

KORYO

KOREAN
BBQ



OUR ROOTS

Calgary, Alberta 1998, Koryo opened its first location. Customers came to enjoy Korean-style Cuisine made fast. Its success generated demand and soon spread across North America.

We are now enjoying our second decade in the quick service restaurant (QSR) business. Our menu offers Korean specialties like our mouth-watering BBQ Short Ribs, Bulgogi beef topped with our inhouse gravy, traditional bibimbap, our Signature Garlic Potatoes and more!

Our guests can be certain that the uncompromising quality of our food and great service will remain as the key ingredients to our success.

KOREAN BBQ IS IN

With a Koryo Korean BBQ Franchise, you can be part of this booming industry while satisfying people's cravings for delicious food. It doesn't matter if you're a first-time restaurateur or an experienced one – we'll show you how to succeed in this market!

We want to be more than just another fast-food Korean concept. We want our guests to have a great experience

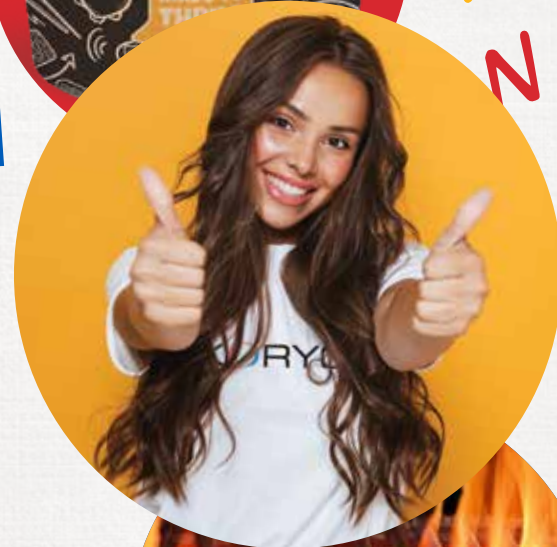
and serve delicious Korean food with a twist! Koryo is a brand that is constantly evolving with the changing times and a great opportunity for entrepreneurs to excel as business owners.

FIVE ★ SUPPORT

As a franchise system, we're obsessed with our quest for perfection. From our menu offerings, made with the best ingredients, to our business model, which emphasises profitability and scalability, to our relationship with our guests. Most important thing to us, is the success of our franchisees. We strive to provide a culture of trust and support to help our franchisees grow.

4 WEEK TRAINING

We have a 4-week training program that teaches franchisees every aspect of the business, from how to make the food, how to run the store, how to recruit the best crew members, how to greet our customers and much more. We provide help in every aspect of your business from marketing, operations, to multi-unit ownership and more. The entire team exists to support you.



FINANCIAL INVESTMENT

Investing in Koryo means that you'll never be alone in your business. Our culture of support is all-encompassing, and we start from the moment you sign your Franchise Agreement to give you all the resources you need to be successful as a Koryo Korean BBQ owner.

YOUR WIN IS OUR WIN

As part of the MTY Group, becoming a Koryo franchise owner means you will benefit from the following:

- Purchasing power from our volume discounts
- Site selection expertise from our experienced real estate team
- Training and operations support from our highly-skilled operations team
- Marketing and advertising power as part of a large franchise system
- Continued guidance and support from the franchisor pre- and post-opening

Initial Investment	\$450K - \$550K
Personal Investment	35% - 50%
Franchise Fee	\$35K
Royalty Fee	6%
Advertising Fee	2%
Term Franchise Agreement inline with lease	10 years

May vary based on location, size, site condition and landlord work.

BUSINESS MODELS

Koryo has 2 distinct business models that are perfect for any location or experience level. Koryo is widely known for its Shopping Centre location. We have just recently introduced our newest Street location concept which expands the scope of opportunity for our franchise partners.

OUR FOOD

Along side our traditional Korean specialties, we are working along side Chefs that are developing trendy menu items to keep our brand relevant and our guests engaged.

OUR NEW LOOK

Just as our food is changing, so is our look. Our new store design offers a fun, fresh and modern feel. Graphics inspired by Korean street art and the use of natural wood creates an inviting and uplifting eating experience.



FOR MORE INFO CONTACT

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