

Bonchon 
KOREAN FRIED CHICKEN

FRANCHISE WITH A CRUNCH

SHARING THE JOY OF KOREAN FRIED CHICKEN AROUND THE WORLD



AUTHENTIC KOREAN BRAND THAT CONNECTS WITH A LOYAL CUSTOMER BASE



ABOUT BONCHON



Bonchon's story begins with our founder, Jinduk Seo, a passionate entrepreneur from Busan, South Korea, whose mission was to share the joy of Korean comfort food with the world. The name "Bonchon," meaning "My Hometown," reflects the warmth, familiarity, and Korean roots at the heart of the brand.

Guided by his commitment to authentic flavor, meticulous preparation, and community spirit, Mr. Seo perfected his double-fried chicken recipe - crispy, flavorful, and distinctly Korean.

What started as his dedication to culinary craft has grown into a global brand, beloved for its bold flavors and handcrafted approach, bringing people together through the joy of Korean food around the world.

WELCOME TO BONCHON!

**WELCOME TO MY
HOMETOWN**

AWARDS & ACCOLADES

TOP FRANCHISE 500
– Entrepreneur 2025

**"#1 RESTAURANT CHAIN
THAT SERVES THE BEST
KOREAN FRIED CHICKEN"**

– Clara Wang
Eat This, Not That

**"THE GOLD
STANDARD FOR
FRIED CHICKEN"**

– Irene Jiang
Business Insider

**"CHAIN RESTAURANTS
YOU'RE GOING TO SEE
EVERYWHERE IN 2025"**

– Mashed 2024

**ASIA'S TOP INFLUENTIAL
BRAND**

– Asian CEO Summit & Awards 2025

**TOP 500 CHAIN
RESTAURANTS**

– Technomic Awards 2025

**"QUITE POSSIBLY THE BEST,
MOST AFFORDABLE FRIED
CHICKEN IN THE WORLD"**

– Fiona Chandra
Chowhound



- FSR Magazine 2026

**TOP 10 INNOVATIVE
RESTAURANTS**

– Fast Casual 2025
Top 100 Movers & Shakers

WHY BONCHON?



🗨 **Craveable Korean Flavor, Broad Appeal**

Bonchon delivers a distinctive Korean flavor profile through signature hand-brushed Korean fried chicken and traditional and trend-forward menu items that appeal to a broad customer base.

🗨 **Global Brand Presence**

With operations in eight countries and nearly 500 restaurants worldwide, Bonchon has built a strong and growing global presence.

🗨 **Flexible Format**

From fast casual and full-service to carry-out delivery, Bonchon offers flexible formats tailored to different market needs.

🗨 **Proven Profitability**

Bonchon is a well-established brand in the U.S. that has proven to be profitable for our franchisees across the nation.

RESTAURANT DESIGN |



Gainesville, FL



West Des Moines, IA



West Des Moines, IA

GLOBAL BRAND IMPRESSIVE GROWTH

151

LOCATIONS IN THE U.S.

498

LOCATIONS GLOBALLY

*AUV=

- ¹ \$1,595,312 MATURE DINE-IN RESTAURANTS
- ² \$1,043,160 MATURE FAST CASUAL RESTAURANTS
- ³ \$929,256 MATURE REMOTE KITCHEN RESTAURANTS
- ⁴ \$939,251 MATURE DELIVERY AND CARRYOUT ONLY RESTAURANTS

*THESE FIGURES REFLECT THE AVERAGE GROSS REVENUE PERFORMANCE FOR 128 OF THE 148 BONCHON FRANCHISED RESTAURANTS (BY RESTAURANT CONCEPT) THAT WERE IN OPERATION FROM JANUARY 1, 2025, THROUGH DECEMBER 31, 2025 (EACH, A "MATURED FRANCHISED RESTAURANT"), AS PUBLISHED IN ITEM 19 OF OUR FRANCHISE DISCLOSURE DOCUMENT ISSUED ON MARCH 5, 2026.

THE FOOTNOTES FOR EACH OF THE AUV FIGURES APPEAR AT THE BOTTOM OF THIS PAGE. SOME BONCHON RESTAURANTS HAVE EARNED THESE AMOUNTS. YOUR INDIVIDUAL RESULTS MAY DIFFER. THERE IS NO ASSURANCE THAT YOU'LL EARN AS MUCH.

