



KAJAHU
FoodTogether

INTERNATIONAL PRESS DAY

05/2019

AGENDA

1. Short KAJAHU Intro
2. CyBERG
3. Roadmap





Short Intro

What's RAJAHU



KAJAHU
IS HERE
TO RELOAD
WHAT A
FRANCHISE
RESTAURANT
MEANS

reloading

93%





WHAT IS KAJAHU ABOUT?

KAJAHU is a result of a mathematical model and a risk matrix which combines the classic (Food) and innovative (Information Technology) business sectors creating a global market share due to its **data based cross-seller concept**.

KAJAHU offers one of the most healthy, organic and tasty cattle meat in the world uniquely at reasonable price.

MAIN INPUTS OF KAJAHU BUSINESS MODEL

- Constant demand
- Online sales
- Minimum 1 unique product
- No new products to introduce
- Equal turnover of main product groups
- Wide customer mix
- Scaling capability
- Cross-selling between classic and digital businesses
- Data driven
- No competitors

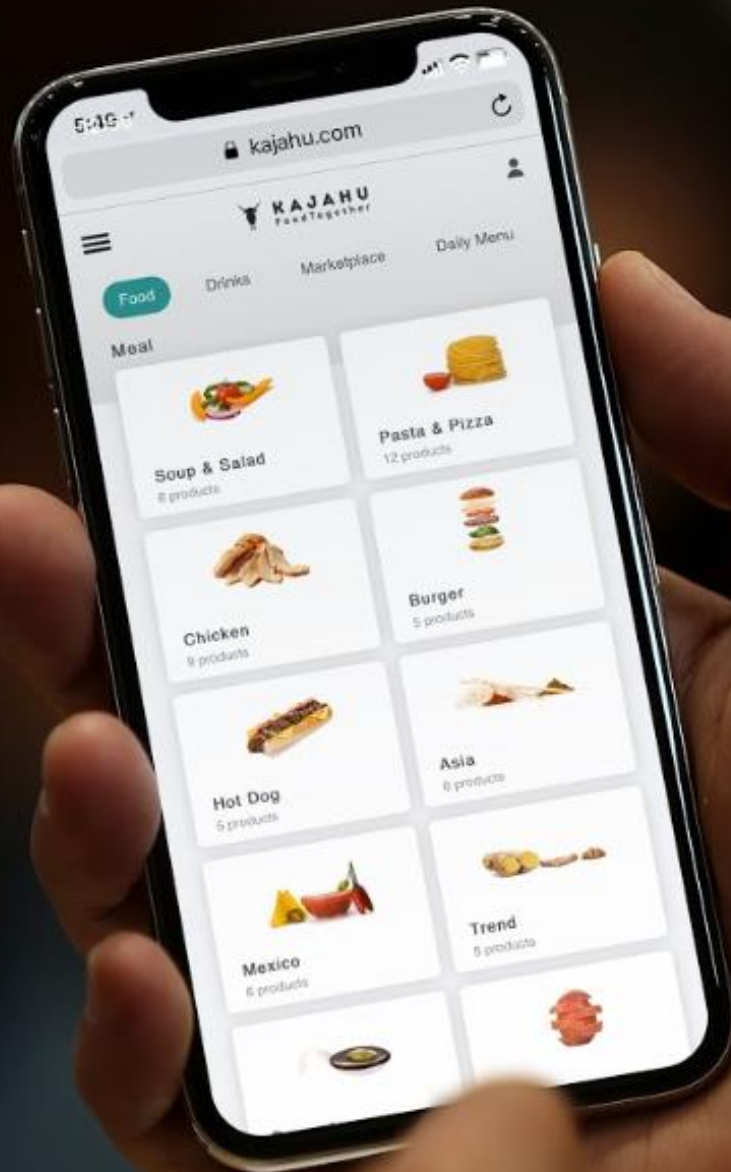


The logo consists of a large black circle. Inside the circle is a stylized green graphic of a bowl or plate with a thick rim and a flat base. Overlaid on this graphic is the text "Food Together" in a vibrant green, cursive script font. The text is centered horizontally and partially overlaps the bowl graphic.

Food Together



MOST PREFERRED DISHES OF THE WORLD BASED ON STATS



ORGANIC **GREY** **CATTLE** **BEEF MEAT**

Exclusive agreement for exporting
the famous organic grass fed
Hungarian Grey Cattle.





