February 2020 Skylark Group Monthly IR Report

Mar 6, 2020
Skylark Holdings Co., Ltd.
(Code 3197)

2020

(%YoY)		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
All	Sales	0.0%	1.8%											0.8%
Same Store	Sales	-2.4%	-0.4%											-1.5%
	Traffic	-6.2%	-4.7%											-5.5%
	ATP	4.1%	4.4%											4.2%

New Store Openings		0	7											7
Remodels		0	0											0
Brand Conversions		2	6											8
# of Stores	Gusto	1,347	1,346											1,346
	Bamiyan	334	337											337
	Jonathan's	294	294											294
	Yumean	268	268											268
	Syabu-Yo	188	188											188
	Steak Gusto	137	137											137
	Overseas	61	60											60
	Other	622	622											622
	Total	3,251	3,252											3,252

*Total number of stores excludes 2 stores that are temporarily closed for remodeling

Highlights

Overview Total Sales: ＋1.8%, Same Store Sales: -0.4%

・ In February one more day due to the leap year, and two more weekend days compared to last year generated a positive impact

・ Consumer sentiment was constrained by consumption tax increase. The ban on smoking at all group restaurants also leads to traffic decline to some extent

・ As a part of work style reform, business hours shortening was implemented at 419 stores. By improving restaurant turnover rate, negative impacts to be minimized

・ The customer traffic gradually declined from late February onwards due to the new coronavirus COVID-19 outbreak. One the other hand, takeout and delivery sales are higher than previous year

SSS Traffic: -4.7%, Average Ticket Price: ＋4.4%

・ On February 13, Grand and Fair menu revisions were implemented at Gusto and Jonathan's. This contributed to reducing customer wait times and improve kitchen productivity

・ Gusto's limited-time offerings "Local Noodle Festival "and Uji Matcha desserts are receiving favorable responses from customers

・ At Jonathan's, weekday lunch sales increased by 150% after changing the sales price from ¥636 to ¥599 as a consumer tax increase countermeasure

New Openings 7 new stores were opened in February. Of which 1 was Bamiyan, 5 were Karayoshi and the remaining 1 was FLO

Other

・ From February, all takeout and delivery cutleries were replaced from petroleum-based to biomass plastic

・ QR code payment became available at all Gusto and Jonathan's stores from February

Highlights



Gusto: Limited-time offering
CheeseIN Thanks Fair



Bamiyan: Limited-time offering



Bamiyan: Limited-time offering

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	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

Note

1 The data is consolidated domestic sales at restaurant level and does not include overseas sales.

2 Total sales and Customer traffic are calculated on a monthly sales basis

3 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

Contacts:
IR team
IR_group@skylark.co.jp