



**KAJAHU**  
Food Together

# INTRODUCTION

06/2019

**KAJAHU  
IS HERE  
TO RELOAD  
WHAT A  
FRANCHISE  
RESTAURANT  
CONCEPT  
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.



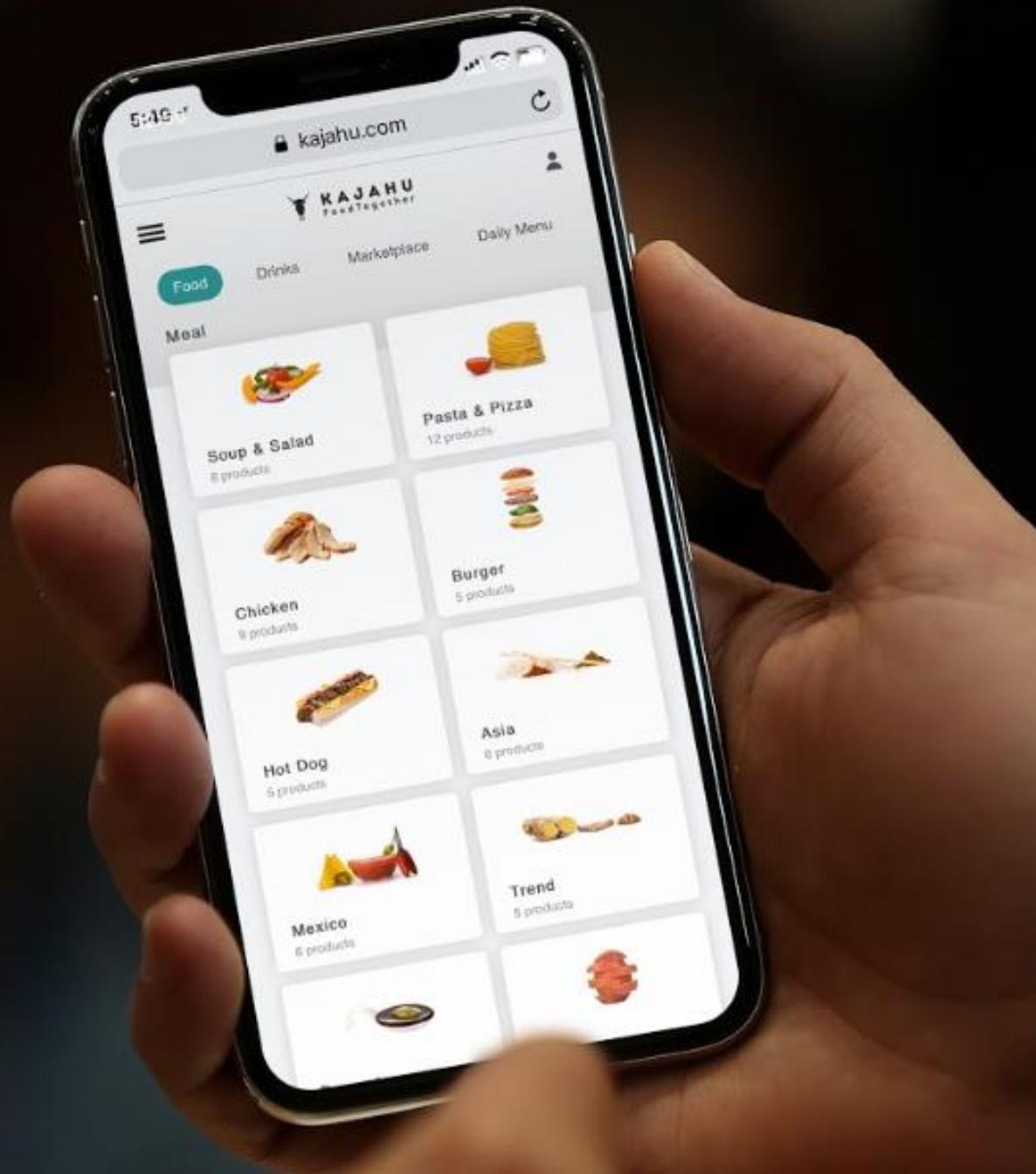
## BUILT IN TOUCHSCREEN SMART TABLES

The truly unique part of the concept is that touchscreens are built into the tables of the restaurants. These are used to order, pay, and get access to various digital contents and premium services. Children enjoy cartoons, Gen Z uses chatrooms to talk other guests at other tables, while adults can take part in quiz games. Due to the screens clients can order and pay very quickly.