¹ DINE-IN RESTAURANTS. AS OF DECEMBER 31, 2025, THERE WERE 96 MATURE FRANCHISED DINE-IN RESTAURANTS. OF THESE 96 MATURE FRANCHISED DINE-IN RESTAURANTS, 39 (OR 41%) MET OR EXCEEDED THE AVERAGE ANNUAL GROSS REVENUES, WITH THE HIGHEST ANNUAL GROSS REVENUES EARNED BEING \$4,129,765 AND THE LOWEST ANNUAL GROSS REVENUES EARNED BEING \$429,352.

² FAST CASUAL RESTAURANTS. AS OF DECEMBER 31, 2025, THERE WERE 26 MATURE FRANCHISED FAST CASUAL RESTAURANTS. OF THESE 26 MATURE FRANCHISED FAST CASUAL RESTAURANTS, 12 (OR 46%) MET OR EXCEEDED THE AVERAGE ANNUAL GROSS REVENUES, WITH THE HIGHEST ANNUAL GROSS REVENUES EARNED BEING \$2,166,573 AND THE LOWEST ANNUAL GROSS REVENUES EARNED BEING \$377,773.

³ REMOTE KITCHEN RESTAURANTS. AS OF DECEMBER 31, 2025, THERE WERE 3 MATURE FRANCHISED REMOTE KITCHEN RESTAURANTS. OF THESE 3 MATURE FRANCHISED REMOTE KITCHEN RESTAURANTS, 2 (OR 67%) MET OR EXCEEDED THE AVERAGE ANNUAL GROSS REVENUES, WITH THE HIGHEST ANNUAL GROSS REVENUES EARNED BEING \$1,376,187 AND THE LOWEST ANNUAL GROSS REVENUES EARNED BEING \$337,134.

⁴ DELIVERY AND CARRYOUT ONLY RESTAURANTS. AS OF DECEMBER 31, 2025, THERE WERE 3 MATURE FRANCHISED DELIVERY AND CARRYOUT ONLY RESTAURANTS. OF THESE 3 MATURE FRANCHISED DELIVERY AND CARRYOUT RESTAURANTS, 1 (OR 33%) MET OR EXCEEDED THE AVERAGE ANNUAL GROSS REVENUES, WITH THE HIGHEST ANNUAL GROSS REVENUES EARNED BEING \$1,403,312 AND THE LOWEST ANNUAL GROSS REVENUES EARNED BEING \$702,454.



