

Investment Opportunity in a leading Thai Grilled Skewer Franchise

Business Introduction

No1MooPing is one of the most famous Thai grilled skewer franchises in Thailand. Since its launch in 2020, No1MooPing has grown into the largest elevated grilled skewer chain, offering high-quality flavors at an affordable price. The brand now operates five company-owned stores and over 35 franchised outlets nationwide.

No1MooPing's exclusive recipe was originally developed by a legendary Silom street vendor with a 35-year reputation. Over the years, numerous corporations and high-profile investors have attempted to acquire the secret formula, but all were turned down. The current owner, however, secured the recipe through a personal connection, making No1MooPing the only franchise with access to this coveted marinade that customers swear by.

The company has experienced steady growth and has recently been approached by leading players in Thailand's wholesale and convenience store sectors to bring its products to the mass market. However, the owner believes their focus is better directed toward their other business ventures and is now looking to pass No1MooPing on to new leadership.

Transaction Overview

- Asking Price: ฿30M (~4x P/E)
- Includes:
 - 5 high-performing company-owned stores in Thailand's busiest spots
 - 35+ franchise locations with long-term agreements
 - Exclusive IP-protected recipe and supplier contracts

STRICTLY CONFIDENTIAL. Do not share without explicit written consent from Max Solutions. Recipient of this document should destroy any copies when notified.

- Franchise system with built-in recurring revenue
- OEM production ensuring asset-light operations
- The owner is open to a structured transition period

Key Highlights

Highly Regarded, IP-protected Brand

No1MooPing has the highest brand awareness, built through word-of-mouth, prime locations, and a strong digital presence. Being open 24 hours allows the brand to attract a diverse range of customers—whether for a quick snack between meals, a post-gym protein fix, a bite during a Netflix binge, a late-night craving, or a stop after clubbing before heading home.

Additionally, No1MooPing is a popular choice for corporate events and weddings, reinforcing its well-established brand image. Its positioning as an elevated take on a Thai street food classic, combined with a strong online presence, further boosts brand recognition, making it a top choice for both tourists and locals alike.

Robust Proprietary Technologies

Beyond the grilled skewers, No1MooPing also developed its own grill design to optimize for flavors, and *Naam Jim Jaew* (Thai tamarind hot sauce) and homemade ice cream recipes. This ensures that the food experience customers have at No1MooPing cannot be easily replicated elsewhere.

Strong Long-Term Growth Prospects

No1MooPing is poised for significant expansion, with untapped opportunities in supermarket retail and frozen food distribution. The brand has yet to enter major retail chains such as Makro, Lotus's, Tops, and Villa Market, leaving substantial room for growth.

Discussions are underway with CP All (7-Eleven) to introduce No1MooPing into Thailand's largest convenience store network, further strengthening accessibility and brand presence.

Beyond domestic growth, multiple international investors from Los Angeles and Tokyo have expressed strong interest in bringing No1MooPing to global markets, signaling the brand's potential for worldwide expansion.

The brand has already secured a prime location at Bangkok Mall (2026), one of Thailand's largest up-and-coming shopping destinations, with active negotiations for additional spots in high-footfall locations such as M-Sphere, Terminal 21, and IconSiam. These strategic placements ensure sustained visibility and accessibility, reinforcing No1MooPing's long-term growth trajectory.

