



**CYBERG**

# CYBERG

- A Hungarian tech company founded in 2015, based in Budapest and listed on the Budapest Stock Exchange since 2019
- Specialised on Blockchain and AI technology developing gaming and finch solutions for customers
- Proud owner and developer of the AnyUpp mobile phone application. Its mission is to digitise the food sector





# Digital Solution for Food and Drinks Sector

**AnyUpp** is an AI supported platform for ordering, payment, and management in the HoReCa sector. Without upfront investment it combines high-end user experience with a unique cash-back system for both users and owners.

Quick and easy order / cashless payment	State-of-the-art solution
Advanced user experience	Easy to use and implement
Cost saving / revenue increase	Multi-unit application



**Restaurant**



**Cafe**



**Hotel**

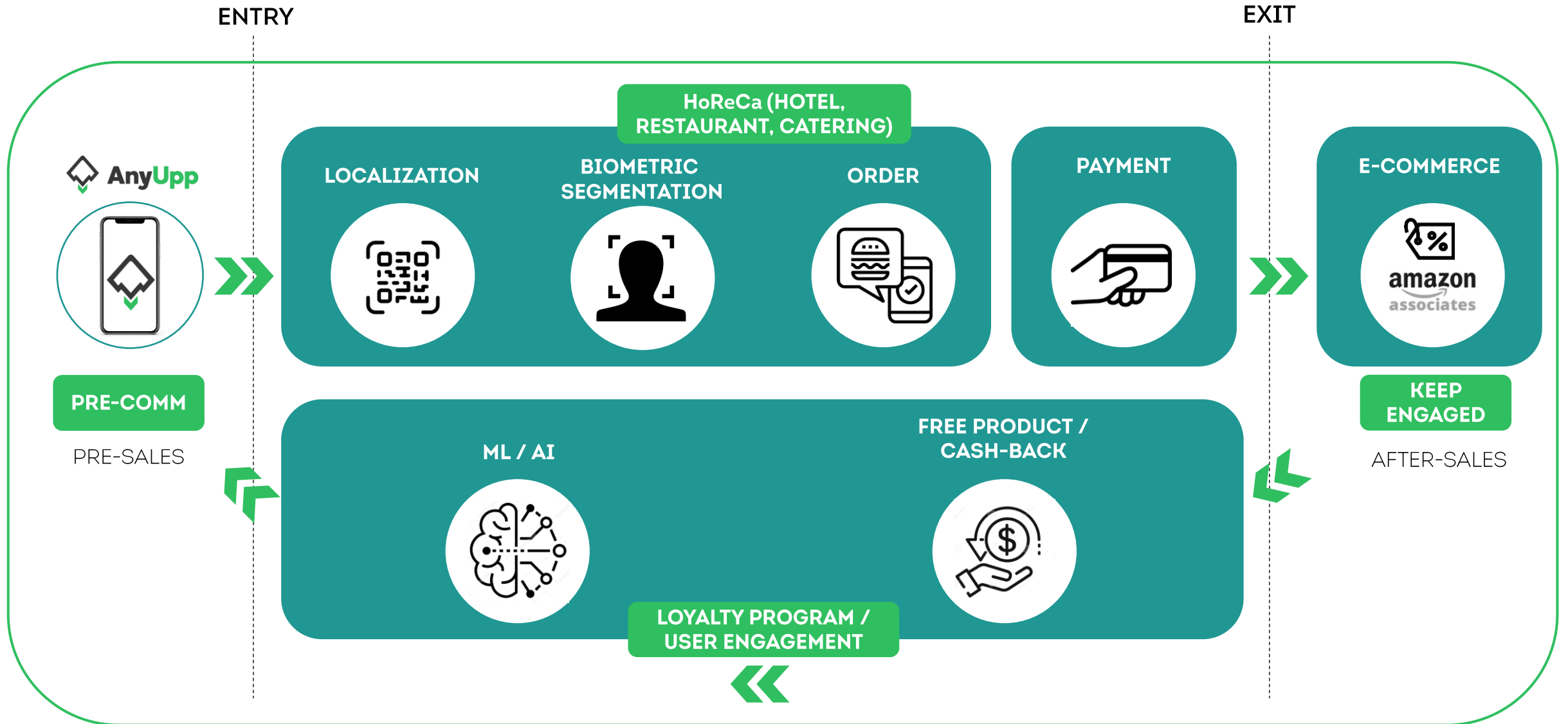


**Bar**



**Board**

## Modules and User Journey of AnyUpp



# Frontend Service

## FEATURES

- Cashless > Covid-19 compliance
- Seat location (QR/NFC) > table service
- Smiling / biometric segmentation > real user, profiling
- Personalization - favourites and quick menu
- Pay online or call for waiter
- Admin interface - editing products, tracking orders
- KDS - Kitchen Display System (line management)

Features are coming:

- Pre-order > take away without queuing
- Automated payment
- Timed pick-up
- Dynamic pricing

