



WM CAPITAL: COVID BOX STARTS MARKETING ON THE MEPA

The Company announces that it has been authorized to supply the Covid Box on the eProcurement portal of the PA

Milan, 19th March 2021

WM Capital S.p.A. ("WM Capital" or the "Company"), a company listed on AIM Italia, specialized in Business Format Franchising, also operating in the Health Tech sector, announces that it has registered its products on the MePA platform. Specifically, the company will be able to market the Covid Box in two versions: Arco della Salute, an automatic sanitizing and sanitizing system for flows into and out of public places and Covid Desk, a workstation for carrying out rapid tests and vaccines safely.

Consip's MePA electronic market is the digital tool through which public administrations can purchase goods and services offered by authorized suppliers. In Italy, there are more than 12,000 public institutions and those entitled to make purchases through the platform are state administrations, including schools, national health service bodies, university institutions, public law bodies, prisons, chambers of commerce, regions, Provinces, Municipalities and their associations.

Fabio Pasquali, CEO of **WM Capital S.p.A.**, declares: "We are delighted that Arco della Salute and the Covid Desk have been selected and enabled on the portal for online purchases of the Public Administration. With the safety authorized resumption of ordinary activities thanks to the start of the first vaccinations, we are able to guarantee our solutions for the protection of citizens' health to public and private entities. In this way we aim to replicate the marketing model also on other administrative bodies following the example of the Municipality of San Chirico Raparo which will receive the Health Box by April"

The products selected by the Consip company are already available on the portal with order processing times of approximately 30 days. Added to these are also the offers of germicidal solutions, registered as medical surgical devices or disinfectants, for the sanitation of health personnel at the entrance to surgical rooms and rapid swabs and serological tests already distributed by the Company.

The decision to land on the electronic market reinforces the Italian commercial strategy of WM Capital which makes use of a network of seven commercial figures in addition to collaboration with a Public Affairs company.

The press release is available on www.wmcapital.it and www.boxdellasalute.com

WM Capital (WMC:IM), company specialized in the creation and development of Business Format Franchising and innovative SMEs since 2017, supports companies in their growth process by external lines through the development of franchising systems in Italy and abroad, conferring industrial and operational know-how and providing available a qualified network of international operators. It operates through the three areas of activity Consulting, Communication, Financial Advisory and the Health Tech division, specialized in the research and development of strategic plans in the HealthCare area with the help of the Health Box in favor of the well-being of the networks. The company is also active in the Multimedia sector through the AZ Franchising brand, an 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 700 brands belonging to 50 different sectors and thanks to the expertise acquired it 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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