July 2018 Skylark Group Monthly IR Report

Aug 9, 2018
Skylark Holdings Co., Ltd.
(Code 3197)

2018

(%YoY)		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
All	Sales	0.8%	2.4%	6.3%	3.4%	0.7%	6.3%	1.2%						3.0%
Same Store	Sales	-2.1%	-0.8%	2.5%	-0.4%	-2.8%	2.9%	-1.8%						-0.3%
	Traffic	-3.7%	-2.3%	1.8%	-1.5%	-3.3%	1.8%	-2.6%						-1.4%
	ATP	1.7%	1.5%	0.8%	1.2%	0.6%	1.1%	0.9%						1.1%

New Store Openings		9	9	15	8	5	10	10						66
Remodels		19	35	34	22	25	31	26						192
Brand Conversions		3	2	3	2	0	1	0						11
# of Stores	Gusto	1,367	1,367	1,368	1,366	1,366	1,368	1,367						1,367
	Bamiyan	332	332	332	332	332	332	332						332
	Jonathan's	301	301	300	300	300	300	300						300
	Yumean	194	194	193	193	193	193	194						194
	Syabu-Yo	182	182	187	187	189	192	194						194
	Steak Gusto	137	137	138	138	138	139	139						139
	Overseas	53	54	54	54	53	54	56						56
	Other	586	593	600	607	608	609	612						612
	Total	3,152	3,160	3,172	3,177	3,179	3,187	3,194						3,194

Highlights

Overview

Total Sales: +1.2%, Same Store Sales: -1.8%

・ In July, one less weekend day compared to last year, torrential rain in Western Japan in early July as well as typhoon in Eastern Japan on Saturday July 28 generated negative impact of approx. 2.0% to the same store sales

・ Total sales, including new store openings after 2017, continued to be in good trend and increased by 1.2% YoY

SSS

Traffic: -2.6%, Average Ticket Price: +0.9%

・ Gusto offers the "*Gochi Gusto* " campaign for providing customers with fun experiences. Total bill is to be free when winning the lottery using Skylark mobile apps. (This campaign is from July 19th to September 5th)

・ Jonathan's offers limited-time take-out offer "Unajyu" menu form 12th July. Gusto offers both eat-in and take-out "Unajyu" menu from July 19th

・ The number of summer dessert sales increased due to the heat wave. This contributed to average ticket increase

・ Implemented 26 remodeling of which 4 are Japanese brands (Yumean). Japanese brands are remodeled to restaurants with private rooms

New Openings

10 new store openings in July. Of which 3 restaurants were Karayoshi, 2 were Syabu-Yo, 2 were in Taiwan and the remaining 2 were other brands

Other

・ Delivery and take-out sales are increased by approx. 10% YoY

・ The latest campaign at Gusto contributed to increase the number of Skylark mobile apps installation, as installation of the apps are mandatory to participate in the campaign. This expected to widen promotional opportunities in the future

Highlights



Gusto: Limited-time offer
Hokkaido soft-serve ice cream & peach



Jonathan's: Limited-time take-out offer
'Unajyu' eel on rice



Gusto: Lottery campaign
1 out of 20 groups' total bill becomes free

2017

(%YoY)		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
All	Sales	2.0%	-0.1%	2.1%	3.5%	0.5%	3.5%	2.1%	2.5%	3.3%	-2.7%	1.5%	1.2%	1.6%
Same Store	Sales	0.8%	-1.0%	1.3%	2.6%	-0.4%	2.0%	0.6%	0.6%	1.2%	-5.1%	-1.2%	-1.5%	0.0%
	Traffic	-0.8%	-2.4%	-0.5%	0.9%	-1.8%	0.4%	-0.3%	-0.1%	-0.5%	-7.5%	-3.4%	-3.4%	-1.6%
	ATP	1.6%	1.4%	1.8%	1.7%	1.4%	1.6%	0.9%	0.7%	1.7%	2.6%	2.3%	1.9%	1.6%

New Store Openings	6	3	5	10	5	10	13	8	8	17	5	7	97
Remodelings	25	32	38	34	40	35	23	9	34	23	2	0	295
Brand Conversions	0	4	7	6	3	2	1	0	1	0	1	0	25
# of Stores	3,064	3,055	3,061	3,075	3,079	3,090	3,104	3,109	3,117	3,133	3,139	3,144	3,144

Note

1 The data is consolidated domestic sales at restaurant level 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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