Press Release

May 20, 2015

Skylark Co., Ltd.

Gusto Mobile App Hits 3 Million Downloads
Oto-Coupon Achieves 10 Million Customer Registrations

Skylark Co., Ltd. (headquartered in Musashino City, Tokyo; President and CEO: Makoto Tani; code: 3197, Tokyo Stock Exchange, 1st Section) announced today that in May, its Gusto mobile app, the official smartphone application of the Gusto brand, achieved a key milestone of 3 million cumulative downloads and that cumulative customer registrations on Oto-Coupon, Skylark's mobile coupon website, surpassed 10 million.

■ Official Gusto app





Main page



Coupon



Store search

Since the start of promotion in October 2014, the Gusto mobile app has cumulatively achieved 3 million downloads in approximately 7 months. The app offers a variety of content including menu information – limited-offer items, a menu search, a customer loyalty program as well as value coupons. Members can also view introductory videos of Gusto dishes.

The most distinctive feature of the Gusto mobile app is its ability to offer customized information for individual members in a timely manner. The app serves as a communication platform that sends the right information to the right customers, such as the kids' menu for customers with children, alcohol coupons in the early evening before the end of work and morning menu information on Friday so that customers can enjoy breakfast at Skylark restaurants before going out on weekends.

■ Oto-Coupon



Main page



Coupon

Since its launch on July 1, 2008, the Oto-Coupon website has issued coupons and special birth month coupons for members and registered children, e-mail magazines, etc. Coupons can be used at more than 2,600 stores nationwide including those of 10 Skylark brands as well as Shabuyo and Grand Buffet, operated by NILAX, one of Skylark's subsidiaries. Coupons are easy to use by simply showing them on the screen of a smartphone or feature phone at order or at the register. Because of its convenience, Oto-Coupon continues to increase with over 10,000 new registrations per week.

The Oto-Coupon system is also linked with the T-Card offered by Culture Convenience Club Co., Ltd., which enables 950,000 members to use Oto-Coupon in linkage with T-Card.

Skylark will continue to develop highly convenient tools and respond to customer needs.

【Company Information】

Corporate Name	:	SKYLARK CO., LTD
Founded	:	April 4, 1962
Representative	:	Makoto Tani, President & Chief Executive Officer
Business Activities	:	Food services and related businesses
Listed Market	:	First Section of the Tokyo Stock Exchange (TSE code 3197)
Number of Restaurants:		
Skylark Group (Japan)		: 2,971
Skylark Group (Japan and overseas)		: 3,009 （As of Apr 30, 2015）

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