October 2020 Skylark Group Monthly IR Report

Nov 12, 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%	-11.1%			-24.1%
Same Store	Sales	-2.4%	-0.4%	-23.9%	-58.2%	-47.8%	-30.6%	-26.4%	-26.8%	-21.7%	-11.6%			-25.4%
	Traffic	-6.2%	-4.7%	-25.8%	-59.6%	-52.6%	-34.1%	-29.8%	-30.9%	-25.2%	-16.4%			-28.8%
	ATP	4.1%	4.4%	2.6%	3.5%	10.2%	5.3%	4.8%	5.9%	4.6%	5.7%			4.8%
New Store Openings		0	7	11	13	5	1	3	2	3	0			45
Store Renovations		0	0	10	15	0	0	0	0	0	0			25
Brand Conversions		2	6	4	4	3	5	4	0	2	1			31
# of Stores	Gusto	1,347	1,346	1,346	1,351	1,351	1,349	1,344	1,344	1,341	1,334			1,334
	Bamiyan	334	337	337	340	341	341	339	338	339	340			340
	Jonathan's	294	294	295	295	294	291	288	285	284	284			284
	Syabu-Yo	268	268	271	272	274	274	274	270	269	266			266
	Yumean	188	188	188	188	188	188	188	188	188	186			186
	Steak Gusto	137	137	137	138	138	136	135	135	135	135			135
	Overseas	61	60	60	61	61	62	62	63	62	62			62
	Other	622	622	627	627	622	620	609	599	599	594			594
	Total	3,251	3,252	3,261	3,272	3,269	3,261	3,239	3,222	3,217	3,201			3,201

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

Highlights

Overview

Total Sales: -11.1%, Same Store Sales: -11.6%

・ The mood of self-restraint to dine-out was eased as the Go To Eat Campaign (government-backed restaurant discount program) started, followed by the Go To Travel Campaign

・ Negative SSS impact due to consumption tax hike and smoking ban at all stores which started October 2019 ended in October 2020

・ Unlike the previous year, sales in October was not affected by the weather, however, one less weekend day compared to last year generated a negative impact

SSS

Traffic: -16.4%, Average Ticket Price: +5.7%

・ The number of stores which offer Karayoshi's Karaage inside of Gusto stores is increased to 195 by the end of October 2020 (1,130 in March 2021)

・ To raise awareness of the Skylark app, Gusto offers popular items such as Grilled Garlic Chicken and Margherita Pizza at 399 yen. And to maximize the effect, offerings were promoted with push notifications, Twitter and news release distributions

・ In 2020, 55 stores of brand conversion is planned (31 stores are converted by October).

・ In October delivery sales increased by approx. 42%, take-out sales is approx. twice higher than the previous year

Other

To improve employees' working environment, the Company announced to shorten restaurant business hours on New Year's Eve and New Year's Day

The Group participates the Go To Eat Campaign. Premium Meal Vouchers are available at all brands' stores, and some brands offer online-reservation points

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

Highlights



Gusto/ Karayoshi: Increased number of Gusto stores offer Karayoshi's Karaage





Increased QR code payment options



Go to Eat Campaign: Coupons and online reservation are available

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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