

November 2019 Skylark Group Monthly IR Report

Dec 6, 2019
Skylark Holdings Co., Ltd.
(Code 3197)

2019

(%YoY)		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
All	Sales	4.4%	5.6%	5.2%	3.4%	6.4%	3.8%	-2.4%	4.4%	3.4%	-5.6%	2.9%		2.8%
Same Store	Sales	2.4%	3.3%	3.1%	1.2%	4.2%	1.8%	-4.3%	2.7%	1.5%	-7.5%	0.7%		0.8%
	Traffic	2.2%	2.4%	0.2%	-1.1%	-0.5%	-3.0%	-8.4%	-2.6%	-4.4%	-11.1%	-2.8%		-2.7%
	ATP	0.2%	0.9%	2.9%	2.3%	4.7%	4.9%	4.5%	5.5%	6.2%	4.0%	3.6%		3.7%
New Store Openings		10	6	10	7	3	5	4	2	11	9	9		76
Remodels		12	18	31	18	15	18	19	12	11	10	11		175
Brand Conversions		4	11	10	13	11	2	8	0	1	1	0		61
# of Stores	Gusto	1,365	1,366	1,364	1,362	1,352	1,347	1,346	1,345	1,346	1,345	1,346		1,346
	Bamiyan	333	332	328	330	332	332	332	332	333	332	332		332
	Jonathan's	298	296	296	296	296	296	295	294	294	294	294		294
	Yumean	208	218	228	240	249	252	260	260	262	264	267		267
	Syabu-Yo	193	189	188	188	188	188	188	188	188	188	188		188
	Steak Gusto	138	136	136	136	135	135	135	135	135	135	135		135
	Overseas	58	58	57	57	57	57	57	57	59	59	59		59
	Other	602	606	612	616	616	617	619	618	618	618	625	630	
Total		3,195	3,201	3,209	3,225	3,225	3,224	3,232	3,229	3,235	3,242	3,251		3,251

*Total number of stores excludes 1 store that are temporarily closed for brand conversions

Highlights

Overview

Total Sales: 2.9%, Same Store Sales: +0.7%

- In November, sales increased due to one more weekend day compared to last year
- The ban on smoking in all group restaurants from September 1 led to sales decline to some extent
- At Bamiyan and Steak Gusto, traffic also drove sales growth. Jonathan's has a negative impact from smoking cessation, especially at stores in front of stations
- As for the current situation after the tax increase, the frequency of customers who are sensitive to prices decreased at the beginning of the month, but it seems to be returning towards the end of the month

SSS

Traffic: -2.8%, Average Ticket Price: +3.6%

- From the end of September, series of special campaigns are developed at various brands to increase traffic after the consumption tax increase
 - Kids menu discount promotions are underway from mid-October and contributing to the increase of young family customers
- Bamiyan started limited-time offering "Special Winter Fair" from November 7. Menu items are designed for both daily and special occasions as winter holiday season approaches
- At Gusto, limited-time offering "Local Gourmet Grand Prix Fair" which combines winter menus and regional cuisines in Japan, started from November 21

New Openings

- 9 new stores were opened in November. Of which 3 were Syabu-Yo, 2 were Karayoshi, 1 was Gusto and the remaining 3 were other brands

Other

- To improve employees' working environment, Skylark group decided to shorten restaurant business hours on New Year's Eve and New Year's Day at approx. 2,700 stores nationwide, 80% of all stores
- December 2019 Skylark Group Monthly Report to be disclosed on January 8

Highlights



Gusto: Limited-time offering
Local Gourmet Grand Prix Fair



Bamiyan: Limited-time offering
Special Winter Fair



Gusto: Discount coupon of Skylark apps
Offering the 3 popular menu items at 399 yen
Grilled Chicken, Cheese IN Hamburg and Fried Oysters

2018

(%YoY)		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
All	Sales	0.8%	2.4%	6.3%	3.4%	0.7%	6.3%	1.2%	4.6%	5.4%	4.1%	3.4%	3.1%	3.5%
	Traffic	-3.7%	-2.3%	1.8%	-1.5%	-3.3%	1.8%	-2.6%	1.2%	2.1%	2.3%	1.9%	1.9%	0.0%
	ATP	1.7%	1.5%	0.8%	1.2%	0.6%	1.1%	0.9%	0.5%	0.1%	-0.9%	-1.2%	-1.1%	0.4%
New Store Openings		9	9	15	8	5	10	10	7	5	3	5	3	89
Remodels		19	35	34	22	25	31	29	12	18	19	5	1	250
Brand Conversions		3	2	3	2	0	1	0	0	0	4	1	0	16
# of Stores		3,152	3,160	3,172	3,177	3,179	3,187	3,194	3,198	3,200	3,198	3,203	3,200	3,200

Note

- The data is consolidated domestic sales at restaurant level and does not include overseas sales.
- Same store is defined as a store which has been open for 13 months or longer (includes stores which underwent brand conversion)
Customer traffic includes traffic from the delivery business*
- ATP: Average Ticket Price *Customer traffic from delivery = Delivery sales / Average check

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