the expertise acquired selects innovative business models in sectors with high growth potential, providing a complete set of tools and services aimed at increasing their value over time.

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