

## Investment Opportunity in a Leading Pizza Cooking Solutions

### Business Introduction

PizzaOven is one of Thailand's leading suppliers of pizza ovens and related equipment, serving everyone from home cooks to large restaurants. In fact, their clientele includes multiple prominent hotels and restaurant chains, which make up a significant portion of their revenue.

For over a decade, PizzaOven has been known for its chef-designed ovens, earning a strong reputation in the industry and a highly loyal customer base. Leveraging this brand value, they source smaller ovens from trusted suppliers while manufacturing their larger, premium models in-house.

Now, with the owner being called back to manage a family business, they are looking to pass PizzaOven on to capable hands who can continue its success.

### Transaction Overview

- Minimum Bid: THB 12mm (~2x P/E)
- Including:
  - **Brand Assets**
    - A trusted brand name established for 10+ years.
    - Ownership of the PizzaOven Ltd logo, website, and associated digital platforms.
    - Facebook page with 40,000+ followers.
    - SEO-optimized website consistently generating organic leads.
  - **Production Resources**
    - Detailed know-how and capabilities for pizza oven manufacture.
    - Contacts for reliable suppliers for small ovens and subcontractors for larger models.
    - A skilled in-house artisan with 3 years tenure

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- **Customer Base**
  - A database of loyal customers, including restaurants, hotels, and resorts nationwide.
  - Membership program designed to encourage repeat purchases.
- **Inventory and Supplies**
  - Existing stock of ovens, accessories, and other products ready for immediate sale.
  - Partnerships with ingredient suppliers providing ongoing commission opportunities.
- **Workforce**
  - Four experienced office staff handling operations, administration, and customer service.
- **Marketing and Operational Expertise**
  - Proven marketing strategies, including ad templates and targeting techniques.
  - Technical guidance on managing online platforms such as Google Ads, Facebook Ads, and TikTok.
  - Current software subscriptions, including Email, CRM, and LINE tools.
- **Office and Operational Setup**
  - Equipment and tools for daily operations.
  - Well-maintained financial and operational records for immediate use.

## Key Highlights

### **Proprietary Chef-Centric Oven Design**

Every PizzaOven model is designed by an Italian chef specializing in pizza-making, giving the brand a distinct edge over the competition. Beyond craftsmanship, they provide expert consultation on operation and maintenance, backed by professional after-sales service. Their deep expertise in pizza-making enables them to offer superior after-sales support, earning them a strong reputation among high-profile clients. Additionally, their oven designs are currently pending patent approval.

### **Significant Untapped Growth Opportunities**

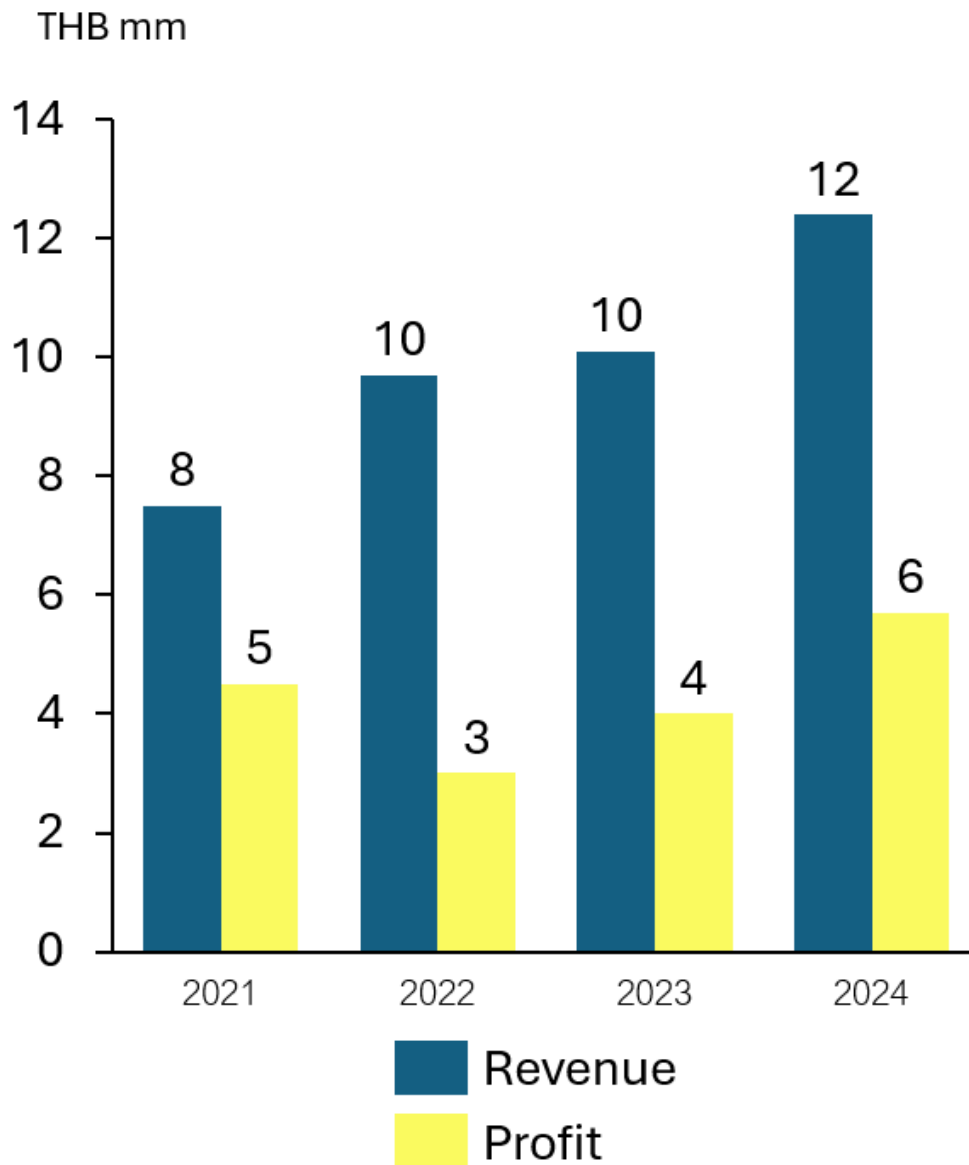
With the owners planning to relocate, business operations have not expanded to meet demand, leading to ongoing manufacturing bottlenecks. They have also maintained a formal record of product requests and trade fair invitations they declined, having withheld investments in operating capacity due to their relocation plans. Many of their orders come from referrals by past business clients, reinforcing the brand's strong reputation and untapped potential. This leaves ample room for expansion, whether through increasing production capacity, engaging with trade fairs, or fulfilling long-standing product requests.