## BUSINESS MODEL

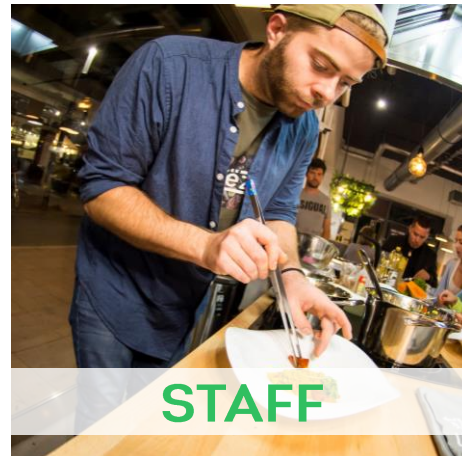
- **FREE FOR CUSTOMERS**





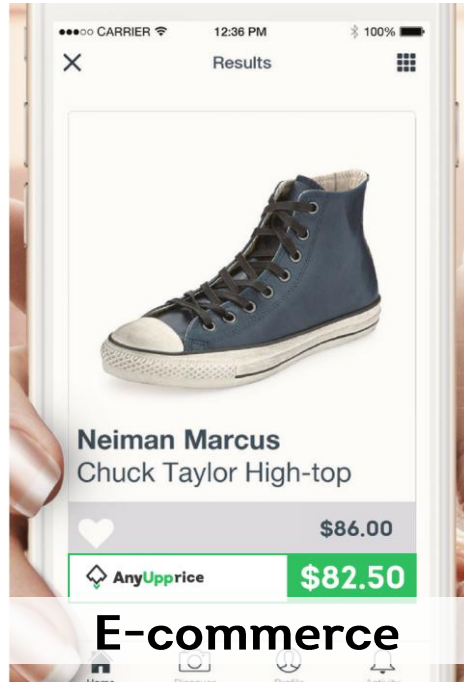
# Benefits For Customers, Staff and Partners

- One universal **mobile app**
- **Multiple** brands/locations
- **Contactless** food and drinks ordering
- Quick online **payment methods**
- **Minimized human interaction**
- **Personal experience** (preferences, favourites, recommendations)
- **Seat location** (QR/NFC)
- Pre-order, pick-up and **take away**
- **Easy** to learn, use and train
- **Digitalized** restaurant management
- **Real time data** supports planning
- Trackable and **measurable processes**
- **Less mistakes**, waste, and customer complaints
- Back office system for **handling different roles** and permissions
- New technology for **new generation**
- **White label** – tailored to any brand
- Applicable for **single shop owners** but also for **multiple unit** chains
- **No investment** cost required
- „**Plug & play**” – quick and easy
- **Improving the P&L**
- **Real time** monitoring and reporting
- Helps building a **future proof** brand



# Beyond the Frontend Service

AnyUpp is linked to global affiliate networks to provide clients with additional user experience and cash back service that further differentiates the AnyUpp from other restaurant apps.



**E-commerce**

AnyUpp encourages users to return and make them loyal customers via personalized offers and recommendations based on users' profile.



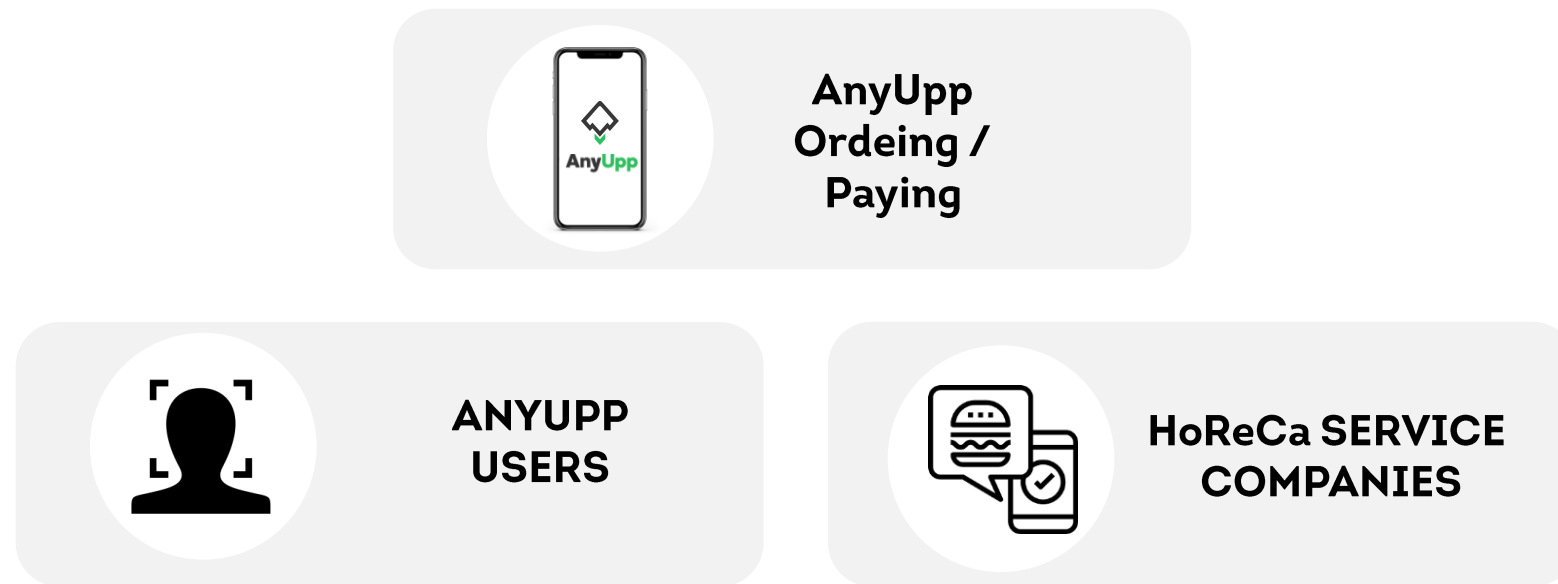
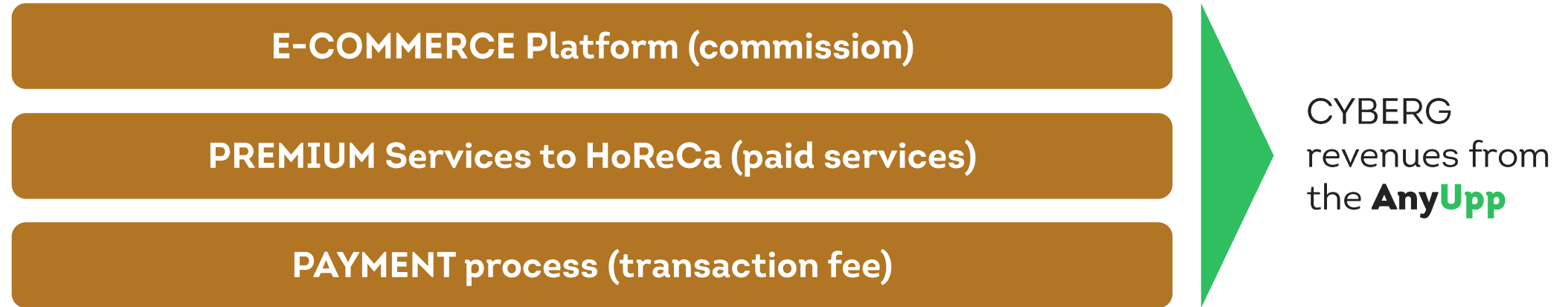
**User Engagement**

