September 2020 Skylark Group Monthly IR Report

Oct 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%	-22.2%	-57.2%	-46.6%	-29.2%	-25.2%	-25.9%	-21.0%				-25.3%
Same Store	Sales	-2.4%	-0.4%	-23.9%	-58.2%	-47.8%	-30.6%	-26.4%	-26.8%	-21.7%				-26.8%
	Traffic	-6.2%	-4.7%	-25.8%	-59.6%	-52.6%	-34.1%	-29.8%	-30.9%	-25.2%				-30.1%
	ATP	4.1%	4.4%	2.6%	3.5%	10.2%	5.3%	4.8%	5.9%	4.6%				4.7%
New Store Openings		0	7	11	13	5	1	3	2	3				45
Store Renovations		0	0	10	15	0	0	0	0	0				25
Brand Conversions		2	6	4	4	3	5	4	0	2				30
# of Stores	Gusto	1,347	1,346	1,346	1,351	1,351	1,349	1,344	1,344	1,341				1,341
	Bamiyan	334	337	337	340	341	341	339	338	339				339
	Jonathan's	294	294	295	295	294	291	288	285	284				284
	Syabu-Yo	268	268	271	272	274	274	274	270	269				269
	Yumean	188	188	188	188	188	188	188	188	188				188
	Steak Gusto	137	137	137	138	138	136	135	135	135				135
	Overseas	61	60	60	61	61	62	62	63	62				62
	Other	622	622	627	627	622	620	609	599	599				599
	Total	3,251	3,252	3,261	3,272	3,269	3,261	3,239	3,222	3,217				3,217

*Total number of stores excludes 1 store that is temporarily closed for store renovations

Highlights

Overview

Total Sales: -21.0%, Same Store Sales: -21.7%

・ Sales are on the recovery trend from the end of August. Consumer spending slowly recovering due to the Go To Travel Campaign which is a Japanese government-backed travel discount program

・ In September, one less weekend day compared to last year generated a negative impact

・ Until September 15, all restaurants in Tokyo 23 wards shortened closing hours to 10 p.m. upon local authorities' requests, this generated a sales decline (From September 16, all stores nationwide resumed normal operating hours, closing times are 11:30 p.m.)

SSS

Traffic: -25.2%, Average Ticket Price: +4.6%

・ CheeseIN Hamburg is selling well due to tie-in campaign with SmartNews which offers 50% discount coupons. Also, TV commercials contributed to a traffic increase

・ From September 10, Aiya and Yumean started selling Sushi at all stores, which was originally available only at limited stores. At the same time, Tempura, Udon and Soba noodles menus were revised

・ In September, Gusto started take-out promotions which offers Margherita Pizza at 399 yen, followed by other campaigns such as Bamiyan's Mapo Tofu and Jonathan's popular chicken dish offerings at 399 yen

・ Totoyamichi and Aiya started limited-time campaign which offers free gift exchange coupons to customers who spent more than 2,500 yen, allowing the customers to exchange the coupons with a pair of small ceramic plates "Mino-yaki" on their next time visits

・ In September delivery sales increased by approx. 31%, take-out sales is approx. 2.2 times higher than the previous year

Other

To reduce food loss in restaurants, the Group stared offering eco-friendly leftover takeaway containers for free

The Group continues to promote the COVID-19 prevention measures inside and outside the store in accordance with the guidelines of the government

Part of the prevention measures is ventilation system which brings in outside fresh air into restaurants once in 10 minutes

Highlights



Gusto: Tie-in promotion with SmartNews
CheeseIN Hamburg 50% discount



The COVID-19 Control Measures (In-Store)



The Food Loss Reduction Measures:
offering leftover takeaway containers

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

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