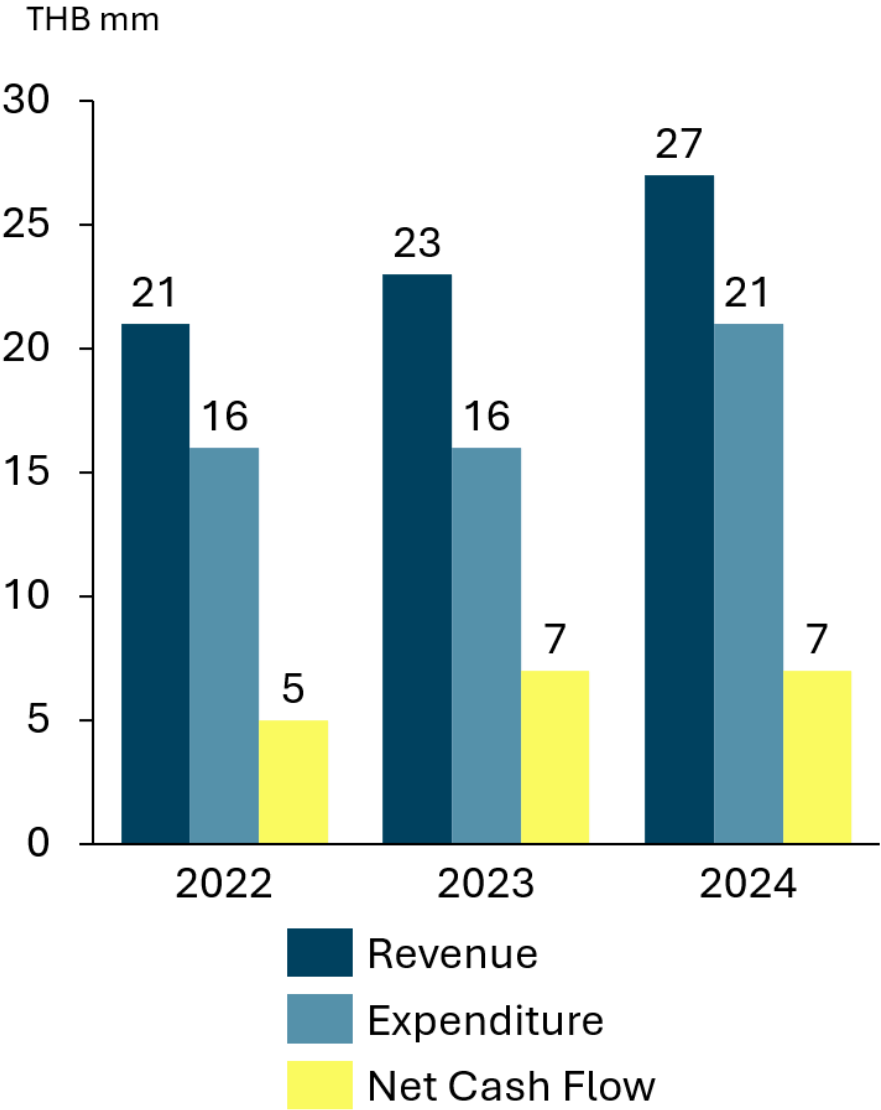
Lean, asset-light model with strong margins

No1MooPing operates on an efficient, asset-light model, leveraging OEM production for its food supply to branches. This approach minimizes operational complexity while ensuring consistent quality and scalability.

The brand's grilled skewer product line is designed for streamlined setup, requiring minimal tools and machinery, making it easy to expand with low capital investment.

Additionally, No1MooPing's franchise revenue—comprising both franchise fees and profit-sharing—continues to grow substantially, further strengthening its high-margin business model.

Past Financial Performance



*Expenses increased in 2024 due to aggressive franchise expansion and higher operational costs.

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 No1MooPing 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 No1MooPing.

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 No1MooPing or contacting the management or employees of No1MooPing directly.

MAX SOLUTIONS HOLDING CO., LTD.

Tanormsak Building
50 Soi Phatthanakan 64
Prawet District, Bangkok, 10250
Tel: +66 89-776-4545
LineID: @maxsolutions

Worathas W.
Partner

WorathasW@maxsolutions.co.th

Chatpong L.
Partner

ChatpongL@maxsolutions.co.th

STRICTLY CONFIDENTIAL. Do not share without explicit written consent from Max Solutions. Recipient of this document should destroy any copies when notified.