January 2021 Skylark Group Monthly IR Report

Feb 12, 2021
Skylark Holdings Co., Ltd.
(Code 3197)

2021

(%YoY)		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
All	Sales	-35.3%												-35.3%
Same Store	Sales	-33.5%												-33.5%
	Traffic	-38.7%												-38.7%
	ATP	8.6%												8.6%
New Store Openings		10												10
Store Renovations		0												0
Brand Conversions		9												9
# of Stores	Gusto	1,327												1,327
	Bamiyan	337												337
	Syabu-Yo	265												265
	Jonathan's	242												242
	Yumean	181												181
	Steak Gusto	126												126
	Overseas	62												62
	Other	567												567
	Total	3,107												3,107

*Total number of stores excludes 17 stores that are temporarily closed for store renovations

Highlights

■ Overview

Total Sales: -35.3%, Same Store Sales: -33.5%

・ The Company shortened approx. 2,400 restaurants' operating hours in response to the second state of emergency declaration and the requests from local authorities

・ Eat-in sales decreased by 40-50% YoY (sales composition ratio: 70%), delivery sales increased by approx. 60% YoY (sales composition ratio: 20%), take-out sales doubled from the same month last year (sales composition ratio: 10%)

■ SSS

Traffic: -38.7%, Average Ticket Price: +8.6%

・ Limited-time delivery and take-out items which were developed for New Year's special occasions sold well: Aiya and Yumean's sushi and eel menus Bamiyan's "winter holiday special plates" and shark fin menus, and Jonathan's "beef fillet steak"

・ Gusto's delivery and take-out hotpot menus also received favorable responses from customers after renewing their flavor and ingredients: "Sukiyaki hotpot with beef and prawns", and "Spicy hotpot with Chinese cabbage and prawns"

・ Yumean started offering 9 new take-out items such as hotpot and noodle menus which were originally only available for eat-in.

・ As part of the COVID-19 prevention measures, Syabu-yo introduced 4-in-1 pot. As well as the infection prevention, this new attempt received favorable responses from families as they can share different kinds of flavors at once

■ Store Development

・ In January 2021, the Group implemented 10 new openings and 9 brand conversions

・ New openings: 2 of each were Gusto, Bamiyan, Syabu-yo, and 1 of each was Karayoshi and Musashinomori Coffee, and the remaining 2 were other brands

・ Brand conversions: 5 were into Gusto, 1 of each was into Bamiyan, Syabu-yo, Musashinomori Coffee and La Ohana

■ the COVID-19 Prevention Measures

The Group continues to promote the COVID-19 prevention measures for customers and employees; such as asking for customers' cooperation to wear masks before and after meals and to take temperature before entering into stores, placing partitions, frequently sanitizing inside and outside of stores, and using ventilation system which brings in outside fresh air into restaurants

Highlights







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%	-23.9%	-23.4%
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%	-21.9%	-24.3%
	Traffic	-6.2%	-4.7%	-25.8%	-59.6%	-52.6%	-34.1%	-29.8%	-30.9%	-25.2%	-16.4%	-20.9%	-27.7%	-28.1%
	ATP	4.1%	4.4%	2.6%	3.5%	10.2%	5.3%	4.8%	5.9%	4.6%	5.7%	7.5%	8.0%	5.3%

New Store Openings	0	7	11	13	5	1	3	2	3	0	0	1	46
Remodels	0	0	10	15	0	0	0	0	0	0	0	0	25
Brand Conversions	2	6	4	4	3	5	4	0	2	1	7	15	53
# of Stores	3,251	3,252	3,261	3,272	3,269	3,261	3,239	3,222	3,217	3,201	3,131	3,119	3,119

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