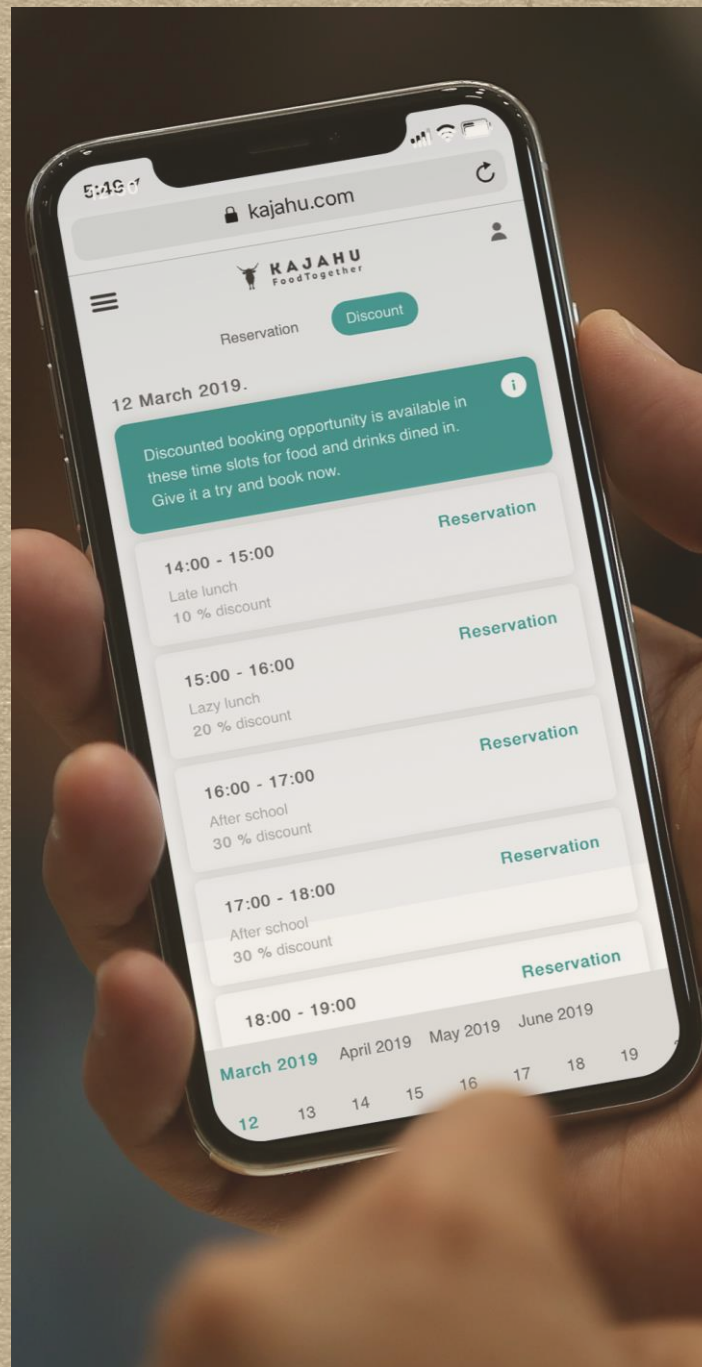
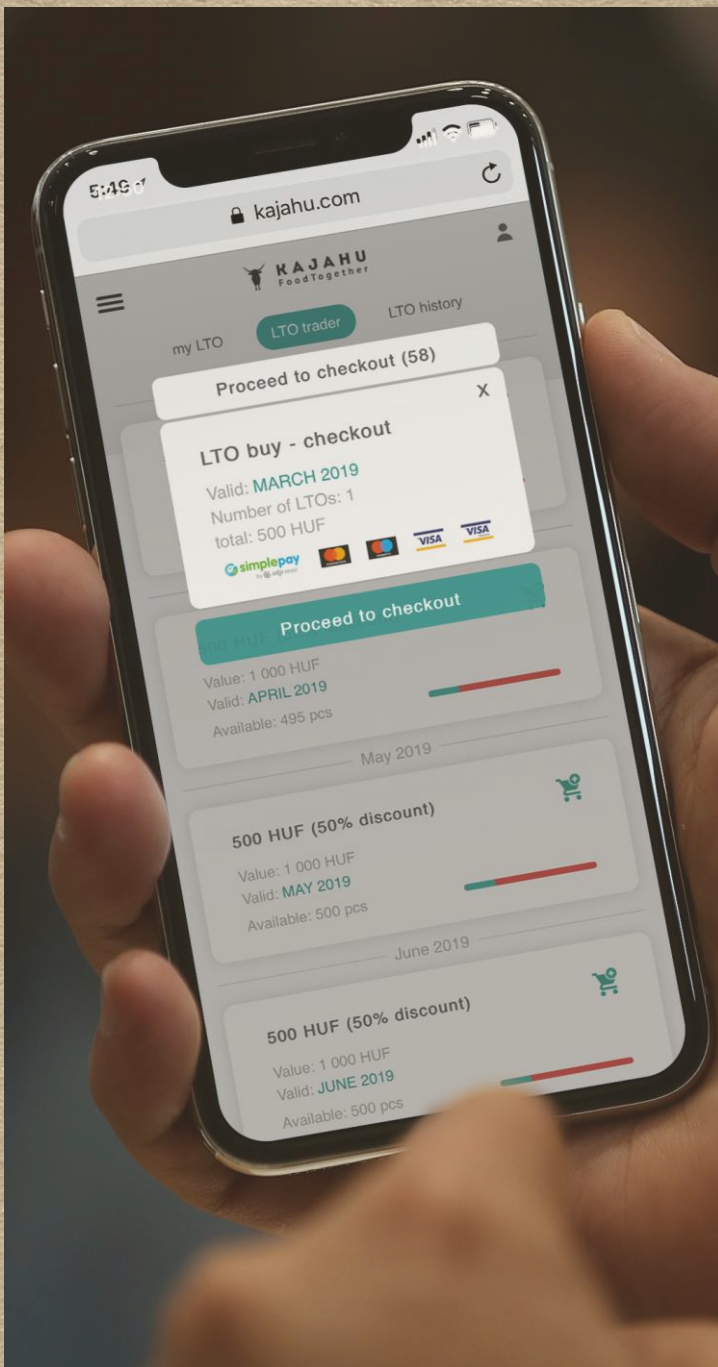
**DIGITAL
SOCIAL
DINING**



