

Investment Opportunity in an established Laundromat Franchisor

Business Summary

2B Laundry (“the Company”) is a nationwide laundromat franchisor with ~90 branches nationwide, serving primarily the mass market segments. They offer an easily accessible package for retail investors and property owners to easily launch and operate outlets. With exclusive distribution rights for imported equipment and a proprietary OEM-produced detergent formula, the business delivers a strong net profit margin of 10%+.

Over its 20-year history, 2B Laundry has become one of Thailand’s most recognized laundry franchise brands. The Company began as a full-service laundry and dry-cleaning shop focused on mid- to high-end customers, then capitalized on a shifting market trend by spinning off a self-service brand offering affordable, 24/7 washing convenience which now constitutes the majority of their revenue.

Looking ahead, Thailand’s laundromat market is projected to grow by 10%+ over the next five years, mirroring trends across ASEAN and supported by value-seeking consumer behavior amid a broader economic slowdown. The founder is currently facing a hip-related health issue and, on medical advice to avoid prolonged seated work, is seeking to handover the business to new management.

Key Highlights

High Franchise Renewal Rate and Strong Franchisee Relations

2B Laundry maintains a franchise renewal rate exceeding 90%, reflecting strong franchisee satisfaction and operational consistency. The company provides ongoing maintenance, marketing, and staff training support, constituting strong appeal to a broad range of retail investors. Their exemplary support is reflected in word of mouth referral constituting over 60% of new franchisees.

Exclusive OEM Capabilities and Technical Know-How

The company's in-house OEM detergent production and long-term partnerships with leading laundry equipment suppliers give it a strong operational advantage. The OEM line currently produces over 15 tons of detergent per month, supplying both franchise and non-franchise clients. These capabilities allow the business to maintain gross margins of 45–50% on chemical products, ensuring reliable profitability and pricing stability for franchisees. The proprietary detergent formula, refined over a decade, contributes to higher customer satisfaction scores and repeat usage rates above 70%.

Well-Structured Franchise Ecosystem

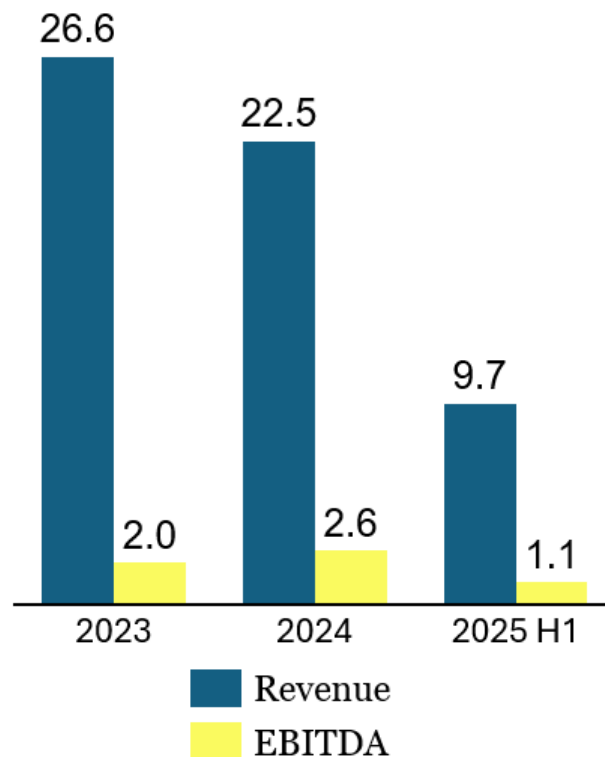
2B Laundry has established a strong foundation for sustainable growth through a well-defined franchise ecosystem. Its centralized supply of detergent, equipment, and technical support ensures consistent quality control across all branches while providing recurring revenue streams. Franchise setup costs start from THB 800,000, among the lowest in the segment, yet deliver attractive unit-level returns with an average payback period of 18–24 months. This affordability, combined with a standardized system, has been key to expanding its nationwide network of over 100 branches.

Transaction Overview

- Minimum Bid: THB 25mm
- Including:
 - **Tangible assets (~8m THB)**
 - Office/retail property
 - Washing machines
 - **Brand Assets**
 - Proprietary detergent formula and product line
 - ~90 franchisee base
 - Intellectual Property (IP) rights for two brands
 - Exclusive distribution rights for imported ironing and laundry equipment

Historical Financial Performance

THB mm



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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 2B Laundry 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 2B Laundry.

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 2B Laundry or contacting the management or employees of 2B Laundry directly.

MAX SOLUTIONS HOLDING CO., LTD.

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

Chatpong L.

Partner

ChatpongL@maxsolutions.co.th

Worathas W.

Partner

WorathasW@maxsolutions.co.th

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