KAJAHU changes what people think about a restaurant and launched a new category. **Digital Social Dining platform** of KAJAHU will expand even further to include music services, digital content, apps and games.

That's all the #FoodTogether community experience.

# MOST PREFERRED **DISHES** OF THE WORLD BASED ON STATS





**#FoodTogether** means KAJAHU menu includes the most known and preferred food around the world.  
It results the best client base structure in food business so far  
allowing the mixture of different sectors and revenue streams.



# THE KAJAHU MENU

KAJAHU #FoodTogether means you can come together with friends and don't need to decide in advance what type of food you'd like to eat. Based on international statistics all your favourites can be found on the menu. Vegan, low carb and paleo, gluten free options and all healthy trends are available on KAJAHU menu, featured with the unique organic Grey Cattle meat.

The restaurant offers a 3 meal curse daily menu also.

Enjoy.



# **ORGANIC GREY CATTLE BEEF MEAT**

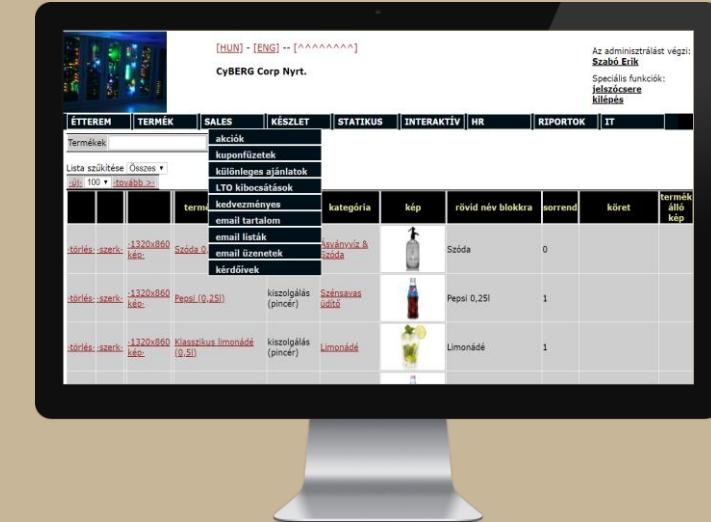
Exclusive agreement for exporting  
the famous organic grass fed  
Hungarian Grey Cattle.