**DIGITAL
EXPERIENCE**

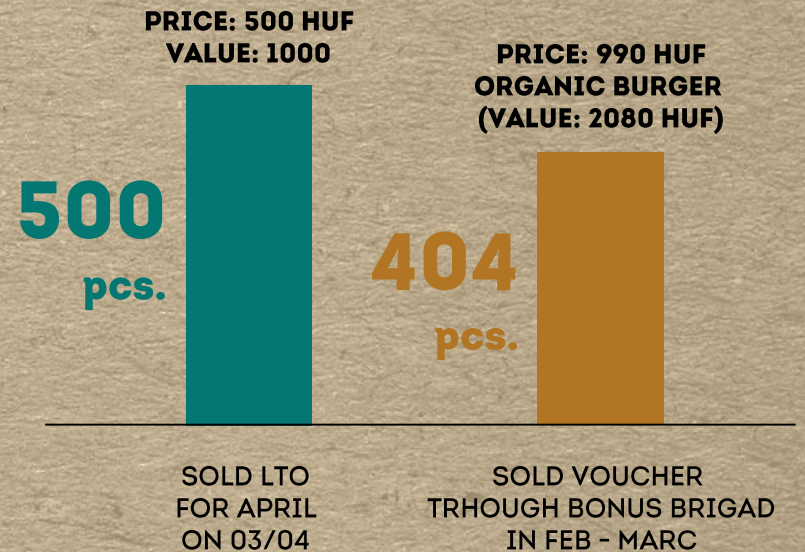
**MAKES
KAJAHU
THE **NEXT**
GENERATION
RESTAURANT**





