December 2019 Skylark Group Monthly IR Report

Jan 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%	-2.4%	4.4%	3.4%	-5.6%	2.9%	-2.0%	2.4%
Same Store	Sales	2.4%	3.3%	3.1%	1.2%	4.2%	1.8%	-4.3%	2.7%	1.5%	-7.5%	0.7%	-4.4%	0.3%
	Traffic	2.2%	2.4%	0.2%	-1.1%	-0.5%	-3.0%	-8.4%	-2.6%	-4.4%	-11.1%	-2.8%	-7.5%	-3.2%
	ATP	0.2%	0.9%	2.9%	2.3%	4.7%	4.9%	4.5%	5.5%	6.2%	4.0%	3.6%	3.3%	3.6%

New Store Openings		10	6	10	7	3	5	4	2	11	9	9	10	86
Remodels		12	18	31	18	15	18	19	12	11	10	11	0	175
Brand Conversions		4	11	10	13	11	2	8	0	1	1	0	1	62
# of Stores	Gusto	1,365	1,366	1,364	1,362	1,352	1,347	1,346	1,345	1,346	1,345	1,346	1,346	1,346
	Bamiyan	333	332	328	330	332	332	332	332	333	332	332	334	334
	Jonathan's	298	296	296	296	296	296	295	294	294	294	294	294	294
	Yumean	208	218	228	240	249	252	260	260	262	264	267	268	268
	Syabu-Yo	193	189	188	188	188	188	188	188	188	188	188	188	188
	Steak Gusto	138	136	136	136	135	135	135	135	135	135	135	137	137
	Overseas	58	58	57	57	57	57	57	57	59	59	59	61	61
	Other	602	606	612	616	616	617	619	618	618	625	630	630	630
	Total	3,195	3,201	3,209	3,225	3,225	3,224	3,232	3,229	3,235	3,242	3,251	3,258	3,258

Highlights

Overview

Total Sales: - 2.0%, Same Store Sales: -4.4%

・ In addition to the consumption tax hike, average winter bonuses declined from last year. Harsh consumption conditions continue

・ In December, sales decreased due to two less weekend days compared to last year

・ Revision of working hours to improve employees' working environment (Shortened restaurant business hours on New Year's Eve and New Year's Day included) resulted in sales decline

SSS

Traffic: -7.5%, Average Ticket Price: ＋3.3%

・ As consumption tax hike countermeasures, series of special promotions has been implementing to stimulate demand of family customers

・ Higher priced items such as Bamiyan's "Cut Steak on Fried Rice", Jonathan's limited-number item "Snow crab on shell", and Yumean's "Crab set-menu" sold well on special occasions at the end of the year

・ Smoking at all group restaurants from September 1 continues to lead to sales decline, especially stores at station-front locations

・ FLO recorded the highest sales of Christmas Cakes

Limited-number of original French-style Osechi "Traditional Japanese New Year foods" shown stable sales after enhancing its ingredients and contents from last year

New Openings

・ 10 new stores were opened in December. Of which 2 were Bamiyan, 2 were Steak Gusto, 1 was Syabu-Yo, 1 was Karayoshi, 1 was Musashino Mori Coffee, 2 were in Taiwan and the remaining 1 was other brand

・ Total 86 of new stores, 175 of remodeled sores, and 62 converted stores opened in 2019

Highlights



Jonathan's: Limited-time offering
Iberico Pork Fair



Yumean: Limited-time offering
Winter Fair



Bamiyan: Limited-time offering



FLO: Limited-number only
Original Osechi
(Traditional Japanese New Year foods)

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*

3 ATP: Average Ticket Price *Customer traffic from delivery = Delivery sales / Average check

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