February 2021 Skylark Group Monthly IR Report

Mar 8, 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%	-30.8%											-33.2%
Same Store	Sales	-33.5%	-29.1%											-31.4%
	Traffic	-38.7%	-34.9%											-36.9%
	ATP	8.6%	8.9%											8.7%

New Store Openings		10	7											17
Store Renovations		1	2											3
Brand Conversions		9	21											30
# of Stores	Gusto	1,327	1,336											1,336
	Bamiyan	337	340											340
	Syabu-Yo	265	268											268
	Jonathan's	242	232											232
	Yumean	181	180											180
	Steak Gusto	126	126											126
	Overseas	62	62											62
	Other	567	573											573
	Total	3,107	3,117											3,117

*Total number of stores excludes 7 stores that are temporarily closed for store renovations

Highlights

■ Overview

Total Sales: -30.8%, Same Store Sales: -29.1%

・ In Greater Tokyo Area, the Company continues to shorten approx. 1,500 restaurants' operating hours to 20:00 comply with a requirement of the government

・ In other regions, restriction on restaurants' business hours started to loosen, and the number of stores which extend their operating hours to 21:00 is slowly increasing

・ Delivery sales increased by approx. 60% YoY, take-out sales increased by 2.3 times YoY

■ SSS

Traffic: -34.9%, Average Ticket Price: +8.9%

・ Both delivery and take-out sales remain strong. At Gusto, menu items with special materials such as limited-time menu "4 kinds of seafood on rice" and bento boxes with special offer price are selling well

At Bamiyan, take-out only menu items such as fried-rice bento, two-tones dumplings, pan-fried xiao long bao, chili prawns, and limited-time campaign menu with extra prawns received favorable responses

・ Syabu-Yo started limited-time offering "ready to eat hotpot kits" from February 19

・ Totoyamichi and Aiya started limited-time campaign which offers coupons to customers with exchange of a pair of small ceramic plates "Mino-yaki" on their next time visits

■ Store Development

・ New openings: 2 of each were Gusto and Syabu-Yo, and 1 of each was Bamiyan and chawan

・ The Group opened the first cloud kitchen store (delivery and take-out only) in Shin-nakano, Tokyo in order to expand delivery area

・ Brand conversions: 9 were into Gusto, 5 were Musashinomori Coffee, 2 of each were Bamiyan and La Ohana, 1 of each was Syabu-Yo and Totoyamichi, and the remaining 1 was other brand

The 30 stores that converted in 2021 increased sales by approx. 50% compared to before the conversion

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

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