November 2020 Skylark Group Monthly IR Report

Dec 7, 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%	-15.7%		-23.3%
Same Store	Sales	-2.4%	-0.4%	-23.9%	-58.2%	-47.8%	-30.6%	-26.4%	-26.8%	-21.7%	-11.6%	-14.9%		-24.5%
	Traffic	-6.2%	-4.7%	-25.8%	-59.6%	-52.6%	-34.1%	-29.8%	-30.9%	-25.2%	-16.4%	-20.9%		-28.2%
	ATP	4.1%	4.4%	2.6%	3.5%	10.2%	5.3%	4.8%	5.9%	4.6%	5.7%	7.5%		5.1%
New Store Openings		0	7	11	13	5	1	3	2	3	0	0		45
Store Renovations		0	0	10	15	0	0	0	0	0	0	0		25
Brand Conversions		2	6	4	4	3	5	4	0	2	1	7		38
# of Stores	Gusto	1,347	1,346	1,346	1,351	1,351	1,349	1,344	1,344	1,341	1,334	1,321		1,321
	Bamiyan	334	337	337	340	341	341	339	338	339	340	337		337
	Jonathan's	294	294	295	295	294	291	288	285	284	284	262		262
	Syabu-Yo	268	268	271	272	274	274	274	270	269	266	261		261
	Yumean	188	188	188	188	188	188	188	188	188	186	182		182
	Steak Gusto	137	137	137	138	138	136	135	135	135	135	130		130
	Overseas	61	60	60	61	61	62	62	63	62	62	62		62
	Other	622	622	627	627	622	620	609	599	599	594	576		576
	Total	3,251	3,252	3,261	3,272	3,269	3,261	3,239	3,222	3,217	3,201	3,131		3,131

*Total number of stores excludes 12 stores that are temporarily closed for store renovations

Highlights

Overview

Total Sales: -15.7%, Same Store Sales: -14.9%

・ The third wave of the COVID-19 surges across the nation toward the second half of November

・ The Company shortened some restaurants' operating hours by following the requests from local authorities

SSS

Traffic: -20.9%, Average Ticket Price: +7.5%

・ Sales increased due to the Go To Eat Campaign (government-backed restaurant discount program)

・ Gusto implemented Grand and limited-time menu reform. Grand menu reforms: lunch menu enhanced by having more variety of hamburg, chicken, sandwich dishes. Limited-time menu reforms: Menu item poll implemented, allowing customers to choose between "Premium Cheese-In Hamburg with 100% Beef " and "Cheese-In Minced-meat Cutlet"

・ Bamiyan's limited-time offerings "Chinese seafood festival" targeting female customers with selected ingredients and seasoning. Popular dish from the previous limited-time offerings "Taiwan-style Mixed Noodles" are sold again with more variety of noodle options

・ In November delivery sales increased by approx. 38%, take-out sales is approx. twice higher than the previous year

・ In November 6 out of 7 brand conversions are into Gusto, with aim of expanding the Group's delivery areas

Other

The Company started selling Gusto's Cheese-In Hamburg and Bamiyan's Frozen Gyoza on Rakuten and Amazon

The online-reservation points offering part of the Go to Eat Campaign is ended

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, frequently sanitizing door knobs, the drink bar corner, tables, order terminal screens and other surfaces and so on

Highlights



Gusto: Cheesy Dish Championship



Bamiyan: TV coverage on weekend's popular show

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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