



# A Thriving Fast Casual Restaurant Chain: About Koykan

Known for its strong profitability and strategic growth, Koykan offers their partners a unique opportunity to be a part of the rapid expansion of a technology-driven restaurant brand.

koykan

# Our Vision

Quickly serve fresh, high quality, delicious, healthy, and affordable food in a most welcoming setting and environment-friendly packaging to modern consumers around the world.

# Our Mission

Be fair, keep consistent quality, earn trust, and reliably meet customer expectations.





# A Letter From The CEO

Dear Partners,

Let me extend a warm invitation to join the exciting journey of Koykan®, a dynamic Quick Serving Restaurant (QSR) chain that is redefining the fast-casual dining landscape. We specialize in internationally renowned products, serving modern customers looking for easy and unique meals. At Koykan®, we are a technology-driven QSR chain, backed by a proven Franchise-ready business model that boasts strong store-level EBITDA and Cash-on-Cash return ratio. We are currently expanding our presence across the SEE and DACH regions, creating an excellent opportunity for our partners to grow alongside our thriving business.

Embark on an exciting entrepreneurial journey with Koykan®, where innovation meets authentic World street food. Our menu offers proper World Food, a variety of dishes from different cuisines, including burgers, piadinas, burritos, falafel, gyros, wraps, bowls, and our Kiddo offering for kids. As part of our expansion strategy, we are actively seeking enthusiastic franchise partners who share our vision and passion for delivering exceptional dining experiences. Through rapid expansion across major European cities, we aim to establish a solid foundation for growth while offering compelling opportunities to business partners eager to be part of our success story.



Boro Milivojevic CEO, Koykan® Group

# About the Company

We are a group of friends travelling the world and bringing the most famous dishes from all over the globe. Our idea is simple: we travel and collect, and those who enter our store explore the world through a variety of food choices.

We opened our first store in Zagreb, Croatia in 2012, and soon Koykan became Croatia's recognised fast-casual restaurant chain. Throughout the years, we've learned about new cultures through food, tried various recipes, and made a strong following base, as we in Koykan like to call them - citizens of the world.

Whether you're young or old, educated or not, male or female, from any culture or nationality, we have something for you. If you're someone who loves to travel, explore new cultures, and try new things, then we're the perfect match for you.

We offer a variety of high-quality, fresh, healthy, delicious, and affordable meals that allow you to connect with different cultures through your taste buds. At Koykan, we want you to feel welcome and comfortable, surrounded by a friendly environment where you can simply be yourself.



From left to right: **Domagoj Klarić** (Operations Director), **Boro Milivojević** (CEO), **Marko Gnjidić** (Franchise Director)

# Strategic Expansion

Koykan is strategically opening new stores in:

**Germany, Austria, Czechia, Slovakia, Hungary, Slovenia and Croatia**

The company is expanding its footprint in the DACH and CEE regions by opening stores both under its ownership and through its franchise framework.

