December 6, 2016
Skylark Co., Ltd.
(Code 3197)

November 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%	2.1%		-2.1%
Customer Traffic	-0.1%	0.0%	-2.8%	-1.1%	-2.7%	-0.4%	2.4%	-5.1%	-3.2%	3.6%	-0.4%		-1.0%
Average Check	-1.1%	-0.9%	-1.1%	-1.5%	-2.2%	-1.3%	-1.6%	-1.5%	-2.8%	-0.1%	2.4%		-1.1%
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%	-2.0%		0.8%
Customer Traffic	-0.5%	0.1%	-2.5%	-2.0%	-5.1%	-2.0%	2.8%	-4.6%	-0.9%	0.7%	-4.5%		-1.7%
Average Check	3.3%	2.1%	2.2%	2.9%	2.6%	2.7%	2.7%	2.2%	2.1%	2.5%	2.7%		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%	-0.2%		-0.5%
Customer Traffic	-0.3%	0.0%	-2.7%	-1.5%	-3.8%	-1.2%	2.6%	-4.9%	-2.1%	2.2%	-2.4%		-1.3%
Average Check	1.3%	0.8%	0.7%	0.8%	0.3%	0.8%	0.8%	0.6%	0.1%	1.1%	2.2%		0.8%

Highlights

In November, same store sales for Skylark Group declined 0.2% year on year. Sales suffered due to negative calendar effects such as one less holiday compared to November 2015 and a holiday with two workdays in between, as well as weather impact including the first snow in 54 years in Kanto region for November.
Despite the negative weather, day of week adjustment and mid-week holiday, Gusto achieved an impressive 2.1% growth in SSS. Gusto implemented a discount promotion offering a coupon of CheeseIN hamburg and HOKKAIDO crab cream croquette at 399 yen, which contributed to drive traffic. Our menu strategies, such as core menu improvement on September 29, limited-time offer featuring HIROSHIMA oysters from October 20 to November 23 and the latest limited-time offer featuring lean beef steak started November 24, have successfully driven the growth of average ticket price.
Specialty brands were affected by the negative impact of the poor weather conditions mainly in Japanese cuisine brands, but their limited-time offers using premium ingredients continued to win the support of customers. Bamiyan, with the great success of the Big Ramen Festival from September 8 to November 23, had an increase in the number of customers repeatedly visiting the restaurants.

In November, Skylark Group opened 6 restaurants, of which 3 restaurants were of chawan brand (at Lusca Hiratsuka, MODI Shizuoka and Ario Hashimoto), performing very well since their opening.

Gusto: Limited-time offer
Lean beef steak



Jonathan's: Limited-time offer
OKINAWA pork hamburg



Gusto: Delivery and takeaway
House-made roast chicken



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%

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.

Investor Relations department
TEL: 0422-37-5244