August 2018 Skylark Group Monthly IR Report

Sep 6, 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%	4.6%					3.2%
Same Store	Sales	-2.1%	-0.8%	2.5%	-0.4%	-2.8%	2.9%	-1.8%	1.8%					-0.1%
	Traffic	-3.7%	-2.3%	1.8%	-1.5%	-3.3%	1.8%	-2.6%	1.2%					-1.0%
	ATP	1.7%	1.5%	0.8%	1.2%	0.6%	1.1%	0.9%	0.5%					1.0%
New Store Openings		9	9	15	8	5	10	10	7					73
Remodels		19	35	34	22	25	31	26	11					203
Brand Conversions		3	2	3	2	0	1	0	0					11
# of Stores	Gusto	1,367	1,367	1,368	1,366	1,366	1,368	1,367	1,367					1,367
	Bamiyan	332	332	332	332	332	332	332	332					332
	Jonathan's	301	301	300	300	300	300	300	300					300
	Yumean	194	194	193	193	193	193	194	194					194
	Syabu-Yo	182	182	187	187	189	192	194	197					197
	Steak Gusto	137	137	138	138	138	139	139	139					139
	Overseas	53	54	54	54	53	54	56	57					57
	Other	586	593	600	607	608	609	612	612					612
	Total	3,152	3,160	3,172	3,177	3,179	3,187	3,194	3,198					3,198

Highlights

Overview

Total Sales: +4.6%, Same Store Sales: +1.8%

- Less rainy days and more hours of sunlight compared to last August generated a positive impact of just over 1%
- In August, one less holiday compared to last year had a slightly negative impact on the same store sales
- Total sales, including new store openings after 2017, continued to be in good trend and increased by 4.6% YoY

SSS

Traffic: +1.2%, Average Ticket Price: +0.5%

- In addition to "*Gochi Gusto*" campaign started on the 19th of July at Gusto which offers free meals when winning the lottery using Skylark apps, another campaign that offers 3 popular menu items at 399 yen was started from the 20th of August
- Limited-time offering items at Gusto (pictures in the next page) are well received by customers
- Implemented 11 remodelings and this contributed to same store sales increase

New Openings

7 new store openings in August. Of which 3 restaurants were Syabu-Yo, 2 were Karayoshi, 1 was in Taiwan and the other 1 was Musashinomori Coffee

Other

- Delivery sales are increased by approx. 10% YoY and take-out sales are increased by 18% YoY
- Gusto, Yoshinoya and Hanamaru start a joint campaign. This campaign offers discount meals at the 3 brands when customers buy a season ticket (valid from Sep. 10 to Oct. 21). By collaborating with other brands outside the Skylark Group, we aim at customers to dine out more and thrive the overall restaurant industry

Highlights



Gusto: Discount coupon of Skylark apps
Offering the 3 popular menu items at 399 yen
Cheese IN Hamburg, Grilled Chicken and Japanese Style Hamburg



Gusto: Limited-time offering
Fried Chicken with Sweet and Sour Sauce
and Korean Style Chilled Noodles



Gusto: Collaboration with Yoshinoya and Hanamaru

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

Contacts:
IR team
IR_group@skylark.co.jp