



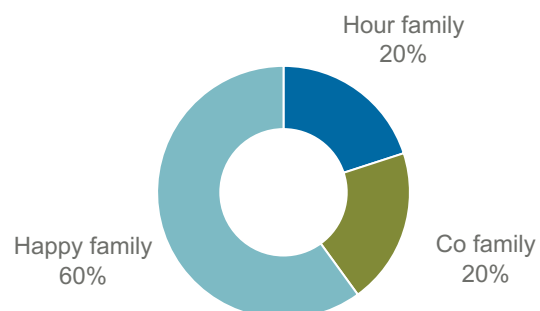
# HappyHour Co.

Leading producer and marketer of beer and spirits in Singapore and Malaysia with growing operations in the region

## Overview

- Asia based producer and marketer of beer, spirits and non-alcoholic beverages in Singapore, Malaysia and China
  - Founded in 1975, headquartered in Singapore
  - #1 player in beer and spirits in Singapore and Malaysia
  - Recently expanded operations in China
- Owned and operated manufacturing facilities in Singapore and China
  - Malaysian manufacturing outsourced to Brew Co.
  - New facilities planned for Cambodia
- Majority owner and co-founder Ms. Happy rumoured to be looking to exit as she wants to retire in a few years and has no close family to inherit the business

## Shareholders



## Key financials

US\$mm	FY18A	FY19A	FY20E
Revenue	900	961	1,071
Growth (%)	-	7%	11%
Beer	100	110	135
Spirits	75	85	105
Non-alcoholic beverages	50	55	60
<b>EBITDA</b>	<b>225</b>	<b>250</b>	<b>300</b>
Margin (%)	25%	26%	28%
<b>NPAT</b>	<b>135</b>	<b>153</b>	<b>193</b>
Margin (%)	15%	16%	18%

## Indicative valuation

US\$mm	
2020E EBITDA	300
Growth (%)	20%
EV/EBITDA range	10.0x – 11.5x
<b>Valuation range</b>	<b>3,000 – 3,500</b>

Source: Company website; Broker industry reports; News articles

# Overview of auction process and key workstreams

	Date	Event	Key workstreams
Round 1: Indicative Bid Phase	Mar 19, 2020	Commencement of Indicative Bid Phase Release of Indicative Bid Documents	<b>Due diligence</b> <ul style="list-style-type: none"> <li>■ Conduct initial due diligence based on Indicative Bid Documents</li> <li>■ Maintain Q&amp;A log</li> </ul>
	From 9am Apr 9, 2020 to 5pm Apr 13, 2020 (HKT)	Lodgement of Indicative Bid Questions	<b>Valuation</b> <ul style="list-style-type: none"> <li>■ Conduct initial valuation analysis based on Indicative Bid Documents</li> </ul>
	By 5pm May 13, 2020 (HKT)	Indicative Bids due	<b>Structure and financing</b> <ul style="list-style-type: none"> <li>■ Confirm buyer entity (if any co-investor)</li> <li>■ Initiate financing discussion</li> </ul> <b>Approvals</b> <ul style="list-style-type: none"> <li>■ Confirm if any internal and regulatory approvals needed</li> </ul>
Round 2: Final Bid Phase	Late May 2020	Commencement of Final Bid Phase Release of Process Letter Two	<b>Site visit &amp; management presentation</b> <ul style="list-style-type: none"> <li>■ Arrange site visit and participation of management presentation</li> </ul> <b>Due diligence</b> <ul style="list-style-type: none"> <li>■ Continue to conduct due diligence based on further information provided in data room</li> <li>■ Maintain Q&amp;A log</li> </ul>
	Late July 2020	Final Bids due	<b>Valuation</b> <ul style="list-style-type: none"> <li>■ Refine valuation analysis based on financial forecasts provided</li> </ul> <b>Financing</b> <ul style="list-style-type: none"> <li>■ Confirm financing sources</li> </ul> <b>Approvals</b> <ul style="list-style-type: none"> <li>■ Start to prepare application for internal and regulatory approvals</li> </ul>