

## Investment Opportunity: Authentic Korean BBQ Buffet Chain

### Business Introduction

Project 1MK is an authentic Korean BBQ buffet chain founded by a Korean owner and located in prime areas across central Bangkok. They are popular for their hands-on table service and competitive price positioning. Their core customers are students, office workers, and families who benefit from high foot traffic in student and office areas. They are also popular among Korean expats.

The company has continued to grow steadily, expanding to three branches across Bangkok and its metropolitan area. The first store launched around 8 years ago, followed by expansion to a mall in the central business district 5 years later, and a latest expansion in early 2025. The company averaged THB 4.3M monthly in 2024 across all locations.

After careful consideration, the owner is looking to relocate back to Korea for his preschool children to enroll in affordable international school education. As a result, they are seeking an acquirer. The owner wants to hand over the establishment to a new management team to continue its success.

### Transaction Overview

- **Asking Price:** THB 40mm
- **Including:**
  - **Operating Asset**
    - Three fully operating branches with management in-place
    - All fit-outs and core systems included (grills, exhaust/smoke extraction, air-con, kitchen + dining assets).0
  - **Brand Asset**
    - An 8-year Korean BBQ buffet brand with established recognition and goodwill.

- Existing customers base across three branches.

## Key Highlights

### **Scalable Operational Consistency & Differentiated Value Proposition**

Leveraging proprietary founder-codified recipes and strict supply chain controls to ensure chain-wide quality, the Company secures a defensible market position through its unique recipe at mainstream price points, driving recurring traffic without reliance on margin-eroding discounts.

### **Prime High-Traffic Location with Strong Customer Visibility**

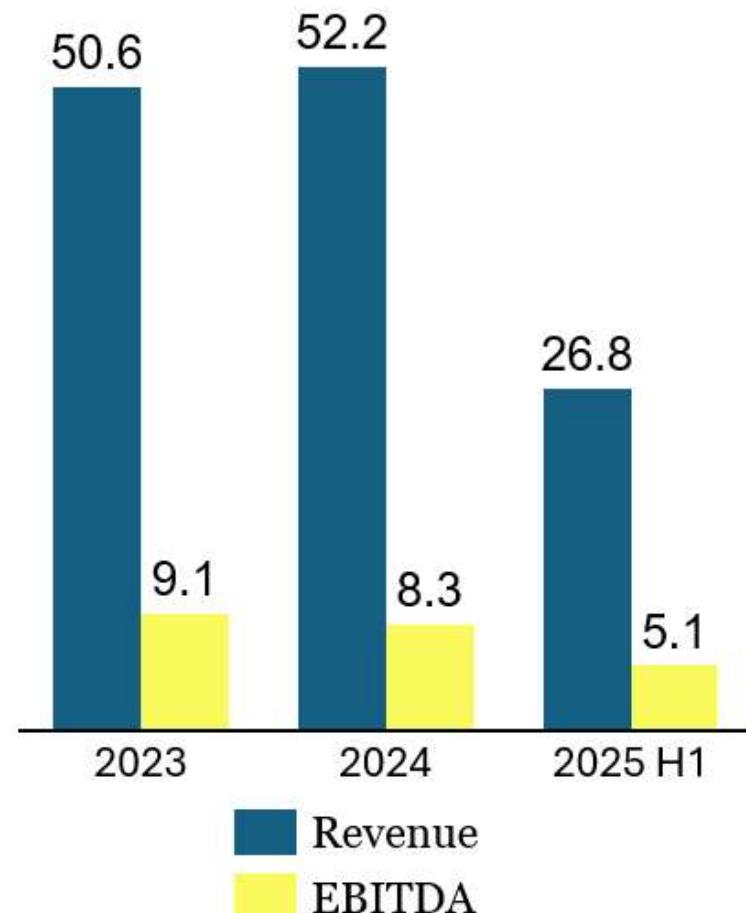
Situated in a bustling area with strong foot traffic and convenient accessibility, the restaurant enjoys constant exposure to both local and visiting customers. Within the nearby vicinity, there are no other Korean restaurants offering a comparable price range or dining concept, making it the go-to destination for customers seeking authentic Korean cuisine in the area.

### **Turnkey Operating Asset With Stable Cash Yield**

Two mature branches are past payback and operate profitably, providing steady cash generation. With systems in place across the branches, new management can expect a seamless transition.

## Past Financial Performance

THB mm



## 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 Project 1MK 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 Project 1MK.

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 Project 1MK or contacting the management or employees of Project 1MK directly.

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