



RAJAHU
Food Together

INTERNATIONAL PRESS DAY

05/2019

AGENDA

1. Short KAJAHU Intro
2. CyBERG
3. Roadmap



short intro

What's KAJAHU



**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

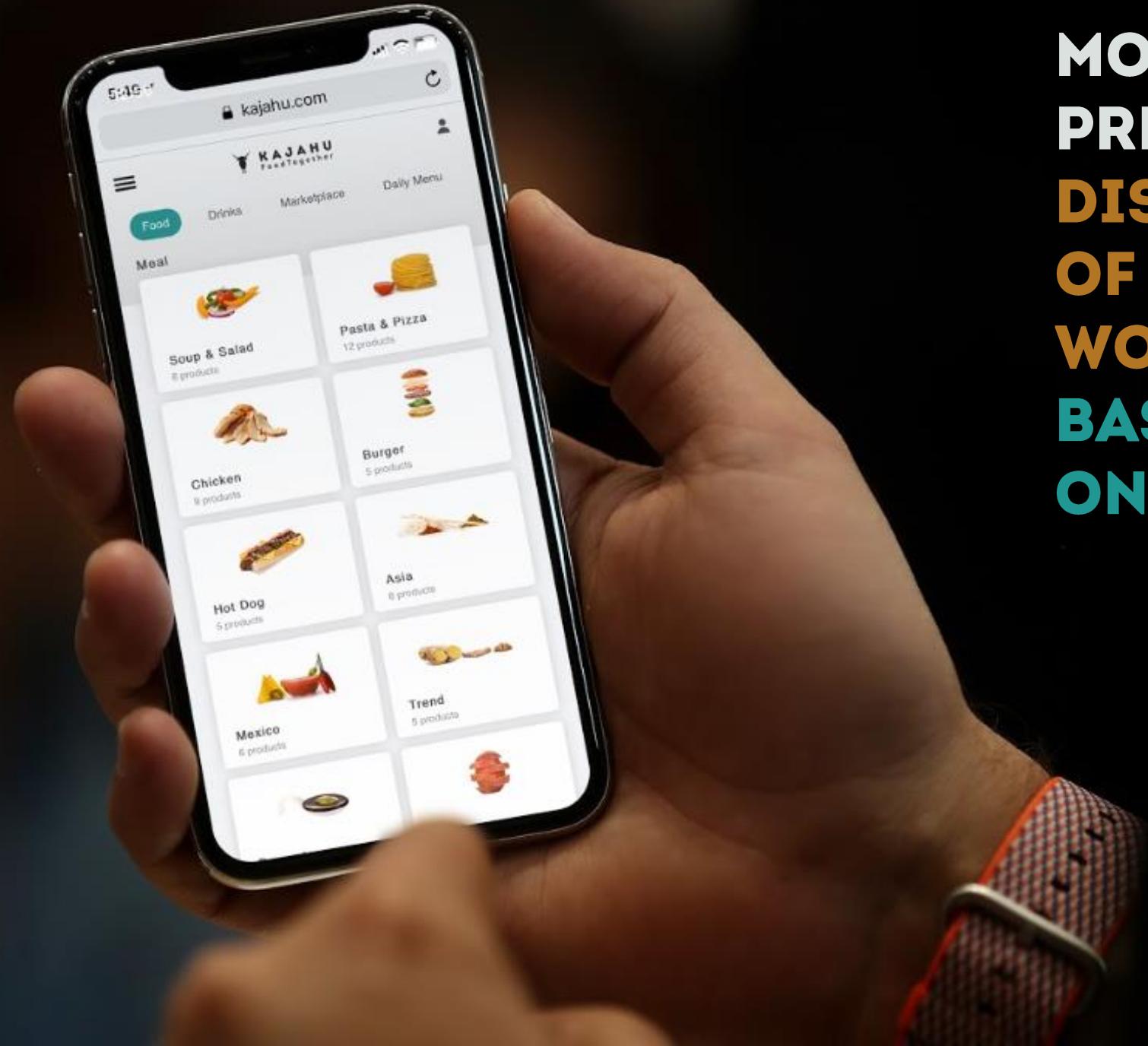


The logo features the words "Food Together" in a large, white, cursive font. The letters are slightly shadowed, giving them a 3D appearance. They are set against a dark teal circular background that has a subtle gradient and some horizontal stripes. The entire logo is centered on a light gray textured background.

