



# CYBERG strikes new international agreements

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Budapest, 5 August 2019 – CYBERG Corp. PLC keeps its pace up in building its international food chain and the underlying IT – whilst also strengthening its finances. This summer saw the signing of a number of new international agreements and the company will be represented at financial, IT and franchise events in Europe and the US in the autumn.

## CYBERG is analysed by Kalliwoda Research Germany Ltd

Dr Norbert Kalliwoda signed a cooperation agreement with CYBERG Corp PLC at the KAJAHU Discovery Day in Budapest. The independent German financial research company has strong links to European investors especially in the IT, computer software, media and biotech sectors. A comprehensive research report about CYBERG will be published by Kalliwoda GmbH early September covering the company profile along with a SWOT analysis, a market appraisal and investor roundup as well as an analysis of the financial model.

The cooperation with Kalliwoda Research opened the door for a series of autumn meetings with new investors in Frankfurt and Zurich.

## Gira Conseil supports KAJAHU's launch in France

Whilst preparing for KAJAHU's launch in London, UK, the company also took the first step towards selling its Master franchise for France. Bernard Boutboul, the renowned French restaurant expert signed an agreement with CYBERG Plc to support KAJAHU's international expansion strategy. To start the cooperation, CYBERG will host a roadshow event in Paris on 26 September 2019 and expects the attendance of around 30 key investors in the food business sector.

Gira Conseil, with its 30 years of experience, is well known in the world of food business and works with a number of major chains. Its clients include companies like Buffalo Grill, Bagel Corner, Le Meridien, IKEA and the Roland Garros tennis tournaments.



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## KAJAHU's digital LTO proves to be a popular success

KAJAHU's 'Booker', the company's mobile discount service was launched at the end of 2019 and to date, around 3,000 LTOs have been sold through the app. LTOs, or Limited Time Offers provide customers with a significant saving when purchasing top up credit and is the first step towards the company's freemium model (also known as '3F' or Food For Free). The service seems to be extremely popular: experience so far shows the 300-500 LTOs that are issued each month to be snapped up within days.

The MusicTogether series, which ran over the last 6 months show important results regarding the company's digital content creation and the company now works with ca. 130 electronic DJ's and released over 150 music mixes to MixCloud. The next such project will focus on generating video content with a gastronomy focus where the production of the clips will be supported by AI based IT.

## Plans regarding expanding into the US

Finding strategic partners for the European region relatively early in the process allowed the company to start planning its strategy for the US market. The company started talks with a well-established software company with a strong track record who could inject real momentum into CYBERG's IT aspirations.

In addition to digital, the company is also actively looking for partners in the US food business and finance sectors. In doing so, CYBERG is supported by its new as well as 'old' partners such as EY, Unicredit, QSR Consulting (Madrid), Ehring Consult (Germany) and Franchise Growth & Development Ltd (London).

**CyBERG Corp PLC** – Founded in 2015, CyBERG Corp PLC is the owner and developer of the KAJAHU food franchise. KAJAHU is a digital community restaurant chain concept merging food business with digital technology into a unique customer experience and a pioneering hybrid business model. The company is listed at the Budapest Stock Exchange and is dedicated to continuously develop its social mobile services and its own digital platform that will with time make it a digital based technology firm.