Oct. 6, 2015
Skylark Co., Ltd.
(Code 3197)

September 2015 Skylark Group Monthly IR Report

Consolidated same store sales +1.2%

Achieved YoY increase in same store sales for 12 consecutive months and for 9 consecutive quarters.

FY2015 (Same Store Sales) (Y/Y%)

Group total	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Sales	3.0%	11.3%	1.2%	2.0%	5.7%	1.0%	3.0%	1.0%	1.2%	-	-	-	3.1%
Customer Traffic	-2.6%	5.8%	-1.9%	-2.5%	1.9%	-2.2%	0.3%	-2.1%	-2.0%	-	-	-	-0.7%
Average Check	5.8%	5.1%	3.2%	4.5%	3.8%	3.2%	2.7%	3.2%	3.2%	-	-	-	3.8%
Gusto	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Sales	4.7%	11.8%	3.1%	0.9%	5.4%	0.0%	3.3%	0.9%	-0.1%	-	-	-	3.1%
Customer Traffic	-2.4%	5.6%	-0.5%	-3.4%	2.1%	-2.4%	2.1%	-0.8%	-1.3%	-	-	-	-0.2%
Average Check	7.2%	5.9%	3.6%	4.4%	3.3%	2.5%	1.2%	1.8%	1.2%	-	-	-	3.3%

FY2014 (Same Store Sales) (Y/Y%)

Group total	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Sales	2.7%	-4.5%	1.9%	5.6%	6.0%	0.2%	0.3%	2.4%	-1.0%	1.6%	5.3%	1.5%	1.9%
Customer Traffic	1.6%	-5.6%	-0.3%	3.6%	2.3%	-2.4%	-3.8%	-1.6%	-5.1%	-2.4%	0.9%	-4.2%	-1.4%
Average Check	1.0%	1.2%	2.2%	2.0%	3.6%	2.7%	4.3%	4.1%	4.4%	4.1%	4.4%	5.9%	3.3%
Gusto	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Sales	0.9%	-4.7%	-0.3%	6.8%	6.1%	0.1%	-0.9%	0.7%	-1.9%	2.4%	7.7%	3.6%	1.7%
Customer Traffic	1.2%	-4.9%	-1.6%	5.0%	1.9%	-2.2%	-4.9%	-2.7%	-6.5%	-1.9%	3.0%	-4.1%	-1.5%
Average Check	-0.3%	0.2%	1.3%	1.7%	4.2%	2.4%	4.2%	3.5%	5.0%	4.4%	4.5%	8.0%	3.3%

(Note) The data for group total sales is on a domestic consolidated basis and does not include overseas sales. Please see below for the definition of "same store."*

Highlights

In September, same store sales for Skylark increased 1.2% year-on-year. Skylark has now achieved year-on-year increase in same store sales for 12 consecutive months and for 9 consecutive quarters.

In September, the average check continued to rise as customers chose to order higher-priced items and increased orders of side menu items and the drink bar option.
During the month, Skylark placed greater emphasis on promoting premium products and desserts (generating a higher average check) to take advantage of the Silver Week holidays. Strong menu innovation and promotion continue to be key differentiators for Skylark.
A new brand, Yumean Dining, was opened on the 25th of September, developed as a compact version of Yumean (our existing Japanese restaurant brand) for easier day –to-day basis access.

Gusto: Limited-time item “Beef Grill”



Gusto: Seasonal pancakes



New brand “Yumean Dining”:



***Changes in the definition of "same store"**

From the Jan 2015 IR report, the definition of "same store" has been changed as follows:

- While same store was previously defined as a store which had been open for 18 months or longer, the period has been changed to 13 months or longer, which is the standard within the industry.
- Previously customer traffic did not include traffic from the delivery business. However, in consideration of the increasing impact of the delivery business on sales and customer traffic, we now include traffic from delivery business in customer traffic. The definition is as follows:

  * Customer traffic from delivery = Delivery sales / Average check
- Previously same store sales did not include stores which underwent brand conversion. However, converted stores are now being added to the category of same store sales as conversion is one of our key initiatives for traffic growth.

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