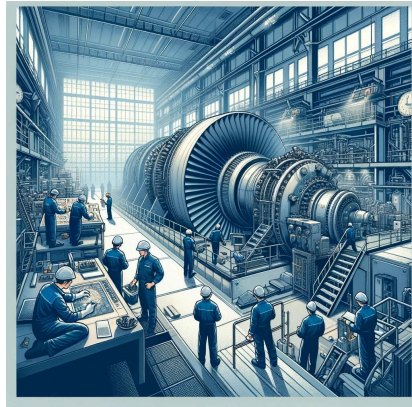
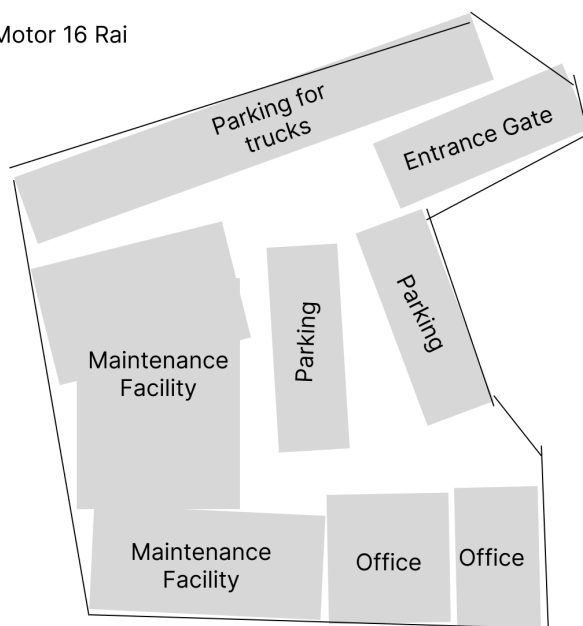


Project Motor | ID12



Company Overview: A leading service provider in the industrial maintenance sector, with a distinguished history spanning over three decades, specializes in maintenance and repair of electrical and rotating machines, including motors, generators, and pumps. This company is renowned for its comprehensive service offerings and technological prowess.

Motor 16 Rai



Transfer Price: 550 million baht, including all tangible and intangible assets.

Financial Highlights:

Asset valuation: 320 million baht 15-16 rai of land and buildings

Annual Revenue: Around 300 million baht

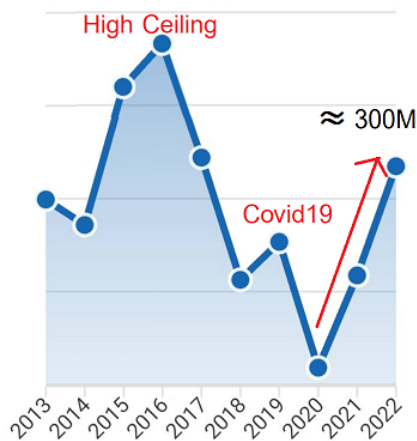
Net Margin: Approximately 20%

Last YoY revenue growth: 16%

Employee Count: Around 300

Location: Pathumthani, Thailand

Annual Revenue Trend



High Ceiling 2016 \approx 380m

Lowest floor 2020 \approx 250m

Current \approx 330m

Each bar scale is about 40m

Profitable for the last few years with a positive growth trend. The company's financial stability and upward trajectory are reflected in its profitable performance and expanding market presence.

Industry and Services: The company operates in a niche market with high barriers to entry, providing indispensable services to sectors such as government entities, petrochemicals, power generation, and more. Their suite of services includes but is not limited to, on-site maintenance, predictive analysis, and complete equipment overhauls.

Milestones & Achievements: The company's journey from a small-scale service provider to a contender for the top spot in the ASEAN market by 202X illustrates its ambition and growth potential. Its success is highlighted by a series of expansions, certifications, and strategic pivots to meet the evolving demands of the industry.

Competitive Advantage: The company's edge is its seasoned expertise, advanced facilities, and the capability to adhere to international standards, which contribute to its high net margin of approximately 20%. The dedication to innovation ensures that it remains at the forefront of the industry.

Reason for Sale: The current owner, who has been at the helm since the company's inception, is approaching retirement at the age of 70. Despite the company's strong market position and potential for future growth, there is no appointed successor to continue the legacy. This presents a timely and strategic opportunity for an acquirer to take over a well-established business with a solid financial and operational foundation. Owner willing to work as technical consultant post transfer.

Frequently Asked Questions:

Why is there a fluctuation on the graph? Isn't that bad?

There are 3 key reasons for this. First, the graph was zoomed in too much. If we consider the scale then the fluctuation is not too bad. Second, there have been a lot of invoice timing adjustments by customers (for accounting convenience). Some customers request to open their invoice in different accounting periods as it is a well known practice in the industry for clients to request something like this to make their accounting situation easier to manage

which is why a better way to analyze fluctuation is to use a 3 years average. Third, broader macroeconomic factors (e.g., reduced public budgets) also contribute to financial fluctuations such as the year 2017 where many big clients invoice situation + reduced public budget lead to the significant fluctuation but right now post covid orders are swinging back more than before.

Can you expand on the range of service offered?

Smallest project 100k, biggest project 50m. AVG monthly 25m revenue (Risk are diversified amongst 100+ business customers mostly private sector)

Do you need to actively find new customers?

No, they are almost at full capacity and customers are coming in all the time with minimal marketing due to their brand reputation as the “BMW/Mercedes Benz of Industrial Maintenance”. In fact in the last few years about 10 customers tried different services to cut down costs but then came back because of the quality and reliability of the service.

Some customers like SCG stayed over 20 years and still are active customers. After the first order, more than 50% returned customer rate.

Who are some of the top Clients:

- PoosemenThai SCG
- Longpoonsemen nakon lounng (nok in sea)
- Poon Dok Bua
- Poon Asia
- Nikom mattaput
- TPE
- Thai Polycarbonate
- PPT almost all branches
- ESSO and Thai Oil
- Kan Papa Nakorn lounng
- Karn Faifa kong pa ted Thai

Is it hard to manage the business?

Owner mentioned he doesn't even have a degree but can still manage through quick learning and accumulated experience. Owner Start since 20 something all the way to 70 yo
Technical can be delegated (Ownner can just provide funding), must be good management but not need technical. Around 30% technical and 70% management.

Do we have to worry about post merger integration?

AVG team stays above 15 years and is going to stay after acquisition. New owners only need to take a few months of learning as they have their own standard operating procedure that can transfer. Previous owner will also stay to help guide and manage.

Confidentiality Note: To ensure the confidentiality of the client, specific details have been redacted. Further particulars, including financial statements and strategic plans, will be disclosed to interested parties under a non-disclosure agreement.