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

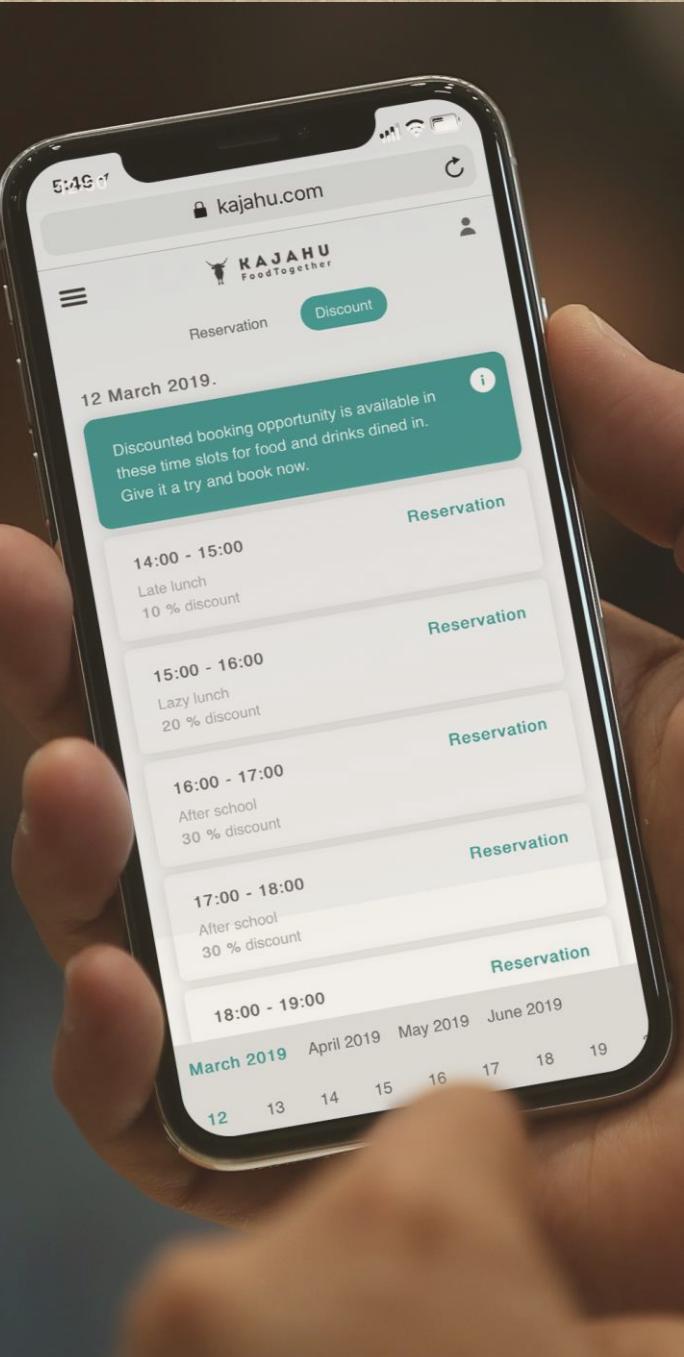