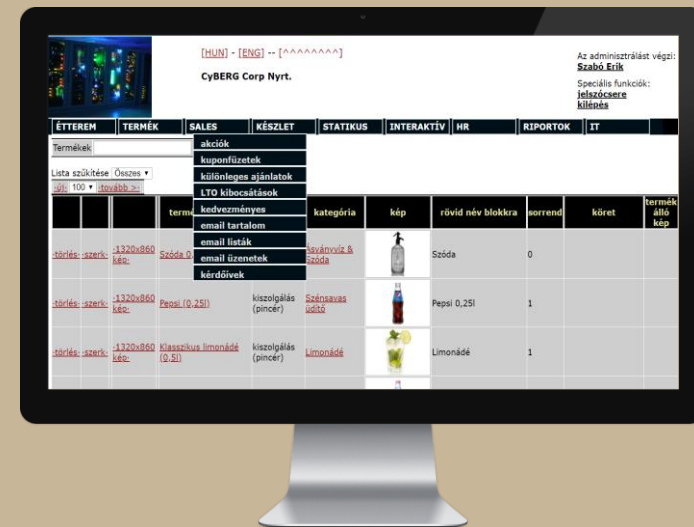
MOBILE PLATFORM FOR CUSTOMERS

- SYNC WITH TABLE
- ONLINE PAYMENT
- DISCOUNTED BOOKING / DYNAMIC PRICING
- LIMITED TIME OFFER





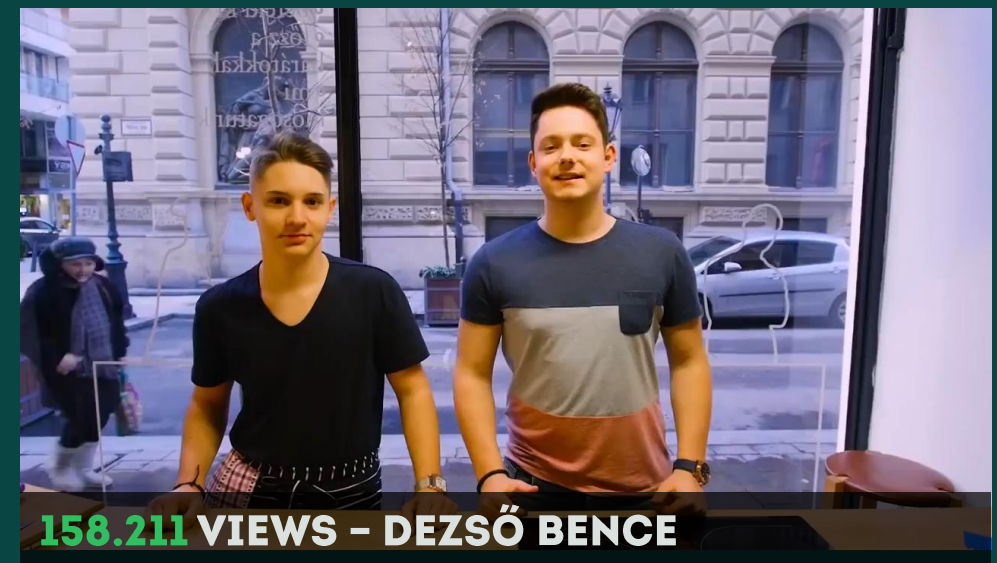
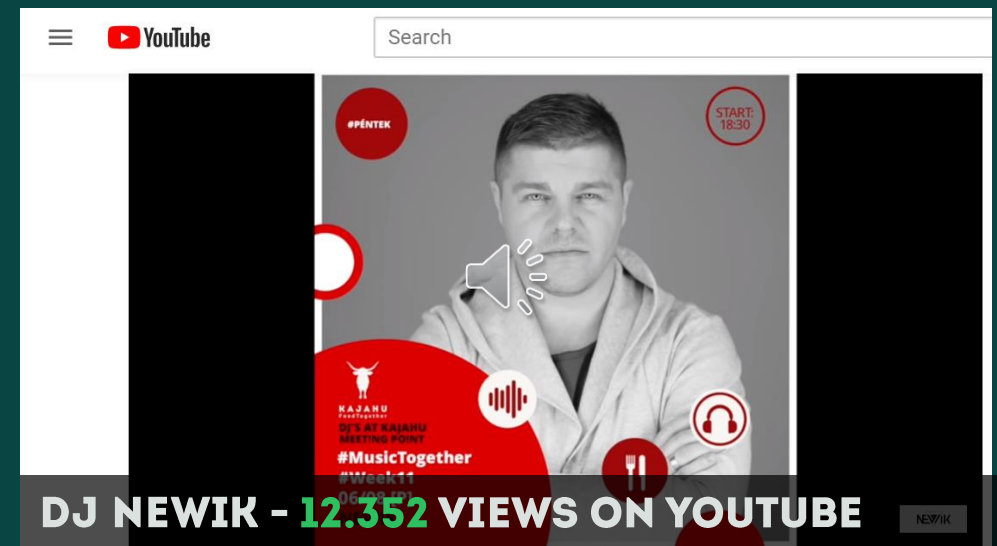
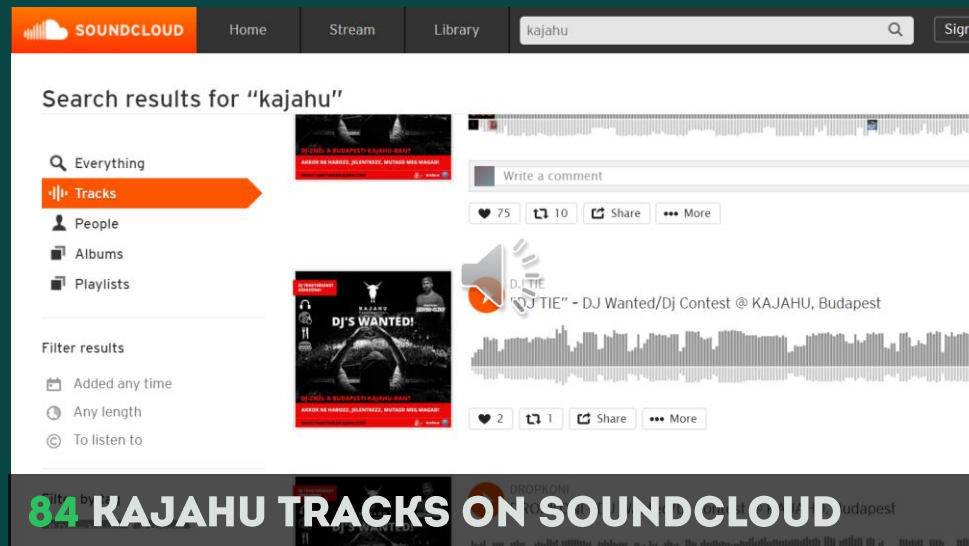
**ORDER,
CHAT
& PLAY
ON THE
TABLE!**



ONLINE BACKOFFICE FOR THE STAFF

- „How-to” monitors for cooks
- Order tracking for waiter
- Inventory management
- Content management
- CRM – direct marketing support
- Digital upsell
- Digital training
- Timesheet
- HR module
- Business reporting
- Remote access

PUBLISHED DIGITAL CONTENT







FIRST INTL. DEVELOPMENT IN AUSTRIA

INTERNATIONAL SALES STRATEGY



Sold out: 83 units

(Hu, At, Pl, Cz, Sk)

1. phase: 1-3 Years

(Uk, De, Fr, It, Es, Ru)

