October 6, 2016
**Skylark Co., Ltd.**
(Code 3197)

# September 2016 Skylark Group Monthly IR Report

**FY2016 (Same Store Sales)** (%YoY)

| Gusto | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Sales | -1.2% | -0.9% | -3.9% | -2.6% | -4.8% | -1.7% | 0.8% | -6.5% | -5.9% | | | | -3.1% |
| Customer Traffic | -0.1% | 0.0% | -2.8% | -1.1% | -2.7% | -0.4% | 2.4% | -5.1% | -3.2% | | | | -1.5% |
| Average Check | -1.1% | -0.9% | -1.1% | -1.5% | -2.2% | -1.3% | -1.6% | -1.5% | -2.8% | | | | -1.5% |
| Specialty | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Total |
| Sales | 2.8% | 2.2% | -0.4% | 0.9% | -2.6% | 0.7% | 5.6% | -2.6% | 1.2% | | | | 0.8% |
| Customer Traffic | -0.5% | 0.1% | -2.5% | -2.0% | -5.1% | -2.0% | 2.8% | -4.6% | -0.9% | | | | -1.7% |
| Average Check | 3.3% | 2.1% | 2.2% | 2.9% | 2.6% | 2.7% | 2.7% | 2.2% | 2.1% | | | | 2.5% |
| Group total | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Total |
| Sales | 1.0% | 0.8% | -2.0% | -0.7% | -3.6% | -0.4% | 3.5% | -4.3% | -2.0% | | | | -1.0% |
| Customer Traffic | -0.3% | 0.0% | -2.7% | -1.5% | -3.8% | -1.2% | 2.6% | -4.9% | -2.1% | | | | -1.6% |
| Average Check | 1.3% | 0.8% | 0.7% | 0.8% | 0.3% | 0.8% | 0.8% | 0.6% | 0.1% | | | | 0.7% |

Note

1. The data for group total sales is on a domestic consolidated basis and does not include overseas sales.
2. 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*
   *Customer traffic from delivery = Delivery sales / Average check
3. Specialty figures are calculated by subtracting Gusto from group total.
4. FY 2015 Same Store Sales data is in the next page.

## Highlights

In September, same store sales for Skylark Group declined 2.0% year on year. Sales suffered due to poor weather conditions as well as one less holiday compared to September of 2015.
Gusto launched the second revision of the core menu on September 29th, which is expected to contribute to sales in Q4.
Specialty brands continued to achieve growth in average ticket price. Bamiyan (Chinese restaurant) has been performing extremely well with the great success of the latest limited-time offer – Big 3 Ramen Festival featuring 3 varieties of authentic ramen using premium ingredients.
The new brands such as “Katsukyu”, “Tonkaratei”, “chawan”, “Musashino-mori Coffee” and “Yumean Dining” continue to perform exceptionally well.

Gusto: Rough-ground hamburg




Bamiyan: Big 3 Ramen Festival




Yumean: Autumn premium *matsutake* mushroom set menu



**FY2015 (Same Store Sales)**

(%YoY)

| Gusto | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Sales | 4.6% | 12.0% | 3.1% | 1.0% | 5.4% | -0.2% | 3.2% | 0.9% | -0.2% | 4.4% | -5.2% | -2.3% | 2.0% |
| Customer Traffic | -2.4% | 5.8% | -0.4% | -3.4% | 2.0% | -2.6% | 2.0% | -0.9% | -1.4% | 4.1% | -5.2% | -0.3% | -0.3% |
| Average Check | 7.2% | 5.8% | 3.6% | 4.5% | 3.3% | 2.5% | 1.2% | 1.8% | 1.2% | 0.3% | 0.0% | -2.0% | 2.3% |
| Specialty | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Total |
| Sales | 1.6% | 11.3% | -0.6% | 3.0% | 6.1% | 1.4% | 3.1% | 1.3% | 2.7% | 7.5% | 1.0% | 2.2% | 3.2% |
| Customer Traffic | -3.0% | 6.6% | -3.8% | -1.3% | 1.9% | -2.3% | -1.3% | -3.5% | -2.3% | 2.5% | -2.2% | -1.2% | -1.0% |
| Average Check | 4.7% | 4.4% | 3.3% | 4.4% | 4.2% | 3.8% | 4.5% | 4.9% | 5.1% | 4.9% | 3.2% | 3.5% | 4.2% |
| Group total | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Total |
| Sales | 2.9% | 11.6% | 1.0% | 2.1% | 5.8% | 0.7% | 3.2% | 1.1% | 1.4% | 6.1% | -1.9% | 0.2% | 2.7% |
| Customer Traffic | -2.7% | 6.2% | -2.1% | -2.4% | 1.9% | -2.5% | 0.5% | -2.1% | -1.8% | 3.4% | -3.8% | -0.7% | -0.6% |
| Average Check | 5.8% | 5.1% | 3.2% | 4.6% | 3.8% | 3.2% | 2.7% | 3.2% | 3.2% | 2.6% | 2.0% | 0.9% | 3.3% |

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