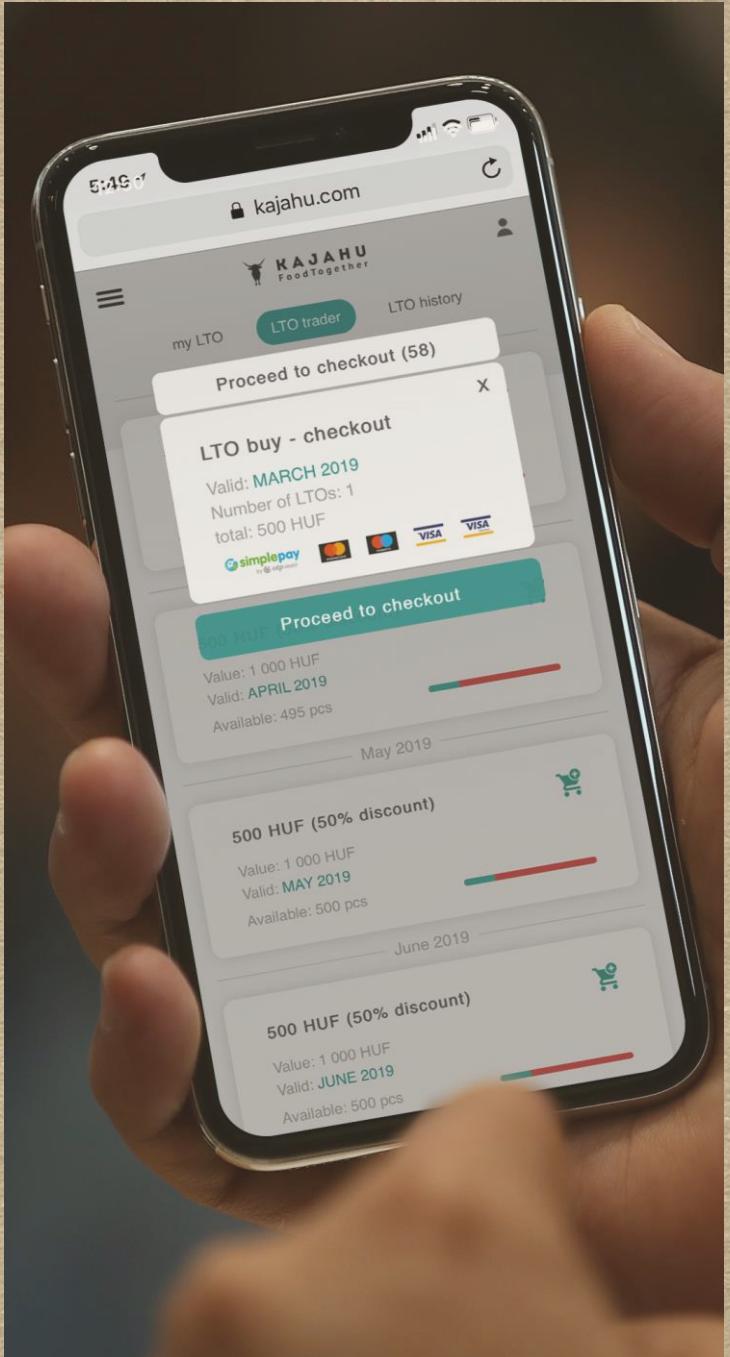
DIGITAL EXPERIENCE