2. phase: 2-4 Years

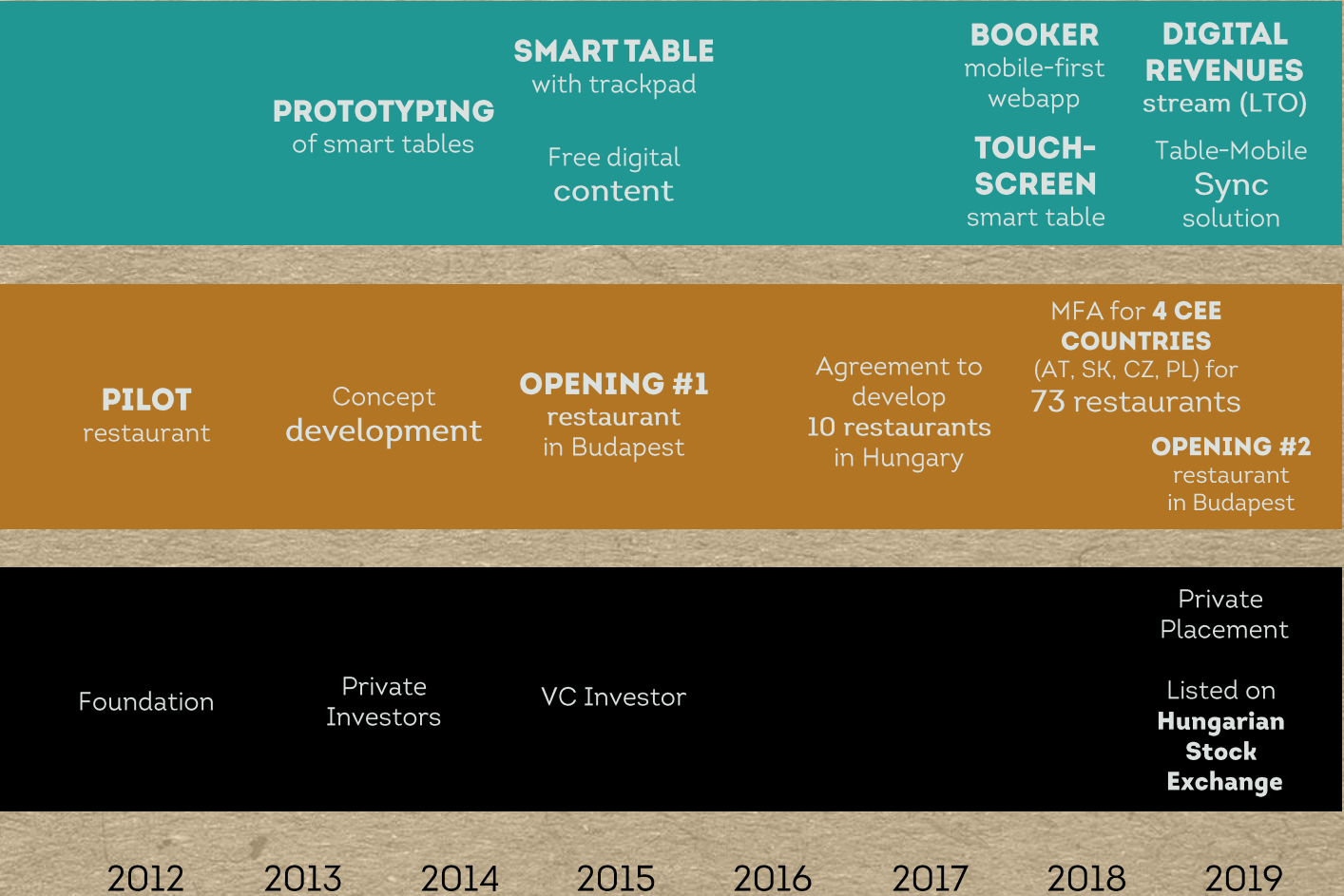
(Us, Ca, Mx)

3. phase: 3-5 Years

(Kr, Tw, My, Th, Jp, Tr, Cn, Au, Ma)



