March 6, 2017
Skylark Co., Ltd.
(Code 3197)

February 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%	-0.1%											1.0%
Same Store Sales	0.8%	-1.0%											-0.0%
Same Store Traffic	-0.8%	-2.4%											-1.5%
Same Store ATP	1.6%	1.4%											1.5%

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
New Openings	6	3											9
Total # of Stores	3,064	3,055											3,055
International	*48*	*48*											*48*

*Note: 8 restaurants are temporarily closed due to brand conversion

Highlights

In February 2017, sales for Skylark group, including new store openings, decreased 0.1% year on year, and SSS decreased 1.0% year on year.
Compared with last February, one less holiday and one less day (leap year in 2016) resulted in negative impacts.

Gusto's sales continue to remain stable following several menu enhancements from last year.
At Jonathan's, the "Premium ingredients from HOKKAIDO" fair started from February 16th. Additionally, the grand menu revision expanded low carb menu options and is receiving favorable response from our customers.

For the government-backed "Premium Friday" campaign which started on the February 24th, multiple Skylark brands offered special promotions such as ¥99 draft beer (limited for e-mail and app members). The campaign resulted in increased traffic particularly for restaurants located in urban/central areas.
At Syabu-Yo and Musashinomori Coffee, T-point services began on February 1st with strong usage ratios already being achieved in the first month.

In February, we opened the 3rd Yumean Dining in Tachikawa in Tokyo. The first Yumean Dining was opened in September 2015 in Chofu Tokyo.

Jonathan's: Limited-time offer
Premium ingredients from HOKKAIDO



Yumean: Limited-time offer
spring vegetable fritters



Syabu-Yo and Musashinomori Coffee:
Started T-point loyalty card program



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

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. ATP: Average Ticket Price

Investor Relations department
TEL: 0422-37-5244