MAKES KAJAHU THE NEXT GENERATION RESTAURANT



MOBILE PLATFORM FOR CUSTOMERS

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



PRICE: 500 HUF
VALUE: 1000

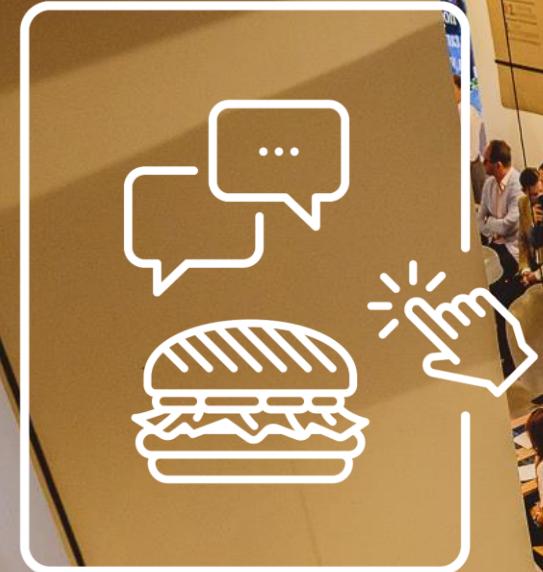
500
pcs.

PRICE: 990 HUF
ORGANIC BURGER
(VALUE: 2080 HUF)

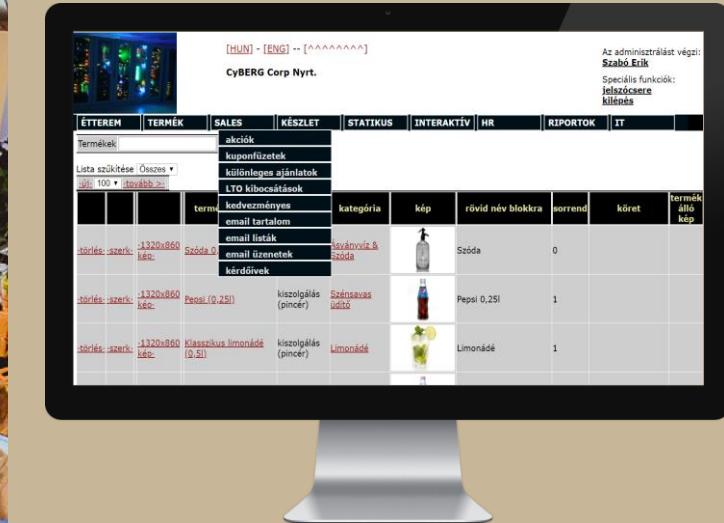
404
pcs.

SOLD LTO
FOR APRIL
ON 03/04

SOLD VOUCHER
THROUGH BONUS BRIGAD
IN FEB - MARC



**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

SOUNDCLLOUD

Home Stream Library kajahu Sign in

Search results for "kajahu"