# DIGITAL EXPERIENCE

## MAKES KAJAHU THE NEXT GENERATION RESTAURANT







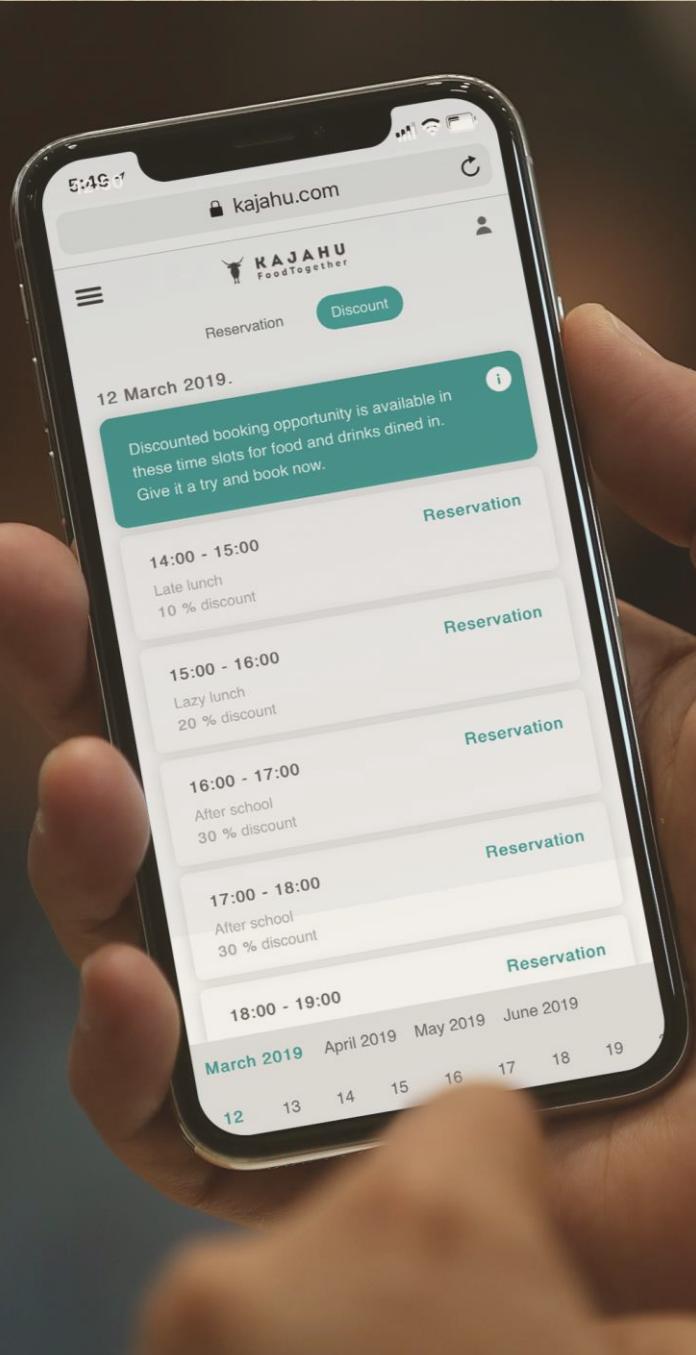
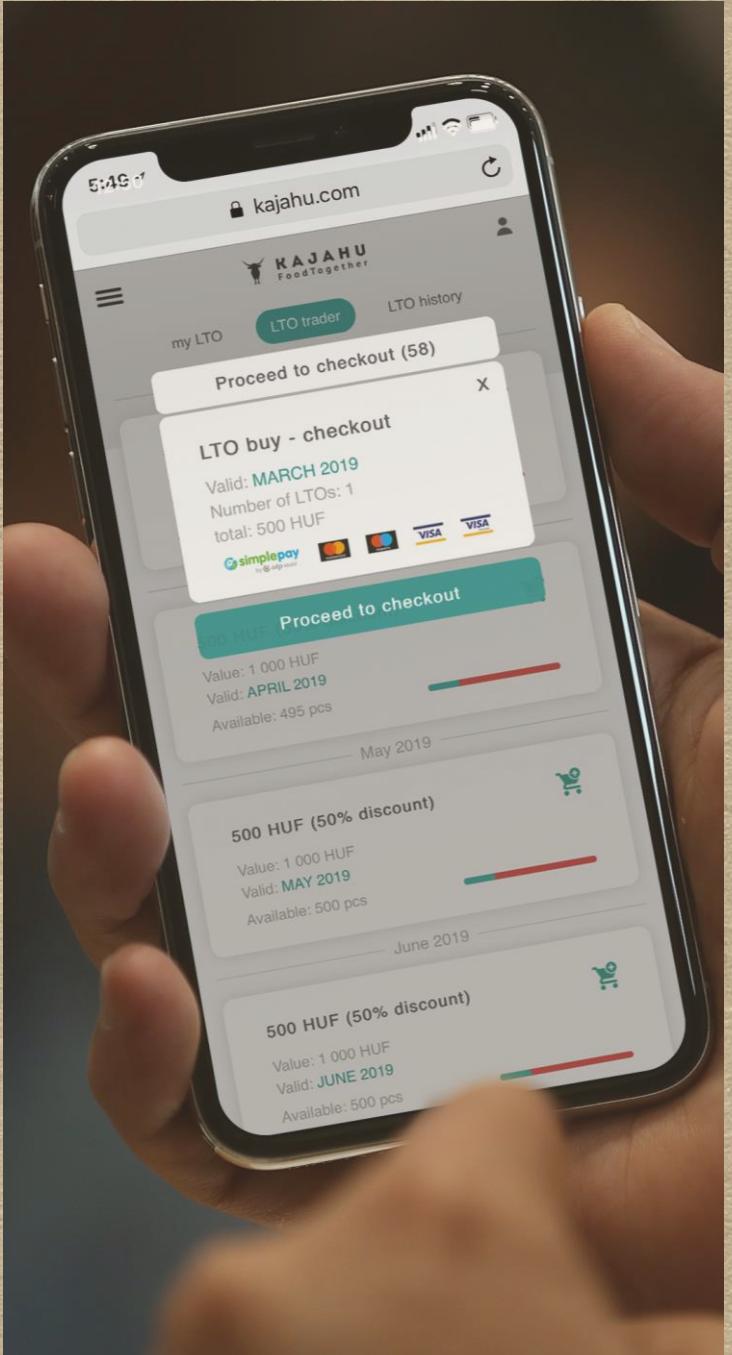
**ORDER,  
CHAT  
& PLAY  
ON THE  
TABLE!**

