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

July 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%	2.1%	3.5%	0.5%	3.5%	2.1%						2.0%
Same Store Sales	0.8%	-1.0%	1.3%	2.6%	-0.4%	2.0%	0.6%						0.9%
Same Store Traffic	-0.8%	-2.4%	-0.5%	0.9%	-1.8%	0.4%	-0.3%						-0.6%
Same Store ATP	1.6%	1.4%	1.8%	1.7%	1.4%	1.6%	0.9%						1.5%

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
New Openings	6	3	5	10	5	10	13						52
Total # of Stores	3,064	3,055	3,061	3,075	3,079	3,090	3,104						3,104
International	*48*	*48*	*47*	*48*	*48*	*48*	*50*						*50*

**Note: 1 restaurant is temporarily closed due to brand conversion*

Highlights

In July 2017, sales for Skylark Group, including new store openings, increased 2.1% year on year, and same store sales increased 0.6% year on year.

During the latter half of July, Skylark group offered several limited-time promotions targeting kids. Examples include collaboration campaigns with a popular TV animation (Detective Conan), offers of free soft ice cream, and special kids meals with toys. Additionally, limited-time offer Unagi (eel) menus at Gusto, Yumean, and Aiya have been performing well, and receiving favorable responses from customers. At Bamiyan, collaboration campaigns with a popular idol group (Momoiro Clover Z) have helped contribute to positive sales.

In June, the Group opened 13 restaurants, of which 3 restaurants were Tonkaratei, and 2 were based in Taiwan.

Gusto: Limited-time offer
CheeseIN loco moco bowl



Aiya: Limited-time offer
“Hamanako” Japanese eel



Skylark Group and a popular animation
(Detective Conan) collaboration



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
International	*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

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