Everything Tracks People Albums Playlists

Filter results

Added any time Any length To listen to

84 KAJAHU TRACKS ON SOUND CLOUD

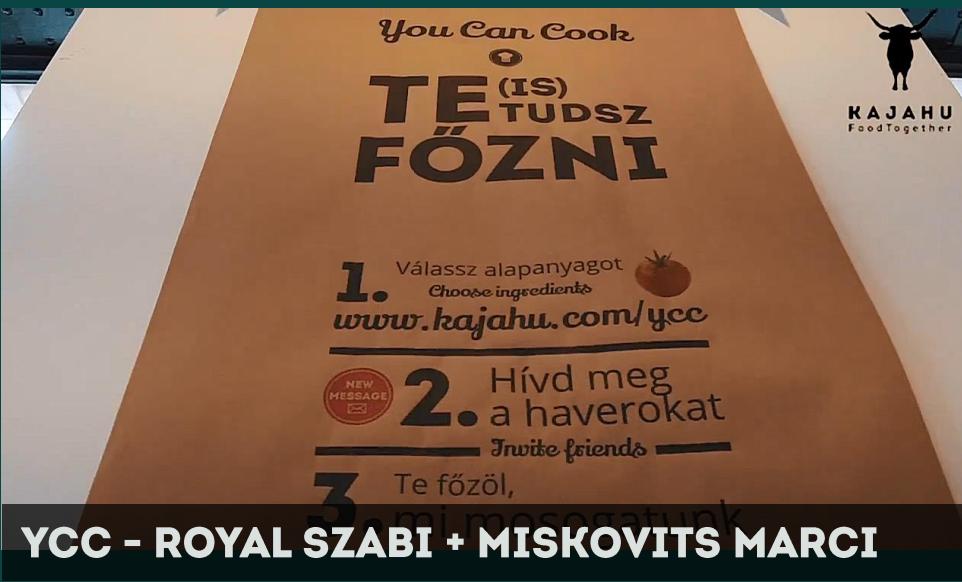
Write a comment

75 10 Share More

10 1 Share More

DJ'S WANTED! - DJ'S WANTED/DJ CONTEST @ KAJAHU, Budapest

DJ'S TIE - DJ Wanted/Dj Contest @ KAJAHU, Budapest



YouTube

Search

Start: 18:30

#PÉNTEK

KAJAHU DJ'S & KAJAHU MEETING POINT #MusicTogether week11 06/02/17

DJ NEWIK - 12.352 VIEWS ON YOUTUBE



OPENING CORVIN 3





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

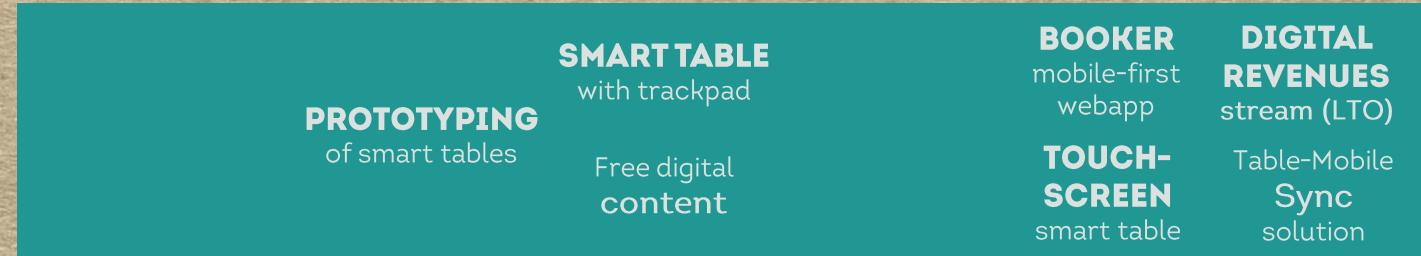
(Us, Ca, Mx)