One clear path for expansion is training new artisans, a process that requires minimal investment. The role primarily involves basic welding skills, with the rest being a straightforward step-by-step assembly. By streamlining this training process, the business can quickly scale production capacity to meet growing demands.

### **Highly Regarded, IP-protected Brand**

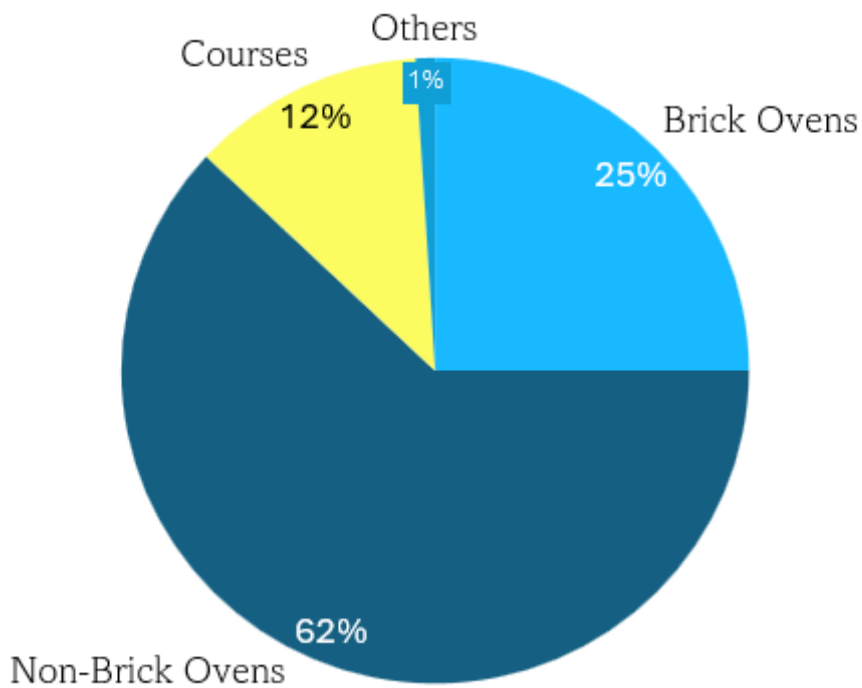
The PizzaOven brand is highly regarded, backed by over a decade of experience. While its Italian roots initially fueled growth, its reputation today is almost entirely self-sustained. The brand is a top choice for restaurants of all sizes, from local pizzerias to established chains with little sales involvement from its Italian founder.

**Past Financial Performance (Rounded Up for Confidentiality)**



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## Revenue Stream Breakdown by Category



- Note: brick ovens are made in-house, while non-brick ovens are contract-manufactured following proprietary design

## **Process Considerations**

To proceed, interested parties should contact one of the representatives of Max Solutions listed below. Max Solutions will notify a limited number of parties (“Invited Parties”) that they have been invited to continue to work towards a transaction. After signing a non-disclosure agreement, Invited Parties will have the opportunity to conduct additional due diligence, including access to a data room containing business and legal information.

This overview may include certain forward-looking statements and estimates, which are based on assumptions by PizzaOven that may or may not prove to be correct, and the business contains various risks and uncertainties. Accordingly, there can be no assurances that such statements or estimates are accurate, and actual results may vary materially. This teaser is not, nor is it intended to be, an offer to purchase any assets of PizzaOven.

All communications regarding interest in this opportunity should be directed to one of the representatives of Max Solutions listed below, and we request that prospective buyers refrain from attempting to identify the entity herein referred to as PizzaOven or contacting the management or employees of PizzaOven directly.

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