

# A message from our CEO



*Balazs Rozsa*  
CEO

**Our vision is to offer food and drinks for free in restaurants and cafés while cleaning the world of fake profiles.**

**Not a small task, but we're ready for it!**

Just like how it became important to start a fight against computer viruses in the past, the same perseverance will be critical to fight fake profiles and false content in our future.

We might have been one of the firsts to realize the importance of clean data. There's no better way to filter out a fake profile than meeting someone in person at a real-life physical location. For this reason we've created a digital restaurant chain, KAJAHU. Over the past years we verified that most users are willing to sign up, use smart tables and phones at restaurants when that interaction makes the experience more convenient and offers entertainment.

Our software development daughter company, Bitgap is working day and night on our Food/Drinks For Free Anywhere (3FA) concept implementation. When a customer enters a physical space we know for sure, that it is a human, since robots and algorithms rarely enjoy a cup of coffee. Using image processing and artificial intelligence we know their age, gender, mood or even their rough financial status. Through real data from real users we're able to develop a more efficient sales infrastructure. Building onto our better conversion rates we are able to re-evaluate prices for digital services and offer a share of the extra profits to the operator, the franchise partners and even the customer. This is how food and drinks may become even free when customers are living their digital lives on CYBERG's platform - ordering, making reservations and purchasing products and services through it - thus generating digital revenue.

We want to be the first to have a global user base free of fake profiles, so we need to grow fast. For this reason we've made our technological research and development results available not only to our own developing brand, but also to Coffeeshop Company, a chain with hundreds of units worldwide. Together, we are launching our free coffee service as a world's first. Afterwards, we're going to contract with other chains to be able to reach a critical mass as soon as possible. Our goal is to make our 3FA model available in thousands of retail stores.

We at CYBERG believe that a freemium model can be done in franchise systems as well. We need to build an authentic and secure database and cover our fast growth from the digital revenue. This is the vision that leads us to work with internationally acclaimed professionals, this is why CYBERG was introduced to the Budapest Stock Exchange and why we've been building considerable market trust in the past 6 years. Everything is given for us to clean the virtual world and to make it real. I am proud that we have won multiple professional prizes - these are important reminders that we're on the right track. Still, I'll only be satisfied, when tech portals mention us on the same page with the greatest global digital actors. I believe that this isn't far away.