

OVERBOARD ASIA

Investment Opportunity

Thailand's Premier Multi-Brand Water Sports Retailer

PRELIMINARY TEASER DECK

Contact us for detailed financials and full investment memorandum

Executive Summary

A proven retail model ready for strategic expansion

Overboard Asia is a leading multi-brand water sports and lifestyle retailer operating six profitable locations across Thailand's premier coastal destinations.

- 6 thriving stores in high-traffic tourist destinations
- Curated selection of international premium brands
- Proven business model pivoted and strengthened during COVID-19
- Strong community presence and customer loyalty
- Positioned for regional expansion across Southeast Asia

The Market Opportunity

Tapping into surging demand for adventure & leisure

Southeast Asia Tourism Boom

Southeast Asia's tourism and leisure sectors are experiencing unprecedented growth. Modern consumers, especially millennials and Gen Z, prioritize unique experiences over material goods.

Perfect Market Position

Overboard Asia sits at the intersection of retail, rentals, and community, offering an integrated lifestyle solution that captures this powerful market trend. Our model is not just about selling products; it's about building a loyal community around the passion for water sports.

Current Operations

Six thriving locations across Thailand's top destinations

1. Overboard Bangtao - Laguna Beach

Phuket · Top Performing Location

3. Overboard Nai Harn

Phuket · Newest Flagship

5. O'Neill Rawai

Phuket · Best Customer Ratings

2. Overboard Karon

Phuket · Highest Rental Revenue

4. Overboard Hua Hin

Hua Hin · Community Hub

6. Overboard Krabi

Krabi · Urban Concept Store

Growth Strategy

Clear vision for scalable expansion

Phase 1: Domestic Dominance

Solidify market leadership by opening new flagship stores in Thailand's key coastal and urban tourist hotspots.

Phase 2: Regional Expansion

Strategically enter high-growth markets such as Indonesia, Vietnam, and the Philippines, replicating our successful model.

Phase 3: Franchise Model

Develop and launch a comprehensive franchise program to accelerate growth and brand presence across the APAC region.

Phase 4: Strong ROI

Our lean operational model and diversified revenue streams are designed to deliver strong, sustainable returns for investors.

Our Story

From a single shop to a leading lifestyle brand

2016

A Dream Takes Root

Opened first store as 69Slam franchise in Krabi

2017-2019

Wave of Expansion

Opened 4 more mono-brand stores with Havaianas, Quiksilver, and Roxy

2020

Pivoting Through Pandemic

Successfully pivoted to large multi-brand stores, richer selection

Today

Thriving & Growing

Strong presence in Phuket and Hua Hin, ready for regional expansion

Why Invest Now

Compelling investment highlights

- ' Proven Business Model: Successfully navigated market disruptions and emerged stronger
- ' Established Market Presence: 6 profitable stores in prime tourist destinations
- ' Strong Brand Portfolio: Curated mix of international brands + exclusive in-house styles
- ' Growth Ready: Clear expansion strategy with identified target markets
- ' Scalable Operations: Lean operational model with diversified revenue streams
- ' Market Timing: Southeast Asia tourism recovery creating unprecedented opportunities
- ' Experienced Team: Passionate leadership with deep local market expertise

Next Steps

Let's explore this opportunity together

This preliminary teaser provides an overview of the Overboard Asia investment opportunity. We invite qualified investors to connect with us for:

- Detailed financial statements and performance metrics
- Comprehensive market analysis and expansion plans
- Investment terms and structure discussions
- Store visits and team introductions

Contact Information

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