



Investment Opportunity

Profit From a Taste Adventure



CONFIDENTIAL
Not for public distribution

BUSINESS DEVELOPMENT - FOCUS

ท็อปส์ มาร์เก็ต
Tops
market


Rimping
supermarket


VILLA MARKET
MARKETS OF PREMIUM QUALITY


CENTRAL
FOOD HALL

Modern Retail Trade



CHSH Restaurant



Horeca



Export



**Premium Smoked Foods
Processor & Retailer
Est. 2016**



Valuation

TBD

2017 GROSS REVENUE

300K THB

2018 GROSS REVENUE

6.34 Million THB

2019 GROSS REVENUE

11 THB Million – 2020

TOTAL ASSETS

60.66 Million Baht

SALES CHANNELS

- Retail online/offline
 - Smoked Fish Retail Packs
 - Meal Boxes
- Online / Major Retailer Partners
- HORECA
 - Hotel & Restaurant
 - Premium Value Segment
- Modern Trade
- Wholesale Export
- Captain Hook Smokehouse restaurants

CERTIFIED

FDA

HACCP

GMP

TUV

Halal

Factory
License

Export
License

PRODUCTION
Maximum Current 9 tons

PRODUCTS – Fillets and Wholesale



Whole Fillet Hot Smoked Salmon - Cold Smoke Salmon & Mackerel are also sold by the fillet wholesale & retail

PRODUCTS

Modern retail trade is where CHSH will generate significant future revenue - Currently sold at;



Mrs. Eleveld "Brand Ambassador" delighting shoppers with CHSH samples at Central Food Hall

PRODUCTS - RETAIL



Captain Hooks Smokehouse Products are delivered to customers in 100g, 200g and whole fillet packs sizes - CHSH also provides custom package sizes for wholesale orders meeting MOQ



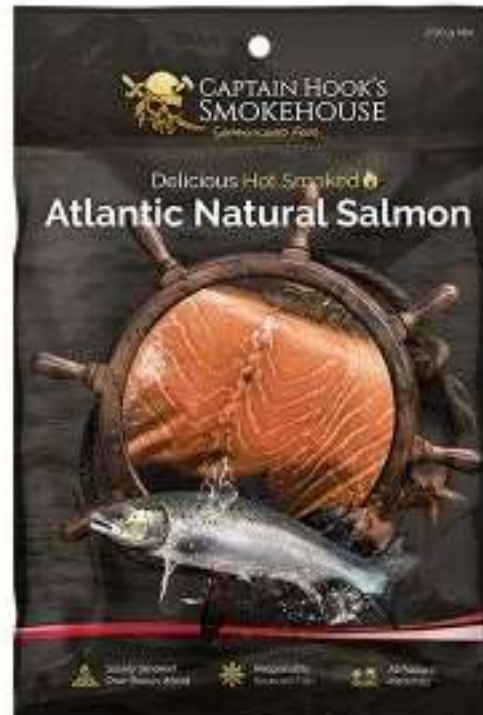
Brand Feeling



MARKETING THE BRAND

50 % Discount Code :

- How do you Feel when you see the package below ?
- Does Anything on this package scare you ?
- Would you not buy this package because of the Logo ?
- What colors would you like better than Black and Gold



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