# ONLINE BACKOFFICE FOR THE STAFF

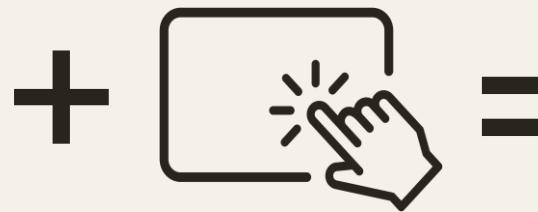
- „How-to“ monitors for cooks
  - Order tracking for waiter
  - Inventory management
  - Content management
  - CRM – direct marketing support
  - Digital upsell
  - Digital training
  - Timesheet
  - HR modul
  - Business reporting
  - Remote access

# DIGITAL PLATFORM FOR CUSTOMERS

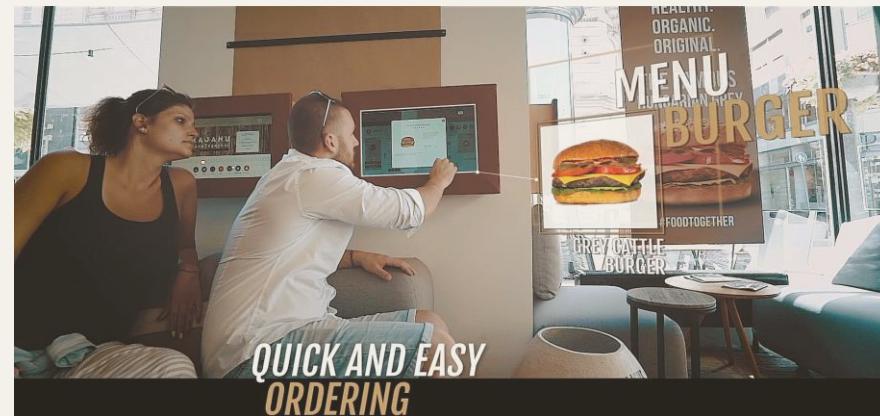
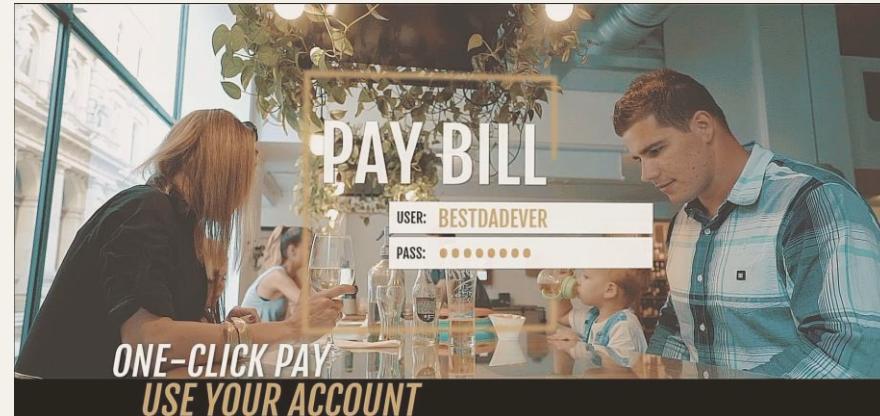
- Kiosk and mobile solutions
- Digital ordering and payment
- Mobile sync
- Booking table in advance
- User profile, database
- Guestbook
- Discounted booking in off-peak
- Top up and Limited Time Offer
- Premium services
- Online chat over tables
- #MusicTogether mix app
- Digital content and games



