



WM CAPITAL: THE COMMUNICATION CAMPAIGN "MEASURE YOUR HEALTH" OF THE "BOX DELLA SALUTE" ENTERS THE SPACE AND UCI CINEMAS

The video spot, in 15 "and 30" versions, promotes the accessibility of health and well-being thanks to the use of "Box della Salute"

Milan, 24th May 2021

WM Capital (WMC: MI), a company specialized in Business Format Franchising that promotes business growth through the development of network systems in Italy and abroad, listed on the AIM Italia market, launches the promotional spot "Measure your health" which will be broadcast in UCI and The Space cinemas to promote the accessibility of health and well-being in all places and for everyone with the help of the Health Box.

The campaign marks the new communication course of WM Capital to enhance the functionality of the Box della Salute multi-diagnostic device. "Measure your Health" is aimed on the one hand to citizens-patients inviting them to monitor their health and on the other to companies that need to integrate technological tools into their business to offer safety and encourage cross selling.

Fabio Pasquali, CEO of WM Capital: "The restart of the film sector is an important sign of recovery, both for the industry itself and for our country. The cinema target is attentive to advertising and very receptive, also by virtue of its outdoor nature. The Space and UCI represent two of the giants of multiplexes and will allow us to effectively reach an important target to which we turn for our services".

For the communication campaign in cinemas, WM Capital relied on DCA - Digital Cinema Advertising, the exclusive national concessionaire for advertising in the UCI and The Space Cinemas.

Today the circuit counts 79 cinemas in Italy, 808 screens and 35 million spectators annually full capacity. The customers of UCI and The Space reside mainly in Northern Italy and are equally distributed by gender. This is a young target (up to 54 years old), characterized by an overall high endowment of resources: the level of income is high, as is that of education. The working component is above average: these are mainly employees and managers; the high concentration of very young people also accentuates the student component.

Alessandro Maggioni, Managing Director of DCA: "The choice of our circuit by WM is a source of great satisfaction and pride for our company. A choice based on the study of the target made available by the DCA circuit, which turns out to be, in its uniqueness, made up of an attentive public, high spending and inclined to invest in technology".

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



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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 business areas Consulting, Communication, Financial Advisory. The subsidiary Wealty Sa operates in the Health Tech area and specializes in the research and development of strategic plans in the HealthCare area with the help of Box della Salute 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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