HISTORY OF CYBERG FROM DAY ONE



CyBERG

3F MODEL

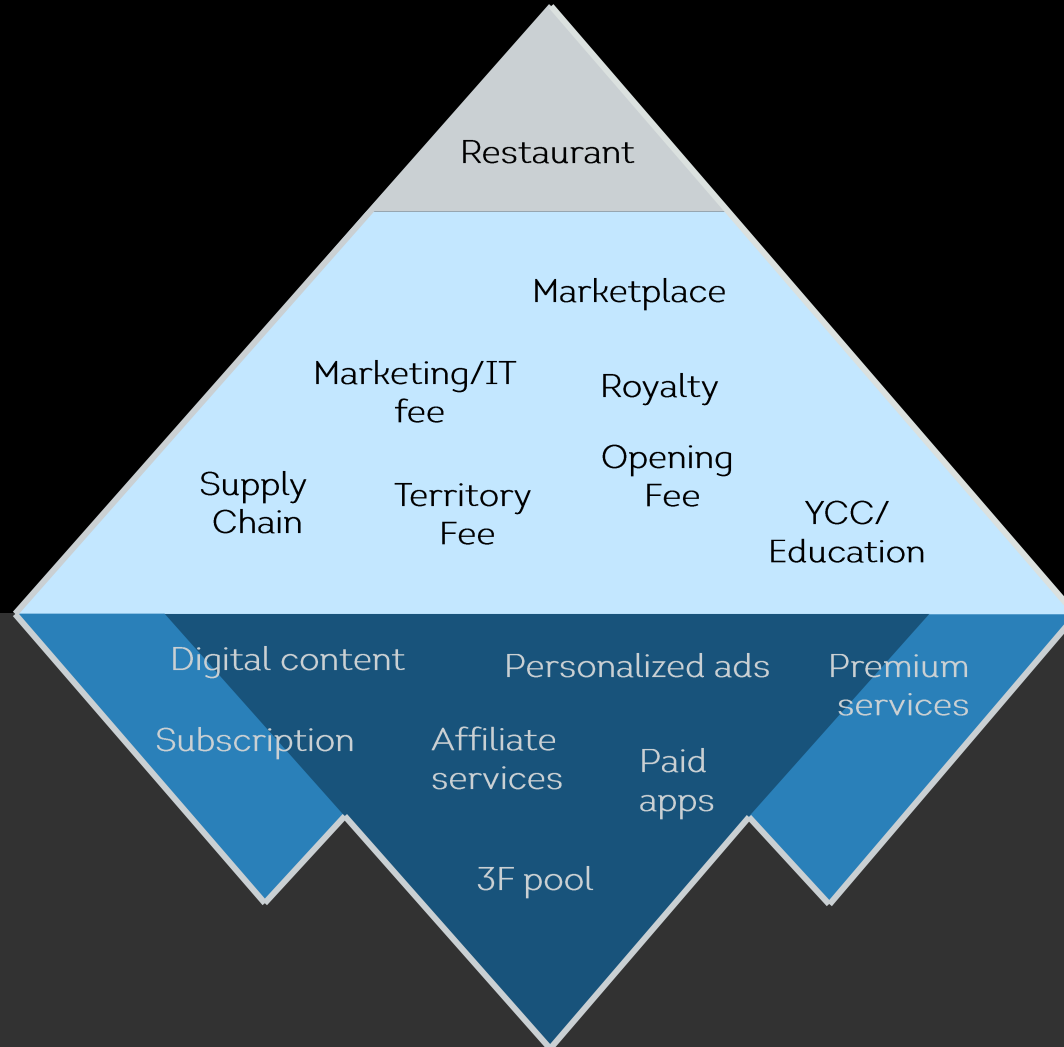


CYBERG

OWNER OF THE KAJAHU CONCEPT

In recent years, IT companies have made a big splash in many industries that traditionally had had little to do with the digital world. Think about Uber and the transport market or Airbnb and the hotel industry.

Budapest based CyBERG Corp. Plc. is doing a similar move to revolutionize the world of restaurant chains with a new franchise business model.



CYBERG IS LISTED ON BET SE XTEND



• Millásreggeli - a gazdasági muppet show • Minden hétköznap reggel 6:35 és 10 óra

ÉLŐ ADÁS MILLÁSREGGELI PODCAST KÖZÉLET PÉNZÜGYEK ÉLETMÓD TECH-TUD CSÁRT MÁTÉ

Keresés eredménye erre: kajahu

kajahu

Kajahu, tőzsdenyitás, foltos szalamandra

2019-01-09 - Szerda 09:00

Továbbra is a stúdióban maradt velünk Rózsa Balázs, a Cyberg Nyrt. vezérigazgatója és Szabó

LEGUTÓBBI ADÁS ÓRAS BONTASBAN



9:10
ÓRA

Izland, utazás,
tőzsdenyitás

Forbes ROVATOK LISTÁK & EXTRÁK ESEMÉNYEK ESPRESSO KÜLÖNSZÁM ELŐFIZETÉS A MAGAZIN

Mostantól bárki beszállhat a tőzsdén a magyar cégbe, ami high-tech gyorséttermekkel szórna tele a világot

3 PERCES OLVASÁSI IDŐ • ÜZLET • SÁNDOR KRISZTIÁN, ÚJSÁGÍRÓ

SÁNDOR KRISZTIÁN, ÚJSÁGÍRÓ

2019. JANUÁR 10.

Elkezdődött a kereskedés az étteremláncot az adatbázisépítő techcégek üzleti modelljével ötvöző magyar cég, a Kajahu anyacégének részvényeivel.

Új részvény a magyar tőzsdén: Elindult a kereskedés a Cyberg részvényeivel

2019. január 10. - 10:45

Sikeres zártkörű tőkebevonást követően a mai nappal megkezdődött a kereskedés a Cyberg Corp. Nyrt., a KAJAHU étterem- és technológiai franchise tulajdonosa részvényeivel a Budapesti Értéktőzsde középvállalati igényekre szabott BÉT Xtend piacán. Rózsa Balázs vezérigazgató és Szabó Erik vezérigazgató-helyettes, a BÉT hagyományainak megfelelően, a New York-i Tőzsde csengőjének pontos másolata megszólaltatásával indította el a kereskedési napot....

Portfolio

A gazdasági hírforrás



BOARD OF DIRECTORS

BALAZS ROZSA



- Founder of KAJAHU
- 8 years in restaurant business
- 16 years experience in banking and finance
- Trader of the year, 2002
- „Company of the Year” with Deutsche Bank
- Vice President CEE rates trading at DB
- Head of Equity trading at OTP Bank
- 2 kids - fans of Star Wars

**HQ OPERATION
STRATEGICAL PLANNING
FRANCHISING**

ERIK SZABO



- CEO of OKEGO Marketing Agency
- Deputy CEO of POSSIBLE Digital
- 150+ creative awards in 16 years
- Vice-president of Advertising Association (MRSZ)
- Founder of POSSIBLE Mobile Games company
- Vegetarian
- Fan of LEGO, father of 3 boys and 2 girls

**DIGITAL PRODUCT DEV
MARKETING**

THIERRY ROUSSET



- General Manager at Subway
- Takeover project of 200 restaurant chain
- Country Head of Quick Burgers
- Franchisor of Le Kiosque a Pizza
- Lives in Madrid
- Speaks French, Spanish, English
- 4 kids

**INTERNATIONAL
EXPANSION**

LASZLO KESMARKI



- Founder of NNG (Nav N Go)
- Angel Investor
- Managed start-ups: CX-RAY, Possible Games, GLI Solutions, Games4Business,
- Member of the board at Power Angels Zrt.
- Passionate coder
- Likes biking, skiing
- Father of a boy and a girl

