# June 2019 Skylark Group Monthly IR Report

Jul 8, 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% | 3.8% | | | | | | | 4.8% |
| Same Store | Sales | 2.4% | 3.3% | 3.1% | 1.2% | 4.2% | 1.8% | | | | | | | 2.7% |
| | Traffic | 2.2% | 2.4% | 0.2% | -1.1% | -0.5% | -3.0% | | | | | | | 0.0% |
| | ATP | 0.2% | 0.9% | 2.9% | 2.3% | 4.7% | 4.9% | | | | | | | 2.7% |
| New Store Openings | | 10 | 6 | 10 | 7 | 2 | 5 | | | | | | | 40 |
| Remodels | | 12 | 18 | 31 | 18 | 15 | 16 | | | | | | | 110 |
| Brand Conversions | | 4 | 11 | 10 | 13 | 11 | 2 | | | | | | | 51 |
| # of Stores | Gusto | 1,365 | 1,366 | 1,364 | 1,362 | 1,352 | 1,347 | | | | | | | 1,347 |
| | Bamiyan | 333 | 332 | 328 | 330 | 332 | 332 | | | | | | | 332 |
| | Jonathan's | 298 | 296 | 296 | 296 | 296 | 296 | | | | | | | 296 |
| | Yumean | 208 | 218 | 228 | 240 | 249 | 252 | | | | | | | 252 |
| | Syabu-Yo | 193 | 189 | 188 | 188 | 188 | 188 | | | | | | | 188 |
| | Steak Gusto | 138 | 136 | 136 | 136 | 135 | 135 | | | | | | | 135 |
| | Overseas | 58 | 58 | 57 | 57 | 57 | 57 | | | | | | | 57 |
| | Other | 602 | 606 | 612 | 616 | 616 | 617 | | | | | | | 617 |
| | Total | 3,195 | 3,201 | 3,209 | 3,225 | 3,225 | 3,224 | | | | | | | 3,224 |

## Highlights

**Overview** Total Sales: +3.8%

・ Total sales, including new store openings after 2018, increased by 3.8% YoY

**SSS** Sales: +1.8%, Traffic: -3.0%, Average Ticket Price: +4.9%

・ Limited-time offering "Meat Festival 2019" at Gusto continues to perform well and contributes to increased unit prices

・ Limited-time offering at Bamiyan "Summer Championship" maintains strong sales. In addition, sales of desserts such as tapioca drinks are strong and lead to sales growth

・ Yumean started limited-time offering "Special Summer Fair" from June 6. This offers Japanese dishes using selected ingredients
In particular, "set meal of seafood rice bowl with jumbo shrimp and salmon roe" is popular as a high value-added product and it sells more than planned

**New Openings** 5 new stores were opened in June. Of which 2 were Karayoshi, 1 was Gusto, 1 was Syabu-Yo and the remaining 1 was other brand.

Total of 40 new stores were opened in the first half of 2019. This is in line with the annual plan of 70-80 new openings

**Other**

・ All restaurants under Skylark Restaurants Co., Ltd stopped using disposable plastic drinking straws from the drink bars from June 6

・ For the non-smoking of all stores on September 1 , smoking is prohibited at 1,993 stores as of end-June

・ QR code settlement is introduced for delivery service at all stores on June 6. Conducted a 10% points back campaign with Rakuten Pay on June 13 and successfully increased number of users

## Highlights




**Yumean: Limited-time offering**
**"Set meal of seafood rice bowl with jumbo shrimp and salmon roe"**




**Bamiyan: Deserts**
**Aiyu jelly, snow cones and drinks topped with chewy tapioca**




**QR code settlement is introduced for delivery service at all stores**

**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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