



WM CAPITAL: THE NEWLY ESTABLISHED WEALTY S.A. LANDS ON AMAZON FOR THE DIRECT SALE OF BOX DELLA SALUTE AND COVID BOX

The activity on the market place complementary to the commercial expansion strategy on the markets of Italy, Holland, UK, France, Spain and Germany

Milan, 24th 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 through the subsidiary Wealty SA, announces the launch of the marketing of its products on the Amazon platform. Specifically, the Lite version of "Box della Salute" will be present on the market place, containing exclusively tools for health monitoring, and Covid Box, a sanitized modular structure for the safe conduct of rapid tests and vaccines, which guarantees optimal management of flows.

The products will be available on the Amazon portal, with orders starting from 24 March 2021 and available in 6 European countries including Italy, Holland, United Kingdom, France, Spain and Germany.

With regard to Box della Salute, the list price, for the Lite version, is € 36,990.00 including VAT for the closed version, € 27,490.00 including VAT for the open version. By contacting the supplier directly, potential buyers will be allowed to receive quotes based on the type of configuration required.

Covid Box will be present in two different versions, namely Arco della Salute and Desk for Quick Tests.

Arco della Salute, the automatic sanitation and sanitization system for transits in public and private places, will have a list price of € 5,490.00 including VAT, while the Quick Test Desk will have a list price of € 2,990.00 including VAT.

The choice to land on the most famous market place in the world reinforces the commercial strategy which, through forms of licensing, including industrial ones, aims at expansion throughout the European continent and in certain extra-continental areas. To pursue the result, the Company makes use of a network of agents and brokers at a national and international level.

Fabio Pasquali, CEO of WM Capital SpA, declares: "The arrival of Wealty SA as a business seller on Amazon opens up new scenarios for our products, given the potentially unlimited visibility to new and new types of customers, expanding our target of customers already identified in companies, universities, hospitals, public bodies, non-profit organizations".

Amazon is the largest e-commerce company in the world. With a turnover of 348 billion dollars and over 840 thousand employees, the company sells, directly or on behalf of third parties, a wide range of goods and services, as well as operating in the banking sector, in the streaming video market. and cloud computing. As a consequence of the Covid-19 pandemic, the portal has become a reference point for both private buyers and companies interested in purchasing medical products. For this reason, the presence of Box della Salute and Covid Box on this portal is considered strategic.

Here are the links to the products:

- Box of Health Lite closed version: <http://bit.ly/boxdellasalutelite>
- Box of Health Lite open version: <http://bit.ly/boxdellasaluteliteaperto>
- Arco della Salute: <http://bit.ly/arcodellasalute>



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- Quick test desk: <http://bit.ly/coviddesk>

The press release is available on the website 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 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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