AnyUpp is linked to third party payment provider in order to enhance customer service and customer experience.



**Payment**

# Monetization Model





## First launches – signed LOIs



KAJAHU

RESTAURANT



CAFE FREI

COFFEESHOP



PIZZA ME

PIZZERIA



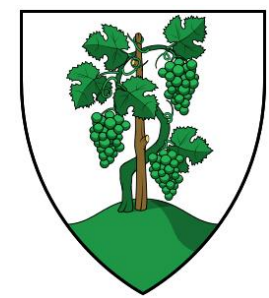
YELLOW BAR

BAR



SZABADTÉR

BISTRO



B.KENESE

BEACH BUFFET

~ **100** AnyUpp locations in 2022

# Group EBIT estimate

	2022	2023	2024	2025	2026
SPV					
No. of stores	100	1 000	3 000	5 000	8 000
No. of downloads	200 000	2 000 000	6 000 000	10 000 000	16 000 000
Revenue/store/month	6 000 Ft	6 600 Ft	7 260 Ft	7 986 Ft	8 785 Ft
Affiliate margin			12 031 250 Ft	252 083 333 Ft	534 899 048 Ft
<b>AnyUpp SPV Revenue total/year</b>	<b>7 200 000 Ft</b>	<b>79 200 000 Ft</b>	<b>273 391 250 Ft</b>	<b>731 243 333 Ft</b>	<b>1 378 220 648 Ft</b>
CYBERG Group Total revenue	691 488 000 Ft	1 113 840 000 Ft	1 382 401 538 Ft	1 673 903 300 Ft	2 026 603 651 Ft
Development revenue	691 488 000 Ft	1 113 840 000 Ft	1 319 472 000 Ft	1 451 419 200 Ft	1 596 561 120 Ft
AnyUpp SPV (DIV)			62 929 538 Ft	222 484 100 Ft	430 042 531 Ft
Cost	607 050 000 Ft	914 868 000 Ft	1 072 788 000 Ft	1 226 264 700 Ft	1 348 891 170 Ft
<b>EBIT</b>	<b>84 438 000 Ft</b>	<b>198 972 000 Ft</b>	<b>309 613 538 Ft</b>	<b>447 638 600 Ft</b>	<b>667 712 481 Ft</b>

# Investment Case

- HoReCa sector is in the **middle of a major digitalization push** and COVID is the accelerator
- AnyUpp offers a state-of-the-art solution with **almost no upfront investment** for implementation partners
- **All stakeholders** (shop owners, CYBERG) **make money** on introduction of AnyUpp
- **Limited technology risk** (ready-to-go AnyUpp platform, sound development plan, experienced team available at parent company)
- **Massive long-term value generation** through accumulation of high-quality data (pure upside, no monetization in current business plan)

## Use of proceeds:

- Technology and product development
- Sales/marketing
- Business development
- Buyback of existing corporate bond
- Acquisitions

CYBERG is looking for a **HUF 500 – 1 BLN SPV** investment and additional **HUF 500 – 1 BLN direct** investment