3. phase: 3-5 Years

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



HISTORY OF CYBERG FROM DAY ONE



2012 2013 2014 2015 2016 2017 2018 2019



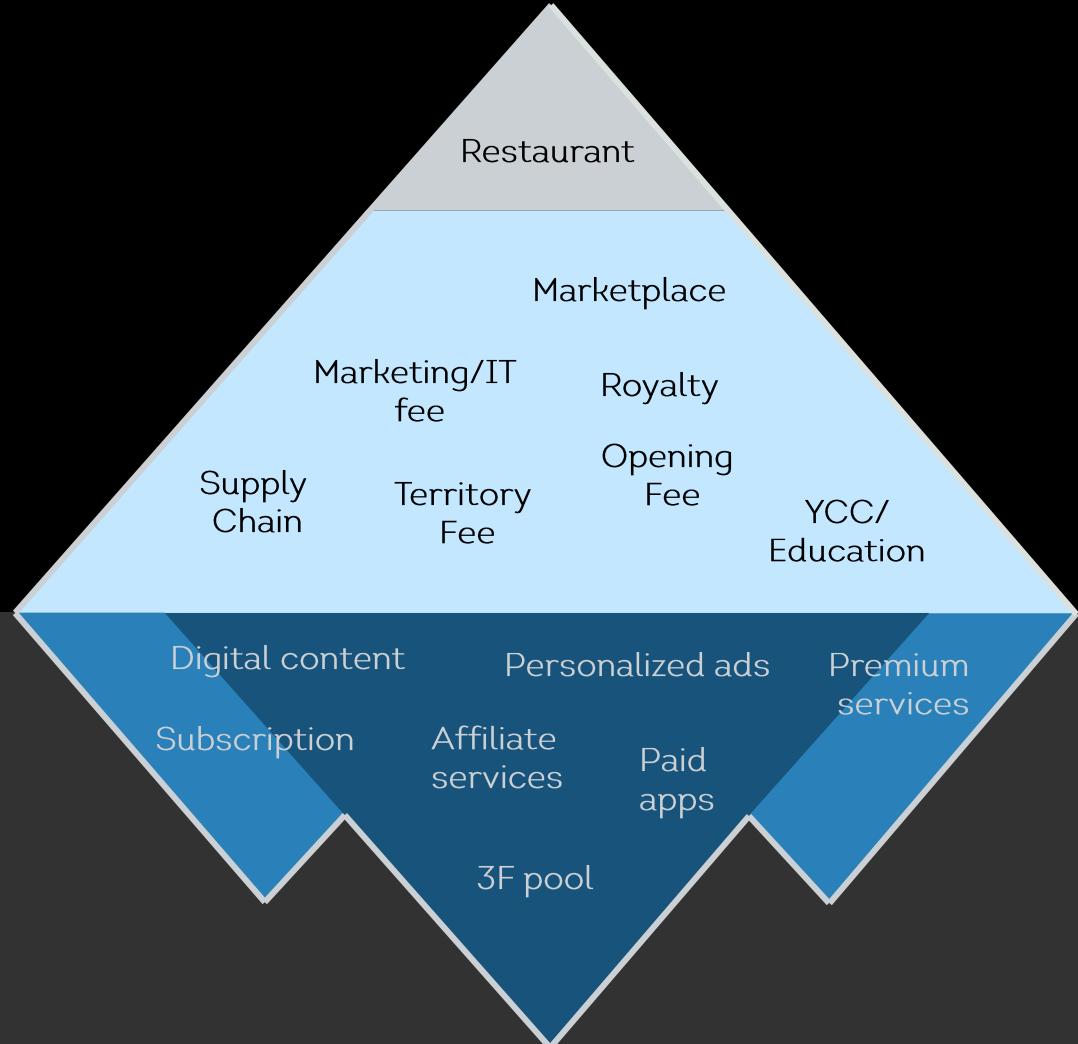
CYBERG

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

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

ELŐ ADÁS MILLÁSREGGELI PODCAST KÖZLET PÉNZÜGYEK ELETMÓD TECH-TUD CSART MÁTÉ

Keresés eredménye erre: kajahu

kajahu

LEGUTÓBBI ADÁS ÓRÁS BONTÁSBAN

9-10 ÓRA Izland, utazás, tőzsdenyítés

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

Forbes

ROVATOK ▾ LISTÁK & EXTRÁK ESEMÉNYEK ESPRESSO KÜLÖNSZÁM ELŐFIZETÉS A MAGAZIN

Mostantól bárki beszállhat a tőzsden a magyar cégre, ami high-tech gyorséttermekkel szórna tele a világot

3 PERCS OLVÁSAI IDŐ • ÜZLET • SÁNDOR KRISZTIÁN, ÚJSÁGIRÓ

SÁNDOR KRISZTIÁN, ÚJSÁGIRÓ

2019. JANUÁR 10.

Elkezdődött a kereskedés az étteremláncot az adatbázisépítő techcégük üzleti modelljével ötvöző magyar cégről, a Kajahu anyacégének részvényeivel.

Új részvény a magyar tőzsden: 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 részvénnyel a Budapesti Értékötösde 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 hírforgás



