

Investment Opportunity in a Leading Premium Interior Design Supplier

Business Introduction

ProSupply (“the Company”) provides interior supply solutions in the premium segment, with custom design and manufacturing capabilities of metal, stone, and wood products. With control over the manufacturing process, they are able to offer an unmatched degree of customizability which is especially crucial for higher end projects. They primarily serve contractors, architects, and designers with large projects. Their past clients include publicly listed technology companies, hospitals, and hotels.

The company originated as an expansion from its parent company abroad over 25 years ago. This extensive track record has been pivotal in cultivating a strong team with very low turnover, a deeply entrenched network of interior designers driving repeat purchases, and an irreplaceable dominant reputation. The company has sustained consistent growth throughout the years and achieved **37% YoY EBITDA growth** last fiscal year.

After a long and successful tenure in Thailand, the foreign-born founder is seeking to retire and return to his home country, creating an opportunity for new leadership to steer the company's next chapter. This presents a rare chance to acquire a business with a solid foundation and consistent cash flow with tremendous upside potential with opportunities to expand to the yet-untapped, rapidly growing B2C market, or expand its product portfolio utilizing its remaining manufacturing capacity of approximately **40%**. All of this while building on an already powerful and profitable platform.

Transaction Overview

- **Asking price:** THB 80m
- **Including:**
 - **Operating Asset (~60m Baht Total)**
 - A 2.5 rai manufacturing facility in Samut Sakhon, with its land valued at THB ~30 Million based on comparable listings.
 - ~24m Baht in inventory
 - ~6m Baht in machinery
 - Well trained staff handling from specification, contractor relation, sales, and technical support tasks.
 - Product patents
 - **Brand and reputation**
 - Client portfolio of ~500 customers
 - SEO-optimized, top search result for all main product segments

Key Highlights

Vertically Integrated Model Primed for Low-Cost Expansion

The company's vertically integrated model offers end-to-end control over the entire process from in-house design to final manufacturing. This ensures quality control and the agility to deliver custom solutions while capturing the full margin on every sale. This powerful in-house capability is immediately ready for expansion, as the company can leverage its existing 40% spare factory capacity to launch a new product line for an untapped market without the need for significant new capital expenditure, creating a highly efficient and de-risked path to growth.

Defensible Sales Model Fuels a Self-Funding Cash Machine

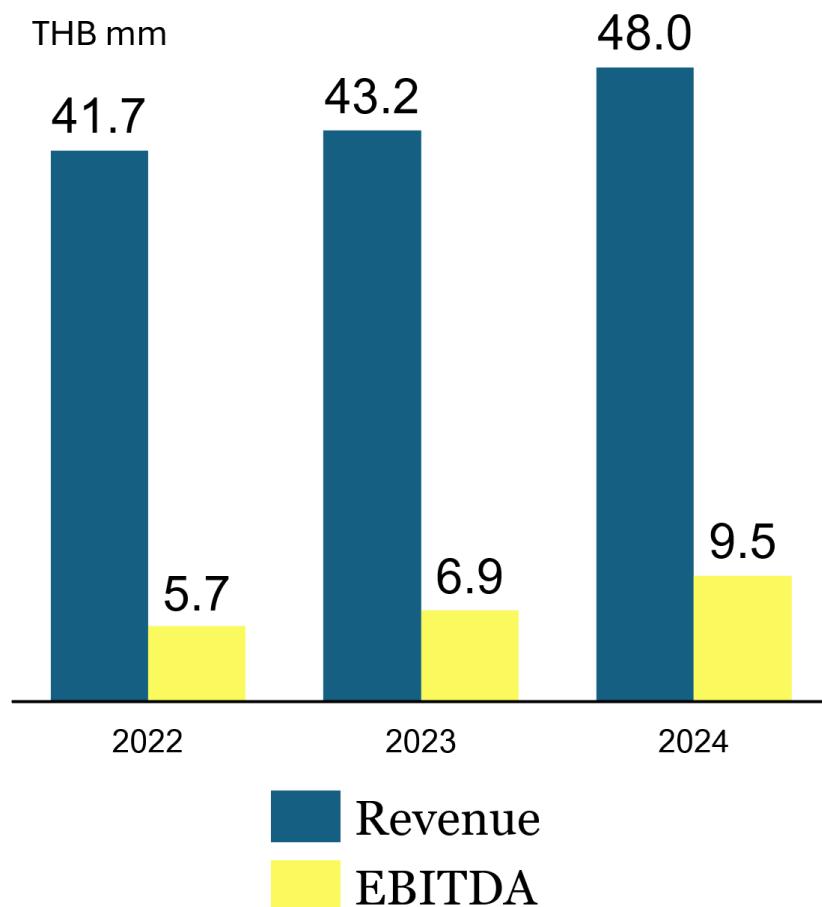
The company's strength lies in its B2B strategy, securing product specification by architects and interior designers in major project Bill of Quantities (BOQs). This creates a stable sales pipeline with a proven project win rate of >60%, built on two decades of

industry trust. Financially, 90-95% of sales are Cash on Delivery (COD) with a 40% upfront deposit for production, making operations self-funding with minimal liabilities.

Turnkey Operation Secured by Human Capital & Hard Assets

The business operates on professional, documented systems, including a robust CRM and a sophisticated ERP, but its true core asset is the highly stable and experienced team. This low-turnover human capital ensures operational continuity and preserves deep industry knowledge. The investment is further de-risked by a significant tangible asset floor, consisting of the company's fully paid-up factory and land, which provides downside protection with a value of approximately 30m Baht.

Past Financial Performance



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 ProSupply 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 ProSupply.

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 ProSupply or contacting the management or employees of ProSupply 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