**Additional slides**

# CYBERG Sales Strategy

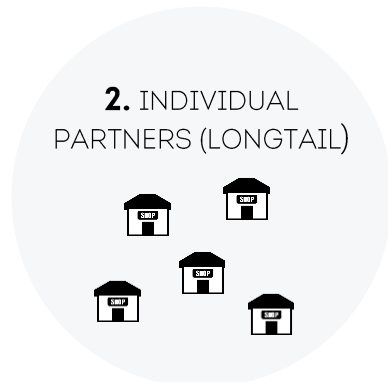


B2B SALES  
TEAM



  
**Why  
Not?**

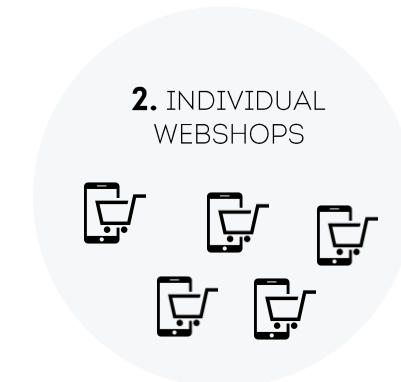
GLOBAL  
AD/AFFILIATE  
NETWORKS



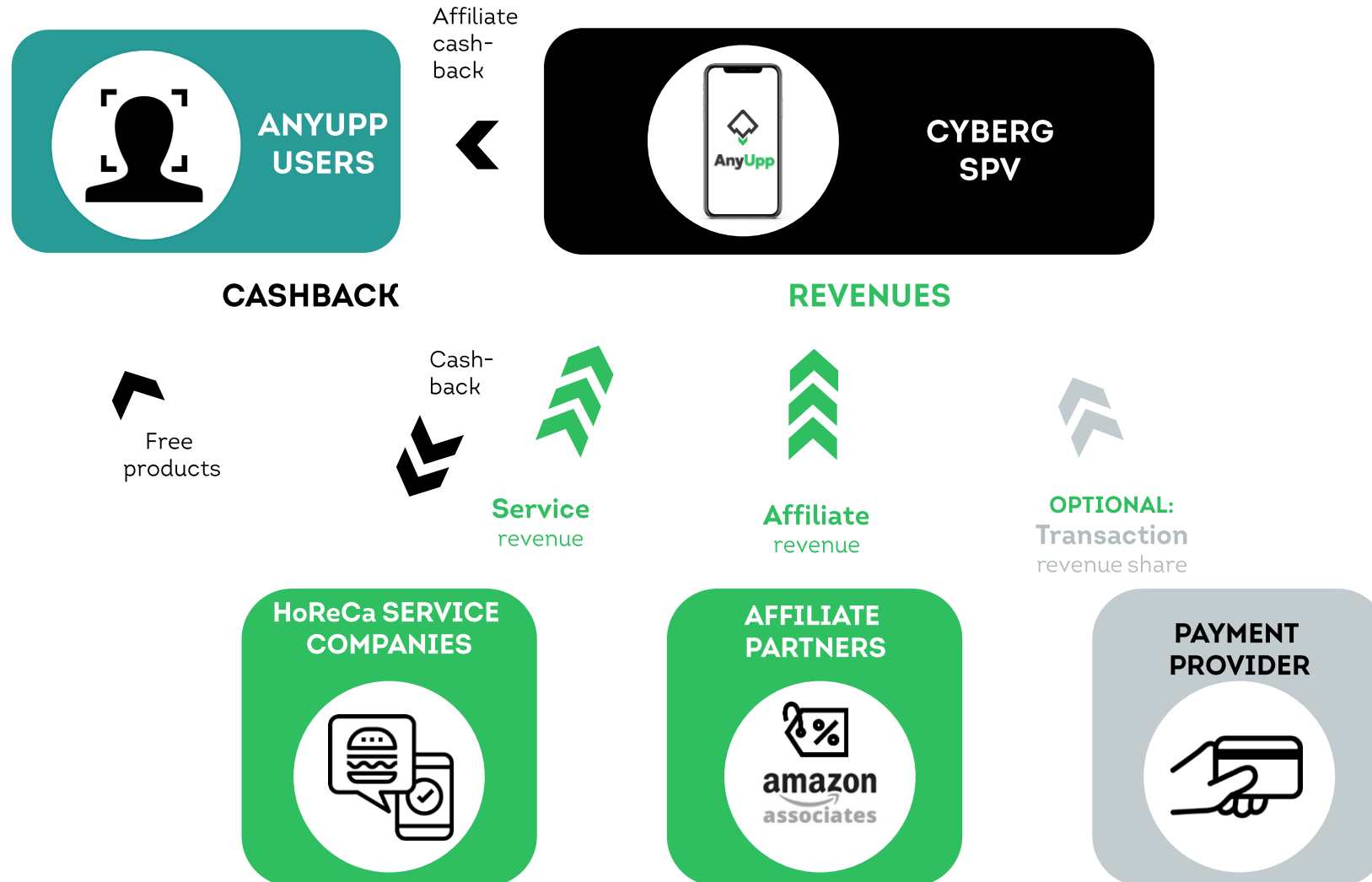
AUTOMATED  
ONLINE SALES  
TOOL KIT



OWN  
AD/AFFILIATE  
PROGRAM

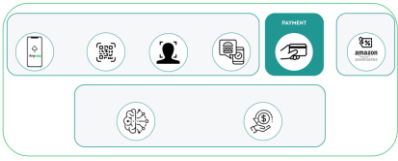


# Monetization Model



- CYBERG SPV can rely on **several revenue sources**
- **No ad revenues** planned (targeted ecommerce offers only) and no data sales
- Major revenue redistribution strongly aligns **stakeholders' interests**
- CYBERG's long-term ambition is to **reallocate margins** in the digital business away from monopolistic platforms