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

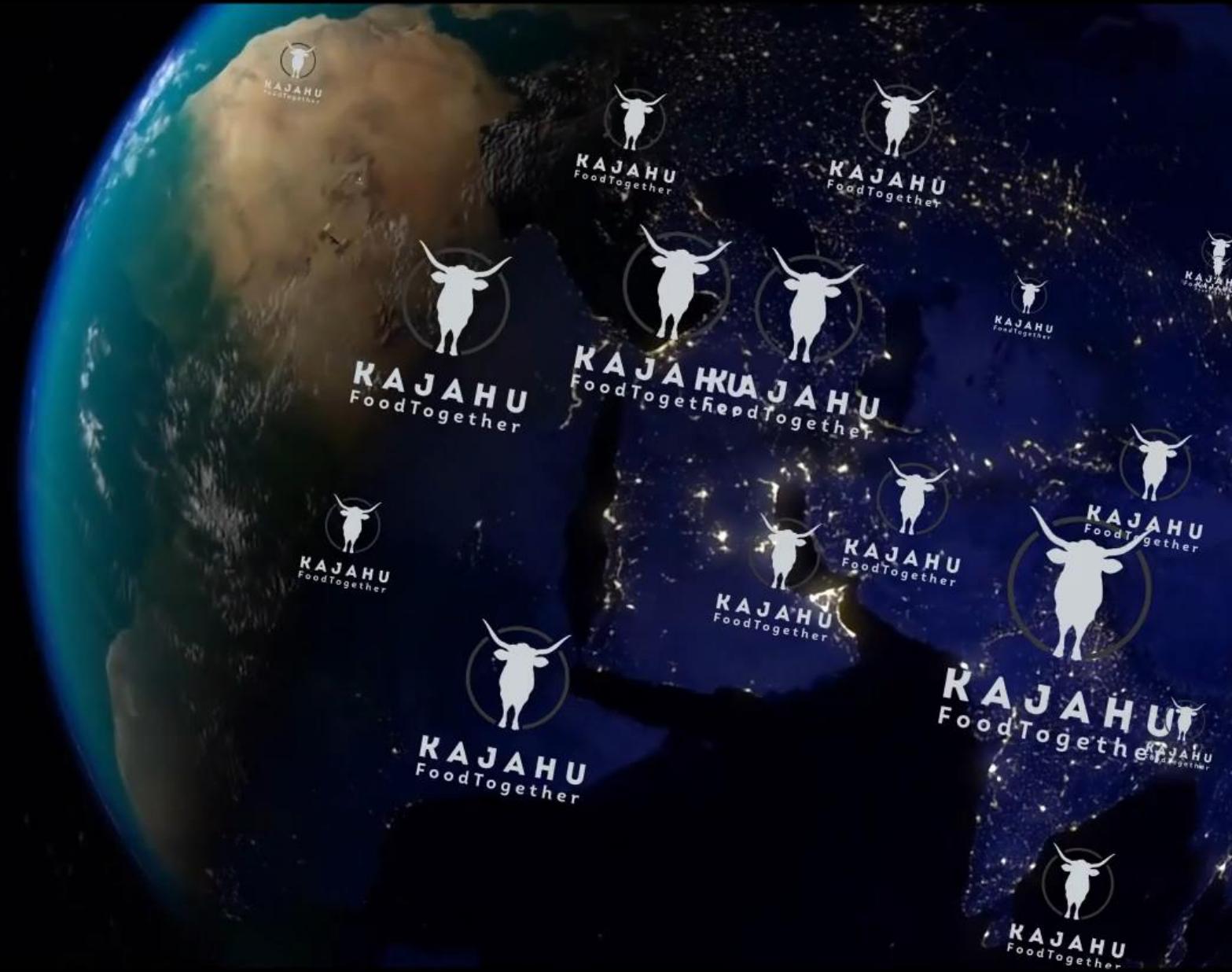


- Professional Development Director of the Association of Canadian Venture Capital Companies
- 65 cumulative years on public companies' boards including 25 years as Audit Chair and Lead Director of Sarbanes-Oxley since 2002
- Sailing

