

ORCHESTRA PRIVATE EQUITY CHANGED THE NAME OF ITS PORTFOLIO COMPANY BANOLIM PIZZA CO., LTD., TO 'PIZZA & COMPANY', AND CARRIED OUT 3 ADD-ON ACQUISITIONS RELATED TO OGU PIZZA

Name change to 'Pizza & Company'... strengthens targeting of young customers through brand renewal

PMI is on track, including internalization of Ogu Pizza's purchasing and logistics through 3 add-ons

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Banolim Pizza Co., Ltd. ("Pizza & Company"), a portfolio company of Orchestra Advisors Korea Limited ("Orchestra") changed its corporate name to 'Pizza & Company' and carried out brand renewal efforts to further target its core customer group, the younger generation. The renewal of the logo and corporate identity change has been applied to both brands owned by Pizza & Company, 'Banolim Pizza' and 'Ogu Pizza'. The company aims to strengthen competitiveness in the marketplace and develop deeper customer relationships by emphasizing trendiness and hipness of the brands.

Since the Orchestra's acquisition in November 2021, Pizza & Company has continued to grow externally through active investments. Specifically, since 2022, the company has successfully internalized purchasing and logistics and has been strengthening operational efficiency through vertical integration. Through its factories, the company directly manufactures and supplies key pizza ingredients including dough, pizza sauce, garlic sauce, and sweet potato mousse.

PMI ("Post-Merger Integration") of Ogu Pizza has been initiated promptly after the add-on acquisition in November 2024. As part of PMI process, Ogu Pizza made add-on acquisition of 3 companies that served as Ogu Pizza's logistics providers. Add-on acquisitions (through the business transfer process) of Daerim Distribution Co., Ltd. were completed in February 2025; and Doori Co., Ltd. and Baekyeon Co., Ltd. were completed in March 2025. Subsequently, the company is planning to improve profitability by directly manufacturing Ogu Pizza's dough and sauce items. Through this means, Pizza & Company plans to secure consistency in product quality of Ogu Pizza brand. The company also aims to establish a stronger foundation to carry out systematic and high-quality communication and service to Ogu Pizza's franchisee network.

CEO of Pizza & Company, Justin Ma stated, "Our acquisition of Ogu Pizza goes beyond a simple brand expansion. The company intends to integrate and manage a single logistics system, enabling the operation of an efficient logistics supply chain," and added "we plan to quickly improve service quality while reducing logistics related operating costs. We intend to secure competitive advantage in the domestic franchise market by improving operational efficiency and product quality of both brands simultaneously."

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 'Champions'. 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.orchestraprivatteequity.com more information. For inquiry on the press release, please contact information@orchestraprivatteequity.com.

About Pizza & Company

Pizza & Company is a delivery-oriented Pizza franchisor founded in 2013 as 'Banolim Pizza' and is currently operating both brands, 'Banolim Pizza' and 'Ogu Pizza'. With HQ and two factories in Daegu, Korea, the company has a vertically integrated system that directly produces key food ingredients such as dough, sauce,

etc. and supplies to franchises nationwide. Since its acquisition by Orchestra Private Equity in 2021, the company has rapidly grown through internalization of purchasing and logistics functions, brand renewal, PMI, etc. and is currently operating 750 franchisees in total. Please visit www.pizzancompany.com for more information.