# Payment Solution

- 3rd party payment services (OTP and Stripe) are already integrated
- Longer term plan is to co-operate with payment partner which offers lower transaction cost and revenue share on all user transactions
- CYBERG's team has in-house fintech development experience
- Close co-operation with PSP embedding a payment system could result more deep data and AI learnings about users' shopping behaviour
- AnyUpp is a perfect user acquisition tool for a payment provider with immediate incentives

## PARTNER BENEFITS

- Plug-and-play turnkey solution for payment and integrated reporting

## CUSTOMER BENEFITS

- Smooth easy-to-pay user experience

## BUSINESS MODEL

- **POSSIBILITY FOR COMMISSION ON ALL USER TRANSACTIONS**





# E-commerce Extension

## FEATURES

- Platform free from untargeted ads
- Link to global affiliate networks to monetize
- Tracking affiliate orders and commissions
- Conversion rate optimization based on real people and recommendation algorithms
- Integrate stores as pick-up-points (optional)

## PARTNER BENEFITS

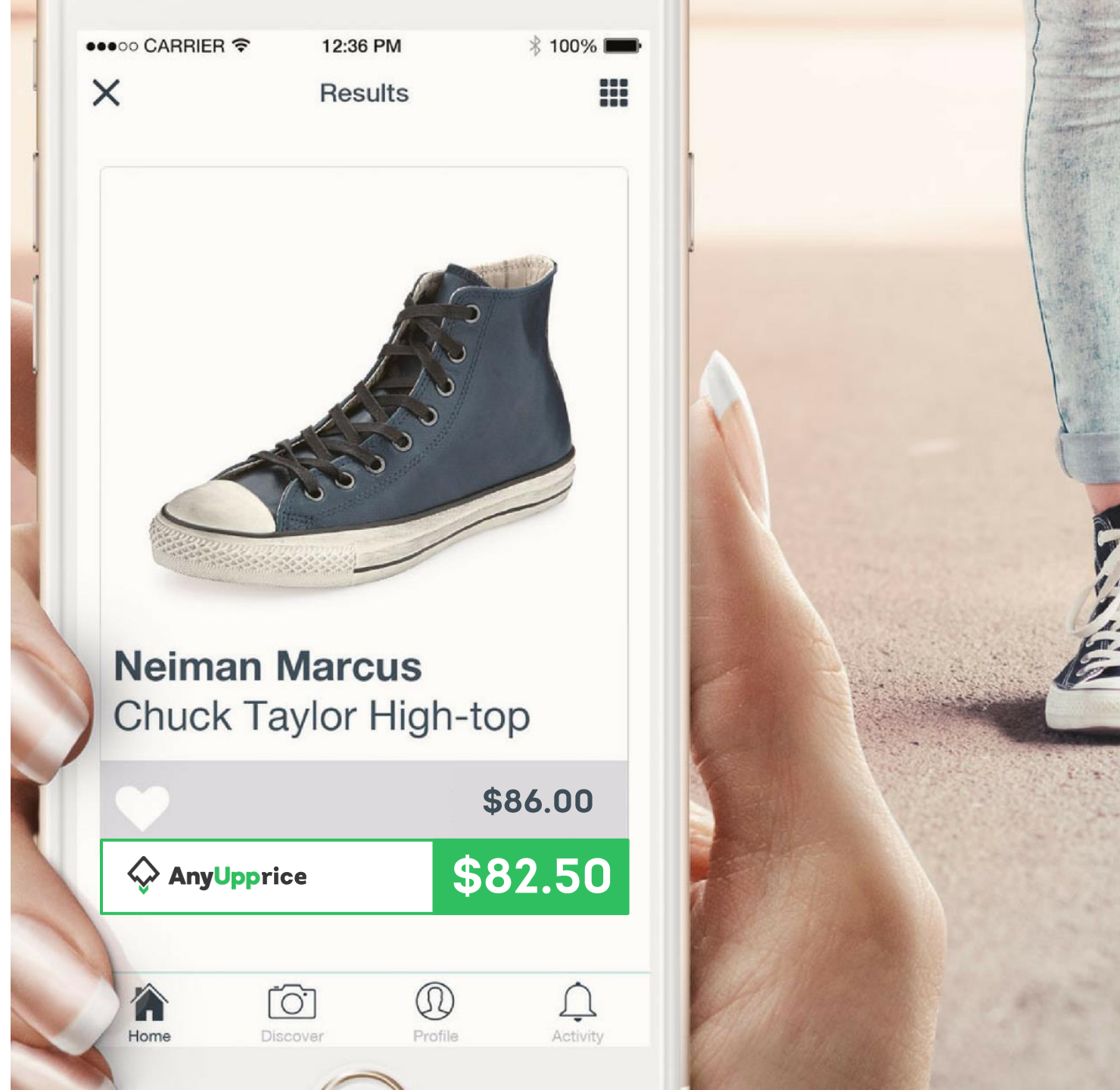
- Cash-back from customers' ecommerce spending
- Customer relationship outside of the physical stores
- Combining physical-digital services and upselling (pick-up-point)

