Bonchon 본촌

KOREAN FRIED CHICKEN

GLOBAL BRAND PROVEN GROWTH

151 LOCATIONS IN THE U.S.

500 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 & CARRYOUT ONLY RESTAURANTS

USA

TAIWAN

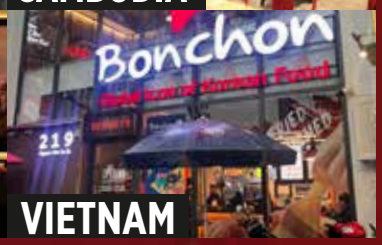
MYANMAR

CAMBODIA

THAILAND

PHILIPPINES

MALAYSIA



VIETNAM

*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.

CRUNCH HEARD 'ROUND THE WORLD

FSR MAGAZINE
2026

ASIA'S TOP INFLUENTIAL BRAND
Asian CEO Summit & Awards 2025

FRANCHISE TIMES TOP 400
2024, 2025, 2026

TECHNOMIC TOP 500
2025 & 2026

ENTREPRENEUR FRANCHISE 500
2021, 2022, 2023, 2024, 2025, 2026

CBS SUNDAY MORNING
Featured on "The Other KFC" Segment 2025

FAST CASUAL TOP 100 MOVERS & SHAKERS
2021, 2022, 2023, 2024, 2025, 2026

#17 IN 2026

2026 fast casual TOP 100 MOVERS & SHAKERS

RESTAURANT DESIGN

SITE REQUIREMENTS

Bonchon's real estate professionals work with franchisees to provide them site selection criteria and guidance in finding and securing suitable locations for each market.

- **SIZE:** 1500-2100 square ft
- **POPULATION:** 60,000+ in trade area with strong residential and daytime traffic
- **PARKING:** 2-3 reserved parking spaces for pick-up orders
- **VISIBILITY:** Highly visible with easy access
- **FRONTAGE:** 20' minimum
- **TRAFFIC COUNTS:** 25,000+ VPD
- **MEDIAN HOUSEHOLD INCOME:** At or above the median income for the CBSA/DMA
- **CO-TENANCY:** Grocery stores, national retailers, daily needs
- **SPACE TYPES:** Endcaps, High Traffic Inline, Freestanding, or Non-traditional
- **PATIO:** Patio seating preferred

CONTACT OUR TEAM

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