TECHNOLOGY

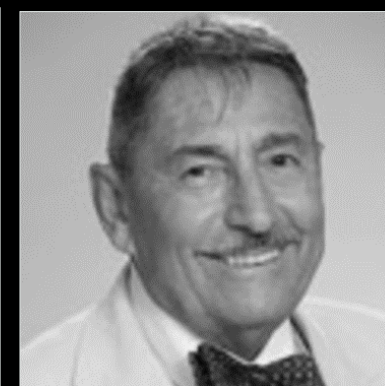
DAVID TIBOR



- Founder and President of Masterplast (Listed on BÉT).
- Young Entrepreneur of the Year at EY
- Managed several successful capital market transactions
- President of the Hungarian Mini Football Association

**BUSINESS
MANAGEMENT**

ANDREW J. SZÖNYI



- Professional Development Director of the Association of Canadian Venture Capital Companies
- 65 cumulative years on public companies' boards including 25 years as Audit Chair and Lead Director of Sarbanes-Oxley since 2002
- Sailing

**CORPORATE
GOVERNANCE**



GLOBAL BUSINESS MODEL



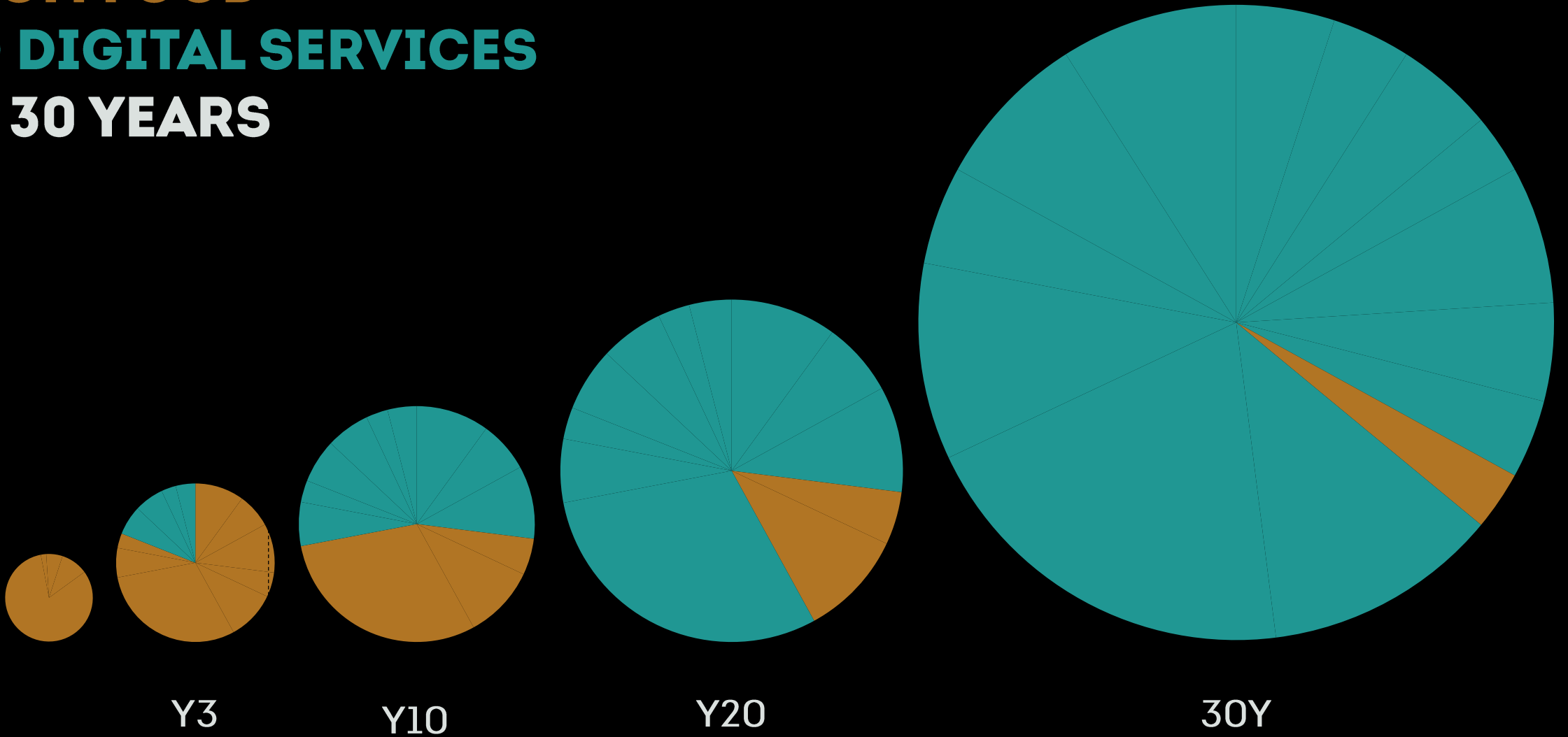


MASSIVE DIGITAL REVENUE BEYOND THE FOOD

- PREMIUM SERVICES
- DIGITAL CONTENT
- PAID APPS
- SUBSCRIPTION
- AFFILIATE SERVICES
- PERSONALIZED ADS



TRANSFORMING REVENUE FROM FOOD TO DIGITAL SERVICES IN 30 YEARS

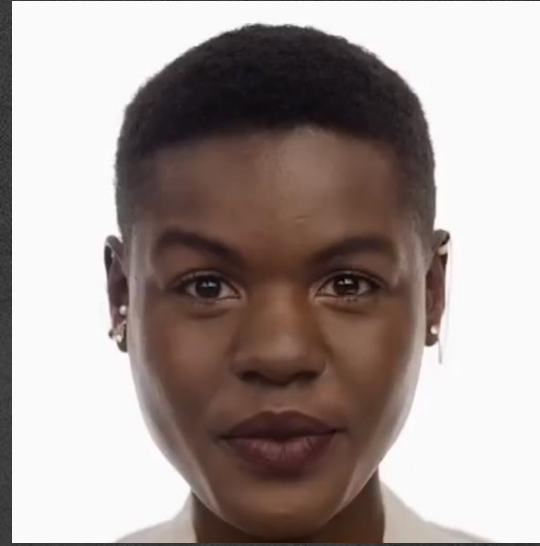




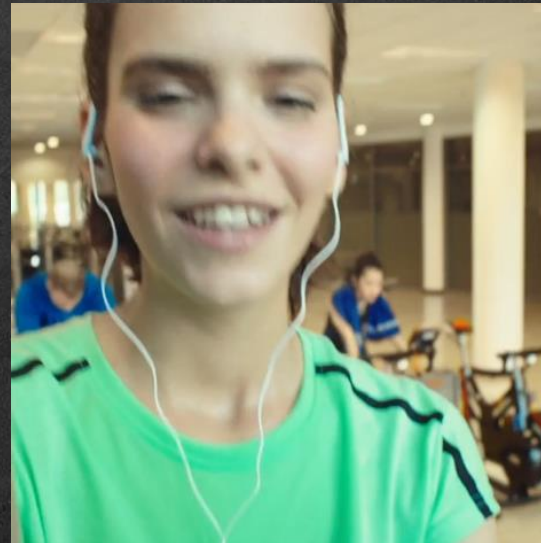
"hope the idea will spread
over the world"

John (England)

3 F



FOOD FOR FREE FOR REAL PEOPLE



2 of these people are created by
artificial intelligence They're
simply not existing.
(<https://thispersondoesnotexist.com/>)
Wanna guess which ones? (*)
KAJAHU don't serve algorithms
and robots only real people so all
collected profiles and data are
valid.

EATING = HUMAN



* Top right and left corner

WHY TO BE A PART OF THIS STORY?

LOW RISK

- Digital engagement
- World's most popular menu based on stats
- Growing fast casual sector
- Fitting to healthy lifestyle
- Low-skilled labor demand
- Selling by the system results less stress for the staff
- Closed value chain

HIGH PROFIT

- Reasonable set-up cost
- Less labor cost
- Higher basket value due to digital and premium services
- Restaurant optimization (better utilization, dynamic price strategy, processes) by digitalization

GLOBAL PURPOSE