## CUSTOMER BENEFITS

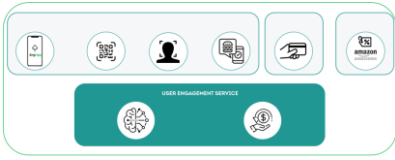
- Cash-back
- Personalized offers, better recommendations

## BUSINESS MODEL

- **CUSTOMERS AND PARTNERS: FREE BUT BENEFIT FROM CASH-BACK**
- **CYBERG: REVENUE FROM E-COMMERCE COMMISSIONS (AFFILIATE REVENUE)**







# User Engagement

## FEATURES

- User profiling built on biometric data
- No personal data stored > GDPR compliant
- Cash-back system combining spending in AnyUpp physical stores and affiliated e-commerce platforms
- Real-time cash-back administration
- Social profile integration
- Real-user validation (physical presence in a store)

## PARTNER BENEFITS

- State-of-the-art customer experience
- Loyal customers > retention
- New customers due to other AnyUpp partners

## CUSTOMER BENEFITS

- Insight: "AnyUpp knows what I really need"
- Personalized offers, better recommendations
- Rewards, cash-back, "best price"

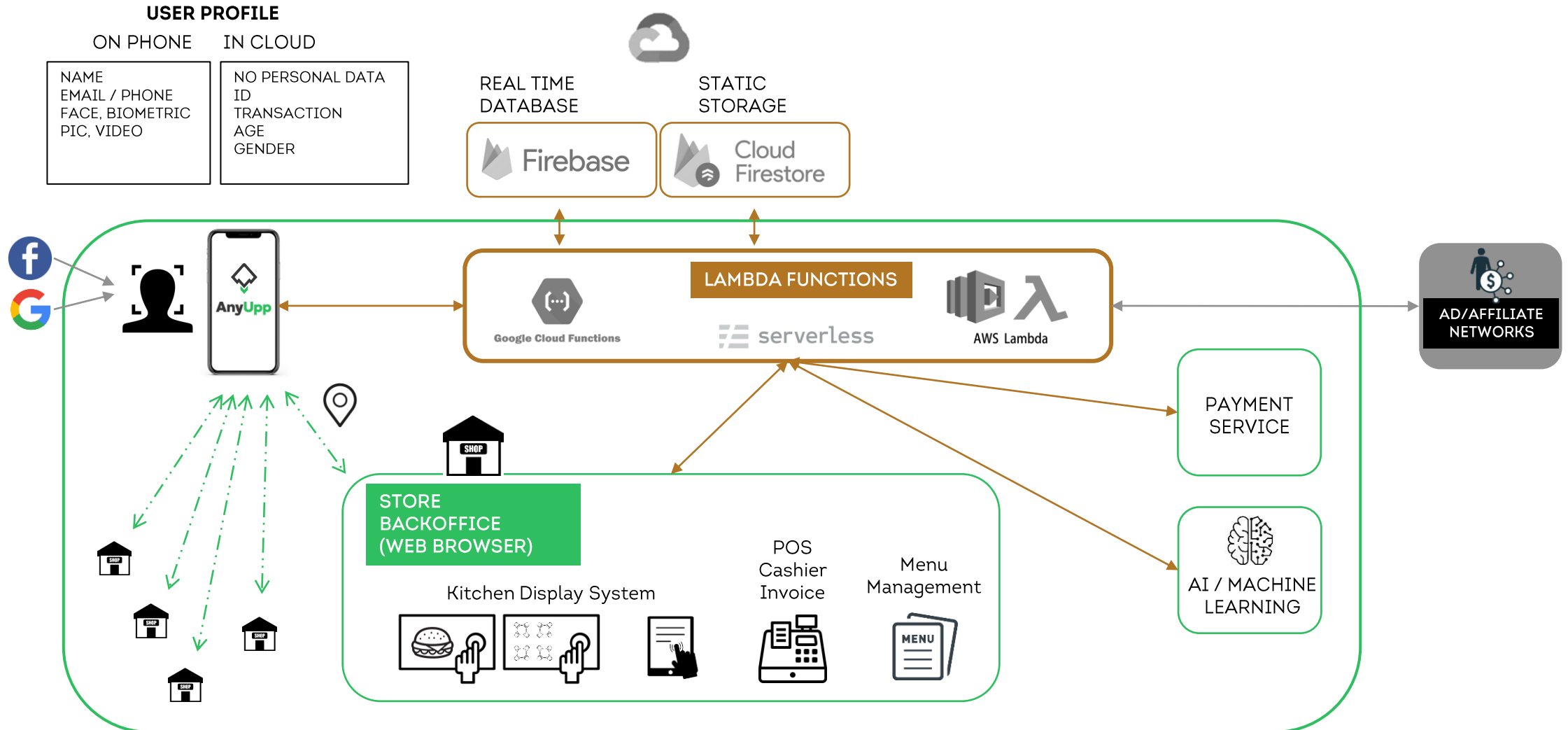
## BUSINESS MODEL

- **FREE FOR USERS**
- **CYBERG: PAID PREMIUM FEATURES/REPORTS FOR PARTNERS**



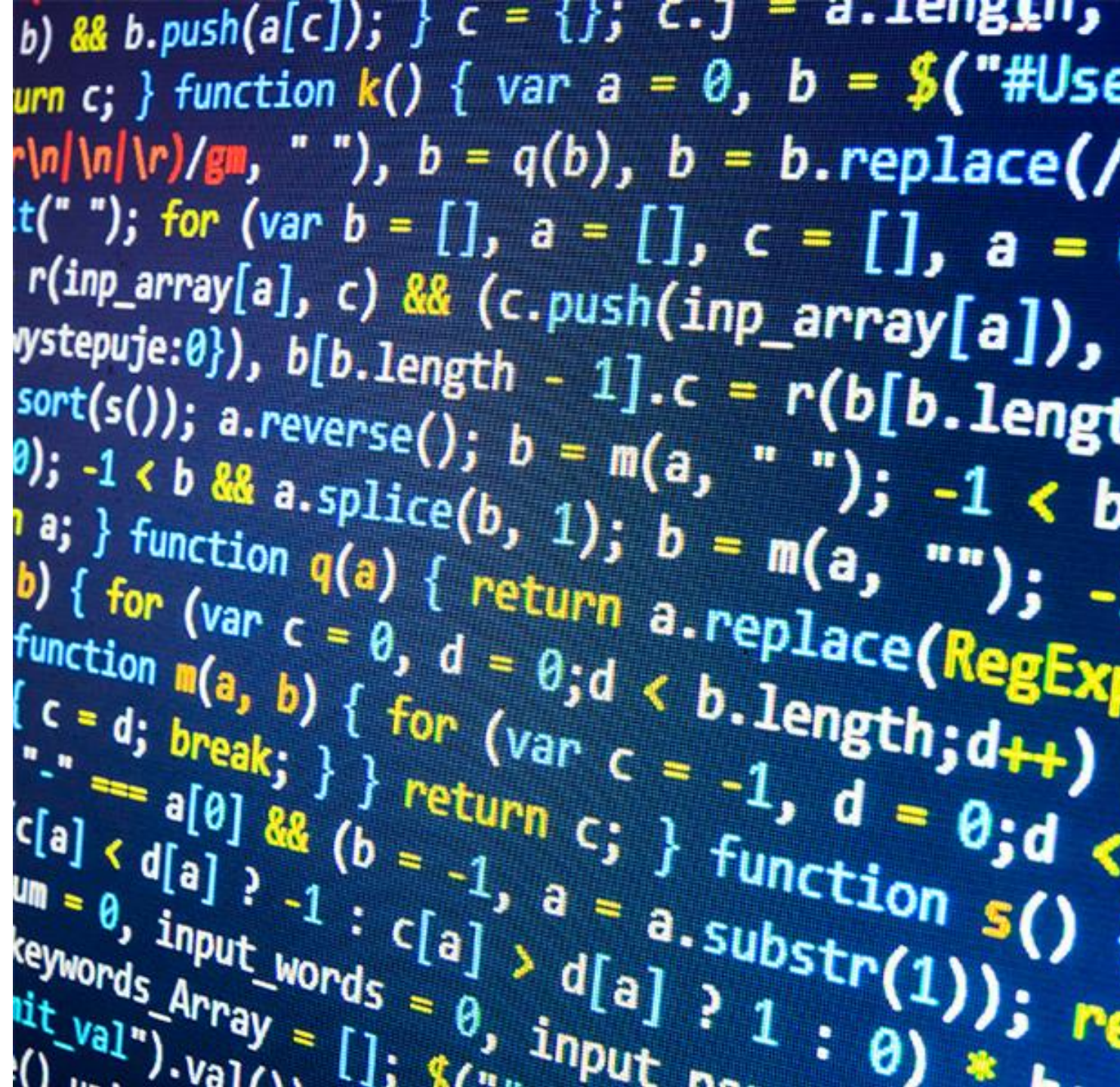


# AnyUpp Technology Ecosystem



# Tech Highlights

- **Mobile-first** approach using a native, platform-agnostic solution
- We employ an on-device mix of proprietary and publicly available Machine Learning models; **anonymous user profiling only**
- Our data policy puts the **user first and in control**. We bet on anonymized data. We do not need personal data to serve our customers
- **Flutter frontends** provide us with native code performance