# FEATURES OF SMART TABLE



KAJAHU  
FoodTogether



# EVENTS TO FILL THE RESTAURANT UP



## QUIZ NIGHTS

- Full house events on Mondays in KAJAHU Budapest.
- Quiz nights organized by 3rd party partner.
- Live events are supported by digital quiz application built in the smart tables

## YOU CAN COOK

- You Can Cook provides to registered users cooking themselves at the YCC kitchen island
- Ingredients need to be ordered in advance through KAJAHU website and are prepared by the staff

## #MUSICTOGETHER

- DJs are playing regularly in KAJAHU restaurants
- Live DJ contest can be supported by applications of the smart tables (eg. voting)
- Digital music services are available via mobile app (eg. download DJ mix)

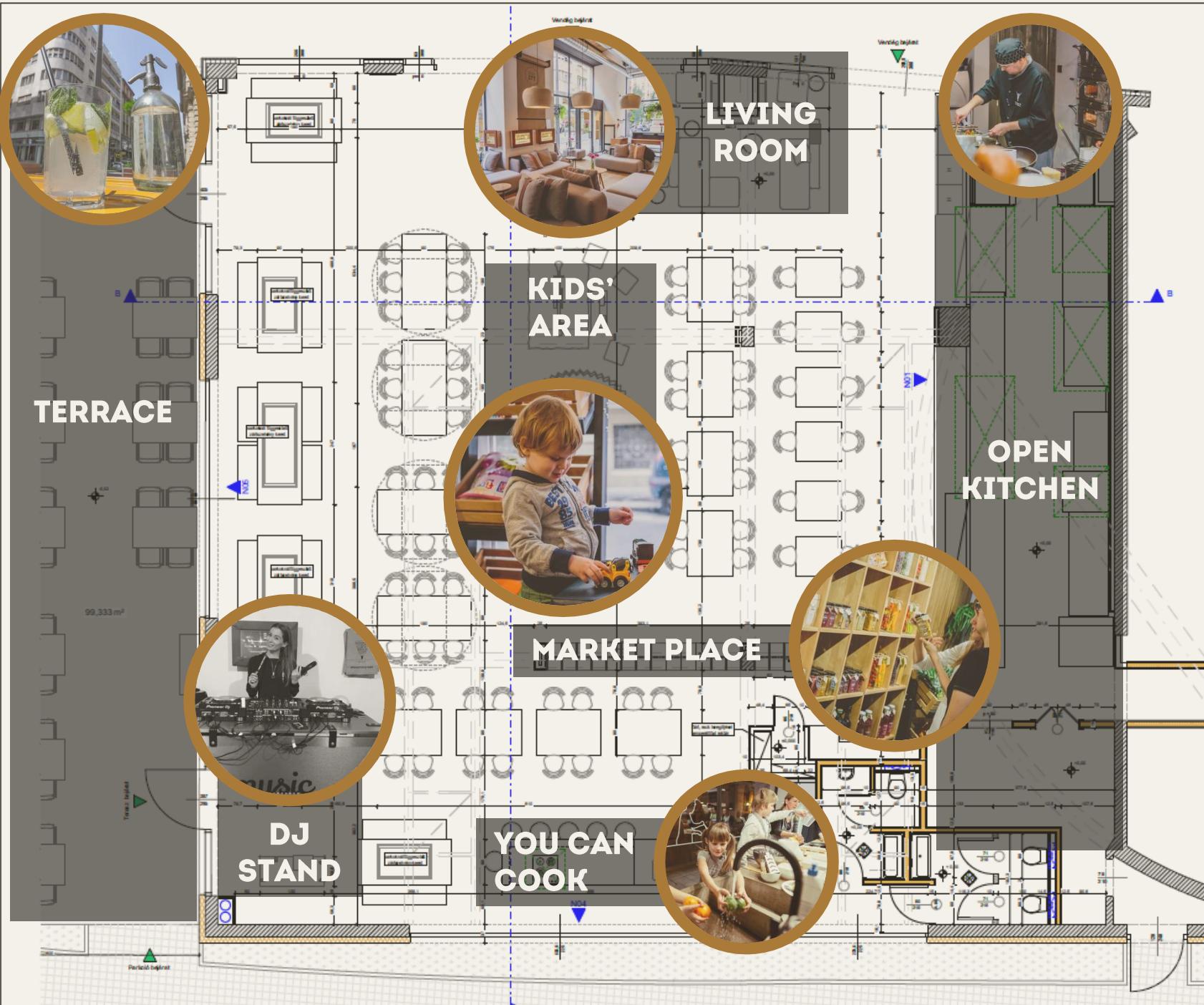




# FUTURE PROOF INTERIOR DESIGN



# AYOUT OF KAJAHU RESTAURANTS



- Urban area
- 200-500 sqm
- On corner
- Large size
- shop windows
- Transparent interior
- 3m+ inner height
- Warm industrial design

