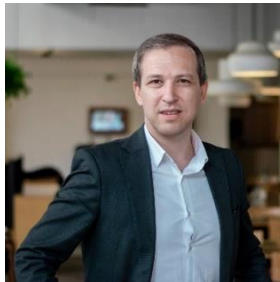


# CEO Welcome

## We'll provide food for free

### **I'd never invest in a conventional restaurant.**



Welcome to the home page of CyBERG Plc., the proud owners of the KAJAHU concept. Thank you for reading my welcome message, where I would like to give you a short explanation into why KAJAHU is way more than a restaurant chain. If our idea inspires you, we would love to meet you in one of our restaurants so we can give you a taste of everything Kajahu! We look forward to welcoming you soon.

All you see at first is a restaurant but there is plenty more going on here. The restaurant is the foundation we have built our concept on. I often get the question why we are entering the gastronomy sector. It is a valid question and if there would be a business model with a higher transaction rate, I might have gone into that. But we all eat day in day out and restaurants can provide a sufficiently wide recurring client base. Once we established our loyal customer base, why not offer them more?

As they are sitting in front of a screen anyway, we could offer our customers things like digital content and premium services. Our tables have touchscreens built into them to enable our guests to order and pay their meals but to also let them enjoy a good read, a game or to chat with others in the room. By using these services, we are building our guest profiles after they have gone through a physical check - proving that they are real life customers rather than robots or algorithms. Our customers are proven humans – they enjoy our signature hamburger made of grass fed Hungarian Grey cattle or even a goulash!

As digital marketing has a potential to generate revenue, this creates additional, new income revenue streams in our franchise model which has not yet been harnessed by anyone. It is that simple!



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We are a restaurant, and as such, I wanted to provide a menu that offers a choice free of compromise to all kinds of groups of people, be it family, friends or people sharing a business meal. Our slogan "Food Together" hints at a meal shared in a great atmosphere but also the range of our meals on offer. Our digital menu ranges from our signature organic burger made from Grey cattle all the way to oriental spicy aubergines served with soba noodles.

The idea was born to be a franchise business right from the start. We kept this in mind throughout the development of the menu, the equipment, the interior design and furniture and when choosing suppliers. This makes it possible to imagine hundreds, thousands or tens of thousands of KAJAHU units spread across the globe. On that basis, with thousands of registered customers in each of these... you get the idea. We achieve a huge active digital user base that currently only exists on the biggest platforms. Once the number of restaurant units reaches a 'critical mass', we generate a significantly higher income revenue stream through digital services than food business operations. All this resulting in higher than usual profit margins for our franchise partners – which, at some point could even reach a level where funding for the meals is also provided. This is how the 3F concept (Food For Free) can be realized step by step over the next years and decades. We at CYBERG believe that the 'freemium' model can be achieved in the food service sector. Our vision is to make KAJAHU available worldwide to fulfil our mission to 'make the world equal'. Achieving this is my personal motivation.

We are working towards this vision with my colleagues, some of whom are veterans in the food service business, some having worked for large multinational chains and some coming from a startup background. None of us are new to business. Although it took us seven years to get to where we are today from our initial idea, we have achieved some significant milestones over the last five years. We have gone through our first IPO on the Budapest Stock Exchange, built up a great deal of trust in our financial partners and have opened restaurants with a number under development. We have also set our exciting course for IT development. I am very proud to have won a number of professional awards which further reassure that we are on the right path moving forward. This however drives us even more - one day to be mentioned on one page with the biggest players in the digital business world. I believe we can achieve this!

I look forward to meeting you.

Balazs Rozsa, CEO