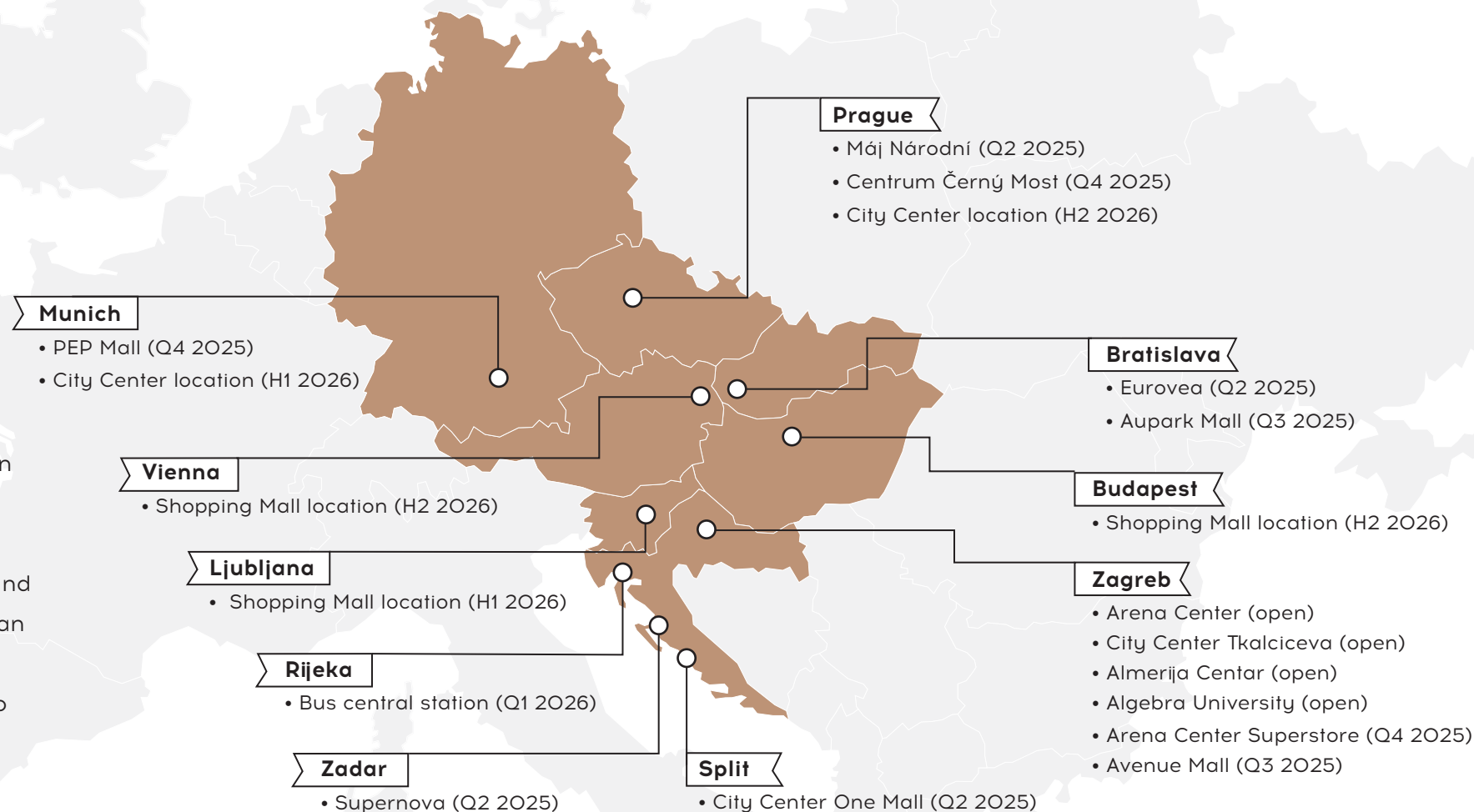
Each future location is carefully selected based on market research and consumer demand, ensuring a high potential for success and profitability.



# Koykan expansion until H2 2026

Koykan is growing its presence in the region, with plans to establish **25+ company-operated restaurants** by the end of 2027.

New stores are scheduled to open in Zagreb, Zadar, Split and Rijeka by Q1 2026. Bratislava will see new Locations in Eurovea and Aupark Mall, while Prague will add Centrum Černý Most and Máj Národní by Q4 2025. Munich and superstore in Arena Zagreb are also set for new openings by Q4 2025. By the end of 2026, the capitals Vienna, Ljubljana and Budapest will also get their first Koykan stores. This strategic growth underscores Koykan's commitment to strengthening its position in the European fast-casual dining market.



# Koykan in 2025

## Who is Koykan and Where Is It Now?

Koykan is a fast-growing, technology-driven fast casual restaurant chain, specializing in high-quality, quick-service food across the European continent. Founded on a franchise-ready business model, Koykan combines strong store-level profitability with an innovative approach to operational efficiency and digitalization.

As of end-2024, Koykan has successfully raised €1.2M in equity financing (Q1 2023), upgraded two existing stores, launched two new franchise-compliant stores, and is currently building five corporate stores set to open in Q2-Q4 of 2025. The company has also secured several new locations for stores across Europe and signed an area development franchise agreements for Czechia and Slovakia. Koykan's expansion plan aims to grow sales from **€4.5M to €15M over the next 36 months**, with a focus on both corporate-owned and franchise-operated stores in seven key countries.