CORPORATE
GOVERNANCE



GLOBAL BUSINESS MODEL

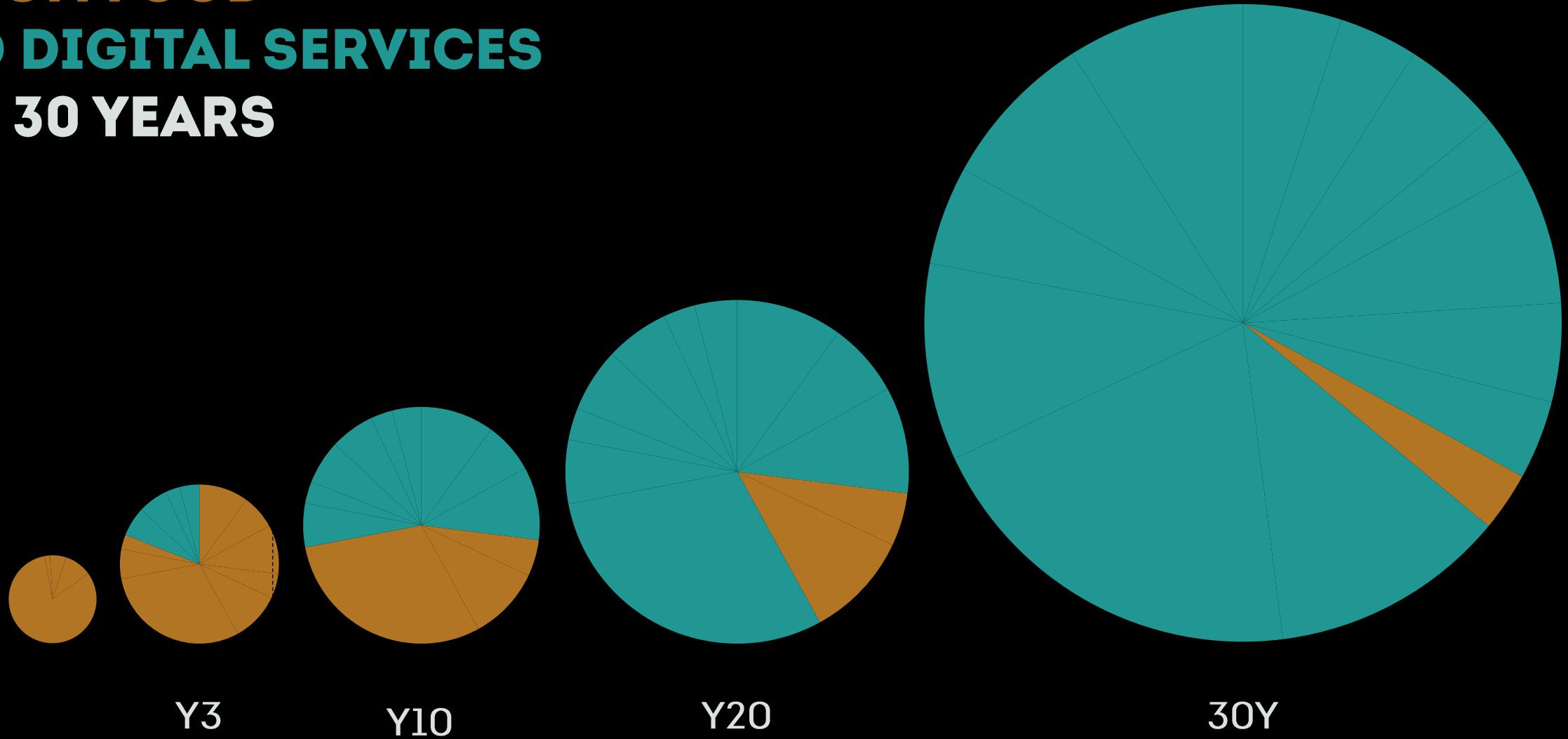




MASSIVE DIGITAL REVENUE BEYOND THE FOOD

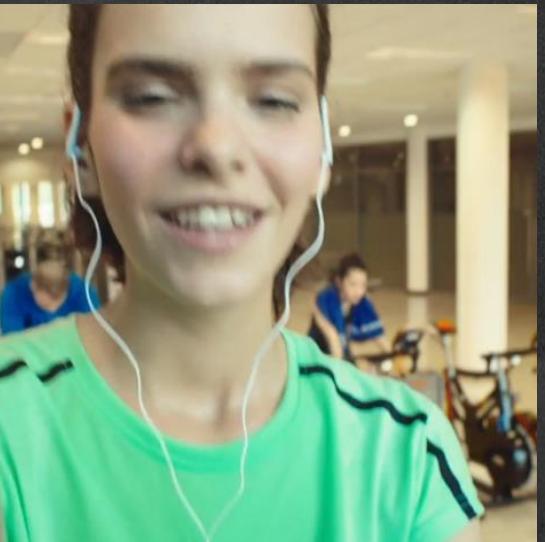
- PREMIUM SERVICES
- DIGITAL CONTENT
- PAID APPS
- SUBSCRIPTION
- AFFILIATE SERVICES
- PERSONALIZED ADS

TRANSFORMING REVENUE FROM FOOD TO DIGITAL SERVICES IN 30 YEARS





FOOD FOR FREE FOR REAL PEOPLE



2 of these people are created by artificial intelligence They're simply not existing.
[\(https://thispersondoesnotexist.com/\)](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



RESTAURANT
DEVELOPMENT



CYBERG
MAKE THE WORLD EQUAL

BOOKER 2.0

SMART
TABLE HW/SW
UPGRADE

DIGITAL
CONTENT

NON-FOOD
REVENUE
STREAM
START

FRANCHISE DEV.
SALES+PR
PHASE 1

INTL
FRANCHISE
CONTRACT
PACK

OPENING
PARNDORF

OPENING IN
LONDON

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 EHRING



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

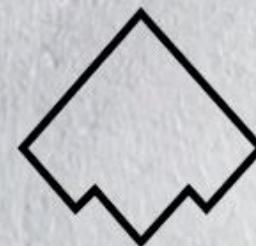


Operation Dir. CYBERG

- 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