February 9, 2017
Skylark Co., Ltd.
(Code 3197)

January 2017 Skylark Group Monthly IR Report

FY2017

(%YoY)	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Total Sales	2.0%												2.0%
Same Store Sales	0.8%												0.8%
Same Store Traffic	-0.8%												-0.8%
Same Store ATP	1.6%												1.6%

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
New Openings	6												6
Total # of Stores	3,064												3,064
Oversea	*48*												*48*

Highlights

In January 2017, sales for Skylark group, including new store openings, increased 2.0% year on year, and SSS increased 0.8% year on year.
Compared with last January, day-of-week alignment for the New Year's period not being favorable, and bad weather during the following 3-day weekend gave negative impacts. However, we were able to recover during the remainder of the month, allowing us to end the month with positive year on year sales.
We believe this is due to the strong momentum continuing from October of last year.
In addition, we strategically distributed 10% off discount coupons, applicable across multiple Skylark brands, twice during the month, to our mobile application and email distribution list members, which also contributed to the sales growth.

Following the "Winter Meat Indulgences" fair, which began in December, Gusto started the "Warm Up with Hot Pot and Stew" fair from January 26th and the new fair is receiving favorable response from our customers.
At Jonathan's, the new Everyday Noodle Lunch, launched on January 19th, is doing well.

In January, we opened 6 new stores, of which 3 were Syabu-Yo brand stores.

Gusto: Limited-time offer
Beef Korean hot pot



Gusto:
New desert items



Jonathan's :
Everyday noodle lunch



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. Report format is changed form 2017 Jan. report. Please refer next page for 2016 numbers showed in the same format.
4. ATP: Average Ticket Price

FY2016

(%YoY)	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Total Sales	2.3%	2.3%	-0.9%	0.5%	-2.3%	1.0%	4.8%	-3.1%	-0.5%	5.1%	1.2%	5.0%	1.2%
Same Store Sales	1.0%	0.8%	-2.0%	-0.7%	-3.6%	-0.4%	3.5%	-4.3%	-2.0%	3.3%	-0.2%	3.8%	-0.1%
Same Store Traffic	-0.3%	0.0%	-2.7%	-1.5%	-3.8%	-1.2%	2.6%	-4.9%	-2.1%	2.2%	-2.4%	0.9%	-1.2%
Same Store ATP	1.3%	0.8%	0.7%	0.8%	0.3%	0.8%	0.8%	0.6%	0.1%	1.1%	2.2%	2.9%	1.0%

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
New Openings	1	3	5	7	4	3	5	1	6	4	6	4	49
Total # of Stores	3,031	3,032	3,031	3,035	3,036	3,040	3,045	3,045	3,055	3,061	3,065	3,068	3,068
Oversea	41	42	41	41	43	45	45	45	46	46	46	47	47

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