November 7, 2016
Skylark Co., Ltd.
(Code 3197)

October 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%	3.4%			-2.4%
Customer Traffic	-0.1%	0.0%	-2.8%	-1.1%	-2.7%	-0.4%	2.4%	-5.1%	-3.2%	3.6%			-1.0%
Average Check	-1.1%	-0.9%	-1.1%	-1.5%	-2.2%	-1.3%	-1.6%	-1.5%	-2.8%	-0.1%			-1.4%
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%	3.3%			1.0%
Customer Traffic	-0.5%	0.1%	-2.5%	-2.0%	-5.1%	-2.0%	2.8%	-4.6%	-0.9%	0.7%			-1.5%
Average Check	3.3%	2.1%	2.2%	2.9%	2.6%	2.7%	2.7%	2.2%	2.1%	2.5%			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%	3.3%			-0.5%
Customer Traffic	-0.3%	0.0%	-2.7%	-1.5%	-3.8%	-1.2%	2.6%	-4.9%	-2.1%	2.2%			-1.2%
Average Check	1.3%	0.8%	0.7%	0.8%	0.3%	0.8%	0.8%	0.6%	0.1%	1.1%			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 October, same store sales for Skylark Group increased 3.3% year on year, backed by one more holiday compared to October of 2015 and favorable weather conditions.

In its core menu revision in September, Gusto further enhanced the menus after a major revision in June, and realized improvement in average ticket price by increasing attachment rate of set menus as well as other items. Gusto also successfully drove traffic of the customer segments taking cautious approach to spending through promotions targeted at young families featuring CheeseIN Hamburg etc. The latest limited-time offer of Gusto featuring oysters starting Oct 20th has been enjoying huge publicity effect for the eye-catching “Extra-large fried oyster & chicken rice bowl”.

The Big 3 Ramen Festival- the latest limited-time offer of Bamiyan, continued to have a solid reputation. Same store sales of specialty brands also continued to perform exceptionally well with a year on year growth of 3.3%. Syabuyo enjoyed traffic growth through introduction of sushi.

Gusto: CheeseIN Hamburg ¥399



Gusto: Extra-large fried oyster & chicken rice bowl



Jonathan: Chestnut parfait
Danish served with chestnut



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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