

## Investment Opportunity in a Leading Private Language School

### Business Summary

**Pro Language** is a leading private language school in Thailand, providing English, Chinese, Japanese, Korean, French, and Thai courses in both one-on-one and group formats. With branches located in popular shopping malls, the brand has positioned itself as a trusted, easily accessible choice for students seeking personalized, results-driven education. **Pro Language**'s competitive edge lies in its quality assurance scheme, emphasizing teacher training and evaluation. As a result, 95% of students choose its one-on-one learning model.

Founded in 2013, the company has grown into one of Thailand's most recognized language education brands, expanding into corporate training, kids' programs, online learning, and publishing. During the pandemic, it retained all staff and maintained full salaries, enabling a strong recovery. The latest fiscal year recorded THB 106M revenue and THB 7.6M net profit, supported by a five-director management team, 72 teachers, and additional back-office staff.

The language tutoring market is expected to grow at a rate of approximately 15.9% annually between 2019 and 2024, driven by increasing education spending per capita as birth rates decline. Having scaled the company and established a fully functioning operating system, the owner's day-to-day involvement has decreased significantly and is therefore considering a sale.

## Key Highlights

### **Premium Language School with Exclusive Mall Locations**

Pro Language's long-standing presence in Thailand's most prestigious malls underscores a level of credibility and trust that few competitors can match. Entry into these locations is typically by invitation only, as malls selectively partner with brands that enhance their tenant mix and reputation. Securing such space can take years of relationship-building and proven brand performance, making these sites virtually irreplaceable. This strong foundation has supported steady growth from THB 6 million in 2013 to over THB 106 million in 2024.

### **Proprietary Teacher Training and Quality Framework**

Pro Language operates its own in-house teacher training curriculum that sets a higher benchmark than most competitors and is difficult to replicate. The school's long-standing quality assurance system emphasizes continuous development and personalized evaluation, ensuring every instructor delivers consistently high teaching standards.

### **Strong Organizational Culture and People Retention**

The company's commitment to its team is a core strength. During COVID, no employees were laid off or faced pay cuts, reflecting a deeply rooted culture of loyalty and care. With complex visa processing handled in-house, teachers receive reliable support and legal stability, reinforcing long-term trust and professional confidence among both instructors and students.

### **Proven Growth Track Record With Expanding Future Opportunities**

Pro Language has demonstrated steady growth since its early years, becoming a trusted leader in premium language education. Revenue increased from THB 24M in 2016 to THB 55M in 2018 alongside key mall expansions, and after COVID-era challenges, the company recovered strongly, turning a THB 7.7M loss in 2022 into a THB 7.4M profit in 2024. Future expansion is fueled by core corporate training and new growth engines in kids' programs, online learning, and publishing.

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## Transaction Overview

- Minimum Bid: THB 120M
- Including:
  - **Brand Assets**
    - Full ownership of the Pro Language master brand across all business units.
    - Rights to all proprietary content and materials.
    - Proven multi-branch platform ready for expansion.
    - Control of all digital and marketing assets.
  - **Operating Assets**
    - Five fully operating branches in premium malls
    - Full transfer of all operating, financial, and HR systems.
    - All classroom, office, and learning facility assets.
  - **Human Capital**
    - Approximately 140 employees, including 72 teachers and academic management teams.
    - Option to retain senior staff under agreed terms.

## **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 ProLanguage 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 ProLanguage.

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 ProLanguage or contacting the management or employees of ProLanguage directly.

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