- **Infrastructure as Code** - we version-track our infrastructure including the CI/CD pipeline
- **Serverless architecture** - lambda functions allow the immediate scaling of the data provider layer
- **GraphQL-driven API layer** for optimal bandwidth usage and performance



```
b) && b.push(a[c]); } c = {};
```

```
function k() { var a = 0, b = $("#Use
```

```
r\n/\n/\r)/gm, " "); b = q(b), b = b.replace(/
```

```
t(" "); for (var b = [], a = [], c = [], a =
```

```
r(inp_array[a], c) && (c.push(inp_array[a]),
```

```
ystepuje:0)), b[b.length - 1].c = r(b[b.length
```

```
sort(s()); a.reverse(); b = m(a, " "); -1 < b
```

```
0); -1 < b && a.splice(b, 1); b = m(a, ""); -
```

```
a; } function q(a) { return a.replace(RegExp
```

```
b) { for (var c = 0, d = 0; d < b.length; d++)
```

```
function m(a, b) { for (var c = -1, d = 0; d <
```

```
{ c = d; break; } } return c; } function s()
```

```
" " == a[0] && (b = -1, a = a.substr(1)); re
```

```
c[a] < d[a] ? -1 : c[a] > d[a] ? 1 : 0) * b
```









```
um = 0, input_words = 0, input
```

```
keywords_Array = []; $("
```

```
nit_val").val()
```



# Competitive Intelligence

	RESTAURANT, BAR, CAFE					HOTELS, FINE DINING, CRUISES		
	 QikServe	 scanour TAP.SCAN.ORDER!	 one <sup>2</sup>	 presto	 Orderlino	 AnyUpp	 menumodo	 mymenu
PRICE (/month/store)	\$ 350 set-up + per store fee	\$ 25-45	\$ 99-299	\$ 780 one-time fee per user	\$ 19-99 (free up to 200 views / month)	\$ 20 no setup fee	\$ 120 a year, no setup fee	\$ 39-55 Free COVID period
