

# ORCHESTRA PRIVATE EQUITY COMPLETED ITS 1<sup>st</sup> ADD-ON ACQUISITION OF “BANOLIM PIZZA”

*Acquiring a domestic food materials logistics company, Jungsung Food's asset*

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“Orchestra Private Equity IV, L.P.” (“OPE IV”), established by Orchestra Advisors Korea Limited (“Orchestra”), acquired Jungsung Food Co., Ltd. (“Jungsung Food”) through asset transfer method. Jungsung Food is merged with OPE IV’s portfolio company, Banolim Foods Co., Ltd. (“Banolim Pizza”). The asset acquisition of Jungsung Food was carried out as part of Banolim Pizza’s growth strategy to internalize procurement, inventory management, and logistics.

Since the inception of Banolim Pizza, Jungsung Food promoted growth of Banolim Pizza by supporting franchise logistics that included food materials & other goods purchasing, warehousing, and warehouse-to-franchised-stores delivery. Jungsung Food was the back-end outsourcing partner for Banolim Pizza and performed franchised stores logistics through supplying of raw materials backed by its nationwide logistics network.

Through asset transfer of Jungsung Food, Banolim Pizza plans to build an effective 3PL logistics system founded on Jungsung Food’s transferred human resource and tangible assets. Banolim Pizza will integrate and internalize back-end operation to install effective and efficient ordering-purchasing-inventory-management and distribution system to its franchisee network. It has already implemented management information system to support such effort.

Banolim Pizza’s CEO, Justin Ma commented that “Through acquisition of Jungsung Food, Banolim Pizza headquarters can now fully control and strengthen procurement and inventory management. We will further expand the franchise business by building efficient logistics system.”

The closing of the deal marked Orchestra’s first successful implementation of add-on acquisition strategy for Banolim Pizza. LAB Partners served as a legal advisor for this acquisition.

## About Orchestra Private Equity

Orchestra Private Equity is a cross-border General Partner based in East Asia, which aims to acquire local companies at the smaller end of the middle market and build them into ‘Global Champions’. With main teams in Korea and Japan, and fund management office in Singapore, Orchestra combines a long-term perspective on growth based on intrinsic value of the business, and applies relevant knowledge and experiences required to create equity value. As a General Partner, Orchestra members work with portfolio company management teams to make businesses more valuable through organic growth, geographic expansion, institutionalizing businesses by developing a strong management bench, and add-on acquisitions domestically and globally. Please visit [www.orchestraprivateequity.com](http://www.orchestraprivateequity.com) more information. For inquiry on the press release, please contact [information@orchestraprivateequity.com](mailto:information@orchestraprivateequity.com).

## About Banolim Pizza

Banolim Pizza is a delivery-oriented Pizza franchisor founded 2013 with HQ and two factories in Daegu, Korea. The company is the fourth largest Pizza player in Korea and is known for unique topping combinations which are well received among younger customers. Since its inception, the brand quickly grew out of its home city and is now one of Korea’s top Pizza brands with more than 350 franchisees. Please visit [www.banolimpizza.com](http://www.banolimpizza.com) for more information.

## About Jungsung Food

Jungsung Food is a food materials logistics company established in 2016 with its HQ and warehouse located in Daegu, Korea. Jungsung Food was the back-end outsourcing partner for Banolim Pizza and performed franchised stores logistics through supplying of raw materials backed by its nationwide logistics network.