**€4.3M**

expected  
revenue  
in 2025



**11**

operating  
restaurants  
in 3 countries



**120**

employees



**2**

franchise  
territories  
signed



**€110k**

Expected  
group  
EBITDA

# Koykan from 2025 to 2027

Through its corporate expansion activities, Koykan plans to **open more than 25 new stores and secure 15+ new franchise agreements.**

The expansion will support the full digitalization of company processes, reducing operational costs in logistics, production, and systems infrastructure, as well as streamlining vendor management, supply chain, inventory, and online ordering. This will provide Koykan with a competitive edge,

positioning the company for broader expansion across Europe beyond 2027. This strategic initiative aims to boost operational efficiency and extend market reach, setting the stage for Koykan to become a leading force in the fast-casual dining sector across Europe.

|      | expected revenue | operating restaurants | employees | franchise stores signed | expected group EBITDA |
|------|------------------|-----------------------|-----------|-------------------------|-----------------------|
| 2025 | €4.3M            | 11<br>in 5 cities     | 120       | 6                       | €110k                 |
| 2026 | €9.5M            | 18<br>in 10 cities    | 200       | 10                      | €1.3M                 |
| 2027 | €13M             | 25+<br>in 12+ cities  | 270+      | 15+                     | €2.2M                 |



# Koykan 2027 and beyond...

Looking ahead, Koykan aims to **build a €100M company** by establishing a top-tier QSR chain in the EU and beyond. This growth will be driven by opening 4-6 corporate stores annually while accelerating franchise development to boost cash flow and profitability.

Koykan's vision includes ongoing investment in logistics, production, and system infrastructure, with a commitment to fully digitizing vendor management, supply chain, inventory, and online ordering systems to streamline operations across both franchise and company-owned stores.

By leveraging both debt and equity financing, Koykan aims to accelerate its expansion, transforming the business into a fast casual dining chain serving millions across Europe. The objective is to become **the fastest-growing company** in the fast-casual restaurant sector, reshaping the European food market.



Build a  
**€100M**  
company



Keep existing  
high levels  
of per-store  
profitability



Open  
**4-6**  
corporate stores  
per year



Open  
**8-12**  
franchise stores  
per year



Leverage  
positive  
cash flow  
to expand the  
business















## Real estate partners



## Main suppliers



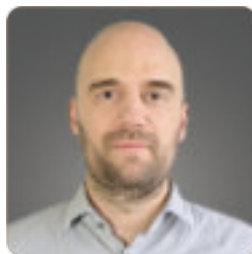
# Team



**Boro Milivojević**

Chief Executive Officer

As the CEO of Koykan, Boro Milivojević brings a visionary approach to the brand's expansion and strategic direction. Under his leadership, Koykan has evolved into a dynamic quick-service restaurant chain, redefining the fast-casual dining landscape with a focus on internationally renowned products. Boro's commitment to quality and innovation is evident in Koykan's mission to serve fresh, high-quality, delicious, healthy, and affordable food to modern consumers worldwide. His strategic foresight continues to drive Koykan's growth and success in the SEE and DACH regions.



**Domagoj Klarić**

Chief Operating Officer

Co-founder and COO of Koykan, Domagoj Klarić is a seasoned expert in the gastro industry, with a strong background in team management and business development. His operational expertise ensures that Koykan maintains consistent quality and efficiency across all locations. Domagoj's hands-on approach and dedication to operational excellence have been instrumental in establishing Koykan as a recognized fast-casual restaurant chain in Croatia and beyond.



**Marko Gnjiđić**

Franchise Director

As the Franchise Director and CEO of Koykan SEE FOS, the company responsible for Koykan's development in the CEE region, Marko Gnjiđić brings over 20 years of experience in business development to the team. His extensive expertise in franchising has been pivotal in expanding Koykan's footprint, ensuring that new franchise partners align with the brand's values and commitment to quality. Marko's strategic insights and leadership have been key drivers in Koykan's successful franchise operations and regional growth.

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