March 2021 Skylark Group Monthly IR Report

Apr 6, 2021
Skylark Holdings Co., Ltd.
(Code 3197)

2021 vs. 2020

(%YoY)		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
All	Sales	-35.3%	-30.8%	-8.8%										-25.4%
Same Store	Sales	-33.5%	-29.1%	-6.3%										-23.4%
	Traffic	-38.7%	-34.9%	-13.9%										-29.6%
	ATP	8.6%	8.9%	8.9%										8.7%

New Store Openings		10	7	5										22
Store Renovations		0	0	0										0
Brand Conversions		9	21	10										40
# of Stores	Gusto	1,327	1,336	1,333										1,333
	Bamiyan	337	340	339										339
	Syabu-Yo	265	268	272										272
	Jonathan's	242	232	227										227
	Yumean	181	180	174										174
	Steak Gusto	126	126	126										126
	Overseas	62	62	64										64
	Other	567	573	570										570
	Total	3,107	3,117	3,105										3,105

*Total number of stores excludes 11 stores that are temporarily closed for store renovations

2021 vs. 2019

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Same Store Sales	-34.7%	-29.3%	-29.1%										-31.1%

Highlights

■ Overview

Same Store Sales (vs. 2020): -6.3%, Same Store Sales (vs. 2019): -29.1%

・ Since the impact of the COVID-19 had already begun to appear in March last year, same store sales decrease was limited to 6.3% YoY, however, same store sales were still severe at -29.1% compared to 2019

・ The operating hours extended to 21:00 at approx. 1,800 restaurants, including stores at Greater Tokyo Area, after the state of emergency had been lifted

・ Delivery sales increased by approx. 50% YoY, take-out sales increased by approx. 90% YoY

■ SSS

Sales: -6.3%, Traffic: -13.9%, Average Ticket Price: +8.9%

・ Eat-in sales gradually increased after the state of emergency lifted. At Gusto, revival of Chicken steak and Keema curry menu sold well

・ Grand menu of Steak Gusto renewed. 3 kinds of key steak menus come with more various salad, side menu, and sauce options, which offers alternatives to customers

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

・ Aiya and Yumean started limited-time "Toyama special" campaign which offers exclusive ingredients and items. Also, limited number of gift paper charms of legendary Japanese spirit "Kutabe" received favorable responses

■ Store Development

・ New openings: 1 of each was Syabu-Yo and Musashinomori Coffee, and 3 were in Taiwan

・ Brand conversions: 3 were into Syabu-Yo and La Ohana, 2 were into Musashinomori Coffee, and 1 was into Bamiyan

・ The 40 stores that converted between January and March in 2021 increased sales by approx. 60% compared to before the conversion

Highlights









2020 vs. 2019

(%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 for YoY sales comparison 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

4 Same store for sales compare to 2019 is defined as a store which has been open for 25 months or longer (includes stores which underwent brand conversion)

Contacts:
IR team
IR_group@skylark.co.jp