NATIVE APP VS WEB APP	WEB APP	WEB APP	WEB APP	WEB APP	WEB APP	NATIVE APP	WEB APP	NATIVE APP
CONTACTLESS ORDERING/PAYMENT	✓ / ✓	✓ / ✓	✓ / ✓	✓ / ✓	✓ / ✓	✓ / ✓	✓ / X	✓ / ✓
PICKUP/TAKE AWAY	✓ / ✓	✓ / ✓	✓ / ✓	✓ / ✓	✓ / ✓	✓ / ✓	✓ / X	✓ / ✓
PROFILING (KYC, KNOW YOUR CUSTOMERS)	✓	X	✓	✓	✓	✓	✓	✓
CROSS-BRANDS SOLUTION	X	X	X	X	X	✓	X	X
E-COMMERCE EXTENSION	X	X	X	X	X	✓	X	X
FACE DETECTION	X	X	X	X	X	✓	X	X
DYNAMIC PRICING BY AI	X	X	X	X	X	✓	X	X
CASH-BACK	X	X	X	X	X	✓	✓	X
LOYALTY INTEGRATION *	✓	X	✓	✓	✓	✓	X	✓
POS INTEGRATION *	✓	✓	X	✓	X	✓	X	✓

\* : BY NEED

# Global Market Statistics

## NUMBER OF RESTAURANTS

Number of restaurants, pubs and cafes worldwide:

**15 000 000**

Restaurants on Tripadvisor in Q4 2020: **4 200 000**

(source: Tripadvisor's investor presentation)

Deliveroo works with **80 000** restaurants

## AVERAGE BASKET VALUE GROWTH

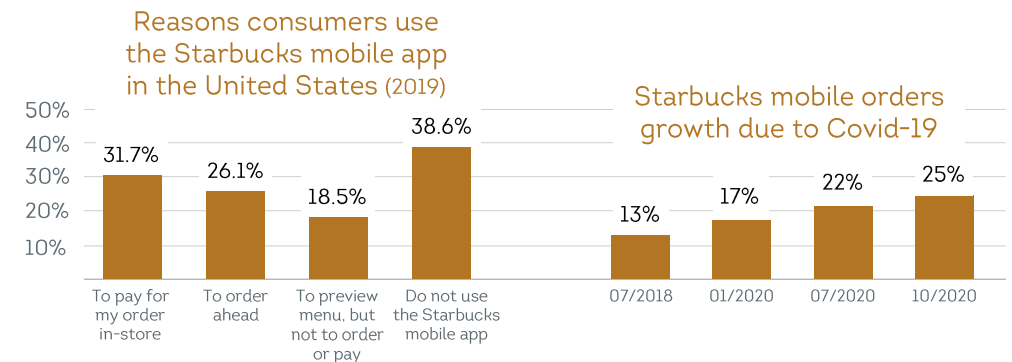
Taco Bell sees **30% higher** average order values on mobile compared to in-store

**How to increase average order value:**

1. NBO (next best offer): Upsell by automatically suggesting add-ons to orders
2. Self-service options for customers
3. Offer meal deals, bundles and set menus
4. Design menu cleverly to promote high-value items
5. Customer loyalty programmes and discounts

## NUMBER OF RESTAURANTS

In 2019 only **44.5 percent** of US QSR (Quick Service Restaurant) consumers still preferred to place orders with employees in restaurants.



Mobile Order-Ahead Volume At US QSR

