May 2019 Skylark Group Monthly IR Report

Jun 6, 2019
Skylark Holdings Co., Ltd.
(Code 3197)

2019

(%YoY)		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
All	Sales	4.4%	5.6%	5.2%	3.4%	6.4%								5.0%
Same Store	Sales	2.4%	3.3%	3.1%	1.2%	4.2%								2.8%
	Traffic	2.2%	2.4%	0.2%	-1.1%	-0.5%								0.6%
	ATP	0.2%	0.9%	2.9%	2.3%	4.7%								2.3%
New Store Openings		10	6	10	7	2								35
Remodels		12	18	31	18	15								94
Brand Conversions		4	11	10	13	11								49
# of Stores	Gusto	1,365	1,366	1,364	1,362	1,352								1,362
	Bamiyan	333	332	328	330	332								330
	Jonathan's	298	296	296	296	296								296
	Yumean	208	218	228	240	249								240
	Syabu-Yo	193	189	188	188	188								188
	Steak Gusto	138	136	136	136	135								136
	Overseas	58	58	57	57	57								57
	Other	602	606	612	616	616								616
	Total	3,195	3,201	3,209	3,225	3,225								3,225

Highlights

Overview

Total Sales: +6.4%

・ Sales during the Golden Week were strong. There were two more holidays compared to last year

SSS

Sales: +4.2%, Traffic: -0.5%, Average Ticket Price: +4.7%

・ Gusto introduced high value-added items such as rib roast steak for Golden Week celebrative occasions. In addition, at the same time it carried out discount campaigns with Skylark app and News Curation apps. These contribute to increase in both ATP and sales

・ Gusto started limited-time offering "Meat Festival Fair" from May 16.

With its strong themed promotion and revival of popular item "Gusto burger", it receives favorable responses from customers.

・ Bamiyan offers limited-time offering "Summer Championship Fair" which promotes local noodles and rice dishes from 23 May

・ At Jonathan's, limited-time offering which promotes healthy summer dishes with specially-selected ingredient started from May 16.

Among the menu items, the "Morioka cold noodles" are selling especially well due to hot weather.

New Openings

2 new stores were opened in May. Of which 1 was Syabu-Yo and the remaining 1 was Musashino Mori Coffee.

Other

・ The number of download of the Skylark apps increased to 19.mn (+40% vs. last year) and the number of Twitter followers increased to 1.47mn. (twice as last year)

・ As of end-May, 977 stores are totally non-smoking on the premises and 1,015 stores are non-smoking inside restaurants.

Highlights



Gusto: Limited-time offering
Meat Festival Fair



Bamiyan:
Summer Championship Fair



Jonathan's:
Healthy Summer Fair

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%	5.4%	4.1%	3.4%	3.1%	3.5%
Same Store	Sales	-2.1%	-0.8%	2.5%	-0.4%	-2.8%	2.9%	-1.8%	1.8%	2.2%	1.4%	0.7%	0.7%	0.4%
	Traffic	-3.7%	-2.3%	1.8%	-1.5%	-3.3%	1.8%	-2.6%	1.2%	2.1%	2.3%	1.9%	1.9%	0.0%
	ATP	1.7%	1.5%	0.8%	1.2%	0.6%	1.1%	0.9%	0.5%	0.1%	-0.9%	-1.2%	-1.1%	0.4%

New Store Openings	9	9	15	8	5	10	10	7	5	3	5	3	89
Remodels	19	35	34	22	25	31	29	12	18	19	5	1	250
Brand Conversions	3	2	3	2	0	1	0	0	0	4	1	0	16
# of Stores	3,152	3,160	3,172	3,177	3,179	3,187	3,194	3,198	3,200	3,198	3,203	3,200	3,200

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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