USA



TAIWAN



THAILAND



PHILIPPINES



MYANMAR



CAMBODIA



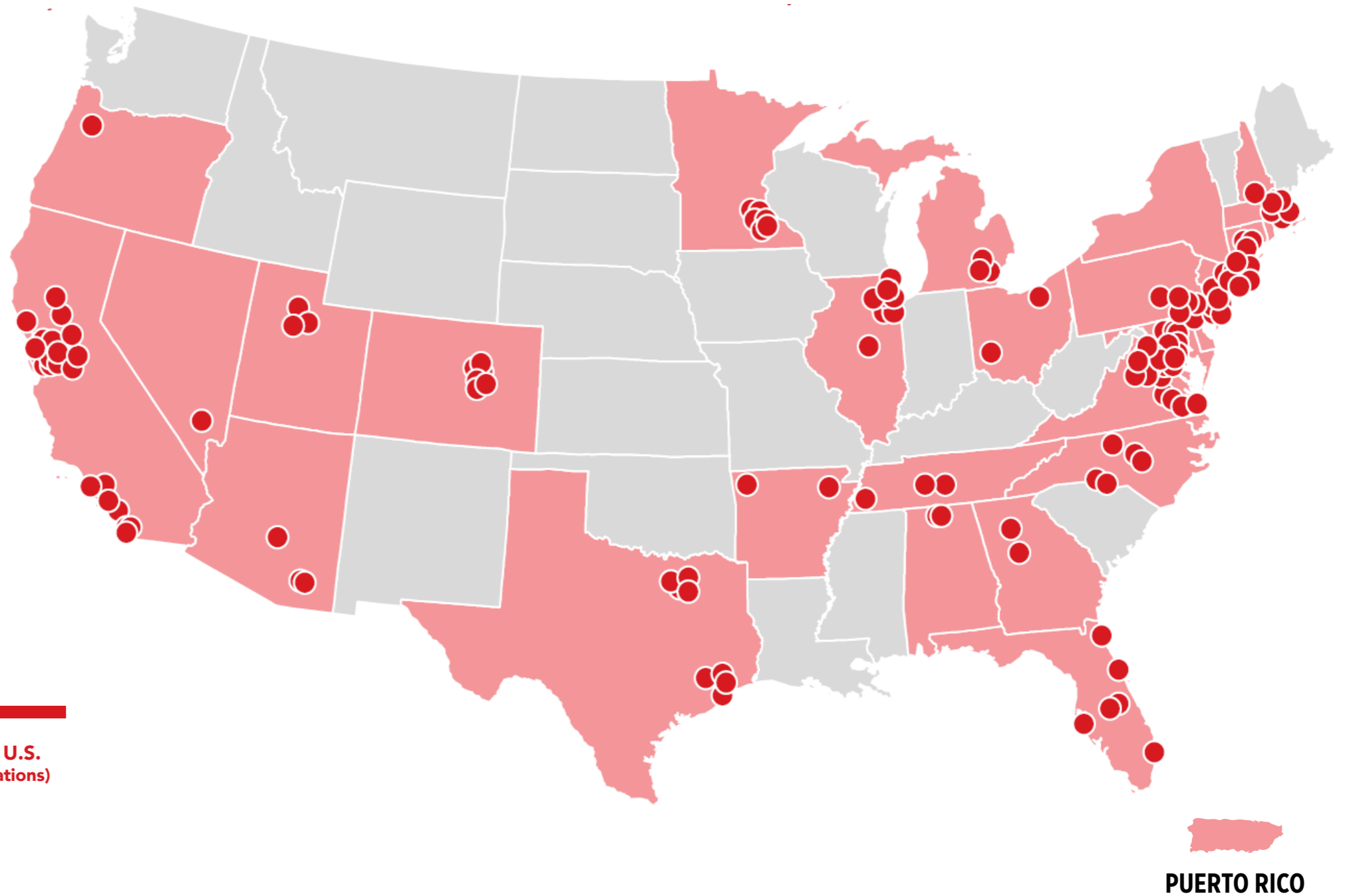
LAOS



VIETNAM

LOCATIONS IN THE U.S.

- TOP GROWTH MARKETS
- 151 LOCATIONS



STORES IN OPERATION IN THE U.S.
(includes franchise and corporate locations)

151

PUERTO RICO

U.S. REQUIREMENTS

MINIMUM FINANCIAL QUALIFICATIONS

We are looking for franchisees who have the passion and experience to deliver excellent guest experiences, build strong teams, meet the operational and financial requirements, and take pride in growing the Bonchon brand.

Financial Requirements

Single Unit or Limited Development (1–2 Restaurants)

Minimum Liquid Capital: \$250,000 to \$400,000
Minimum Net Worth: \$750,000 to \$1,500,000

Large-Scale Development (5 or More Restaurants)

Minimum Liquid Capital: \$1,200,000 to \$2,000,000 or more
Minimum Net Worth: \$5,000,000 to \$10,000,000 or more

Multi-Unit Development (3–5 Restaurants)

Minimum Liquid Capital: \$750,000 to \$1,200,000
Minimum Net Worth: \$2,000,000 to \$5,000,000

INVESTMENT

Initial Franchise Fee (per unit): \$35,000
Continuing System Ad Fund Fee: 1.5%*

Continuing Royalty Fee: 5%
Term of Franchise Agreement: 10 Years

Multi-unit Incentive:

Develop 3+ Bonchon restaurants and unlock a reduced franchise fee and reduced royalty percentage fee for the first 12 months after opening each restaurant upon meeting the eligibility requirements.

*May increase up to 4%.





CONTACT INFO:

972-804-2635

Franchising@bonchon.com

Application for USA Franchisee candidates is available online through **FRANCHISING.BONCHON.COM**



NEW YORK REQUIRED NOTICE

This advertisement is not an offering. An offering can only be made by a prospectus first filed with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law or the Attorney General of the State of New York.

CALIFORNIA REQUIRED NOTICE

These franchises have been registered under the Franchise Investment Law of the State of California. Such registration does not constitute approval, recommendation or endorsement by the Commissioner of Financial Protection and Innovation nor a finding by the Commissioner that the information provided herein is true, complete and not misleading.

THIS IS NOT A FRANCHISE OFFER. A FRANCHISE OFFER IS MADE ONLY UPON DELIVERY OF OUR FRANCHISE DISCLOSURE DOCUMENT. NO FRANCHISE OFFER IS DIRECTED TO ANY RESIDENT OF A STATE REQUIRING FRANCHISE REGISTRATION OR AN EXEMPTION THEREFROM, AND NO FRANCHISE MAY BE SOLD IN ANY SUCH STATE, UNTIL THE FRANCHISOR OBTAINS AN EFFECTIVE REGISTRATION IN THAT STATE OR QUALIFIES FOR AN EXEMPTION THEREFROM.