# FRANCHISOR'S SUPPORT

- Floorplanning, 3D designing, support for construction
- Furnitures, interior elements
- Menu, recepies
- Special ingredients
- Smart tables, back office system
- Brading, guidlines, marketing materials
- Kitchen equipments
- Workflow, processes, training
- IT and marketing support



# KAJAHU RESTAURANT PRO FORMA P&L (1000 EUR)

Net Sales	1 000	
COGS	330	33 %
Gross Margin	670	67 %
Labor Cost	250	25 %
Rent	100	10 %
Utilities	60	6 %
Miscellaneous	50	5 %
Royalty	50	5 %
IT Services	10	1 %
Training	5	0,5 %
Marketing	10	1 %
Total Other Expenses	535	53,5 %
EBITDA	135	13,5 %

This Pro Forma P&L is based on actual costs at KAJAHU company owned restaurants in Budapest, Hungary. It is provided for the sole purpose of serving as general guidelines to potential investors. In no case should it be considered as any type of commitment or representation of potential sales and/or costs and/or EBITDA ratios.



**STATE-OF-THE-ART  
UNIQUE  
FRANCHISE  
BUSINESS  
MODEL**



# CYBERG

## OWNER OF THE KAJAHU CONCEPT, LISTED ON BUDAPEST STOCK EXCHANGE

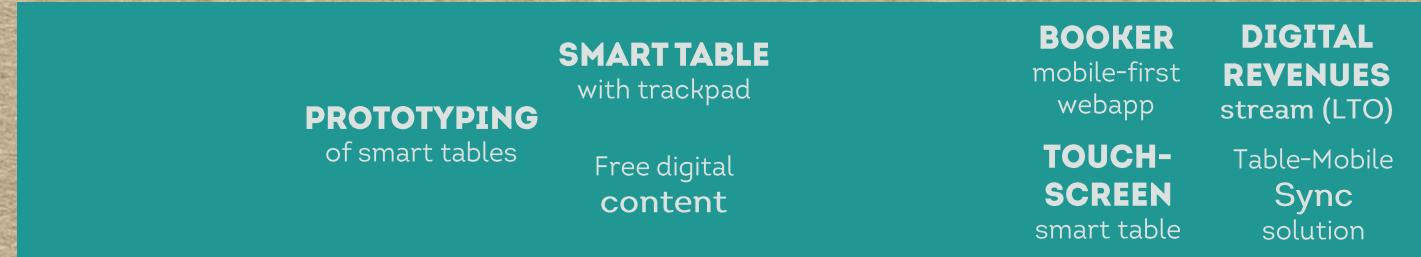


In recent years, IT companies have made a big splash in many industries that traditionally had had little to do with the digital world. Think about Uber and the transport market or Airbnb and the hotel industry.

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



# HISTORY OF CYBERG FROM DAY ONE



2012      2013      2014      2015      2016      2017      2018      2019





**FIRST INTERNATIONAL FRANCHISE DEVELOPMENT IN PARNDORF / AUSTRIA**

# 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



# 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)



# K A J A H U

**Contact:**

[Info@kajahu.com](mailto:Info@kajahu.com)

Thierry ROUSSET

[qsrconsultant@gmail.com](mailto:qsrconsultant@gmail.com)

00 34 638 380 269

**More info:**

Intro video: <https://www.youtube.com/watch?v=-iZjUsDzSu0&t=28s>

Facebook: <https://www.facebook.com/kajahu/>

Insta: [www.instagram.com/kajahu\\_budapest/](https://www.instagram.com/kajahu_budapest/)

Mobile page: [www.kajahu.com](http://www.kajahu.com)