- Premium services, digital content and 3F pool generates extra revenue
- Digital revenue takes over food
- Discounts / free food by needs (profiles) based on AI
- Make the world more equal

MORE FUN

- Being a parent of a new world-wide chain is a unique challenge
- Beyond the global purpose and profit it's about entertainment and having fun (apps, content, YCC, #MusicTogether)



Roadmap

What's next



WHAT WE PLAN IN 2019, H1/2020



DIGITAL DEVELOPMENT

BOOKER 2.0

SMART
TABLE HW/SW
UPGRADE

DIGITAL
CONTENT

NON-FOOD
REVENUE
STREAM
START



RESTAURANT DEVELOPMENT

FRANCHISE DEV.
SALES+PR
PHASE 1

INTL
FRANCHISE
CONTRACT
PACK

OPENING
PARNDORF

OPENING IN
LONDON



CYBERG MAKE THE WORLD EQUAL

3F
INTRO

INCREASING
STAFF OF
CYBERG HQ

LOGISTIC
CENTER
DEV.

3F MODEL
PILOT

PREPARING
FOR LISTING
ON INTL.
STOCK EXCH.

2019

H1/2020



NEWCOMERS

KONRAD KISS



Board Advisor, CYBERG

- 20 years software engineering and infrastructure design experience
- Founder and CEO of Bitgap (AWS Cloud, IT Security, Big Data, Scalability, Blockchain, AI & ML)
- Lead positions at US tech startups
- Chairman of Future School for kids 6-14Ys

**AI, BLOCKCHAIN,
GAMING**

BJÖRN EHRLING



Board Advisor, CYBERG

- Angel Investor and Corporate Finance Advisor
- Board Member, former CEO, OrthoSera GmbH
- Founder/Investor of many companies in Germany, Austria, and Hungary
- From Analyst to Director in various banks and advisory firms
- Cyclist

**STOCK MARKET,
CORPORATE FINANCE**

ANDRAS SZAKACS



Operation Dir. CYBERG

- Regional Manager at TGI Fridays International, EMENAI, responsible for Operation & Training, Restaurant Excellence, Brand Protection
- Director of Operation at TGI Fridays European BU
- General Manager at TGI Fridays Cyprus and Hungary
- Former professional handball player

**FRANCHISE OPERATION
AND TRAINING**





CYBERG
MAKE THE WORLD EQUAL