April 2021 Skylark Group Monthly IR Report

May 14, 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%	60.9%									-13.8%
Same Store	Sales	-33.5%	-29.1%	-6.3%	64.6%									-11.4%
	Traffic	-38.7%	-34.9%	-13.9%	54.6%									-18.2%
	ATP	8.6%	8.9%	8.9%	6.5%									8.2%
New Store Openings		10	7	5	6									27
Store Renovations		0	0	0	2									2
Brand Conversions		9	21	10	10									50
# of Stores	Gusto	1,327	1,336	1,333	1,335									1,335
	Bamiyan	337	340	339	339									339
	Syabu-Yo	265	268	272	275									275
	Jonathan's	242	232	227	224									224
	Yumean	181	180	174	174									174
	Steak Gusto	126	126	126	125									125
	Overseas	62	62	64	64									64
	Other	567	573	570	573									573
	Total	3,107	3,117	3,105	3,109									3,109

*Total number of stores excludes 5 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%	-30.0%									-31.1%

Highlights

■ Overview

Same Store Sales (vs. 2020): +64.6%, Same Store Sales (vs. 2019): -30%

・ After April, approx. 700 stores shortened closing hours upon local authorities' stricter measures to prevent the spread of the virus

・ In addition to the above, approx. 820 stores shortened closing hours to 20:00 in Tokyo and three other areas, upon the third state of emergency which declared on April 25, this generated a sales decline

■ Menu & Promotions

・ Gusto's limited-time offerings emphasized the theme of "enjoying dining out" , "menus with commitment to materials", and "health". Menu items such as "Jumbo steak", "Keema curry with 10 kinds of vegetables", and "Revival of Spicy chicken steak" received favorable responses

・ Aiya and Yumean's limited-time offerings were to provide customers with tourist-like experience with exclusive menu ingredients and items.

・ We introduced our “karaage” fried chicken specialty brand, Karayoshi, which has had strong take-out sales, as a “brand-within-brand” in approximately 1,300 of our existing Gusto restaurants nationwide (and there is 90 Karayoshi stores)

■ Store Development

・ New openings: 2 were Syabu-Yo, Gusto, Steak Gusto, FLO Prestige, and 1 of each was Taiwan

・ Brand conversions: 5 were into Musashinomori Coffee, 2 were Syabu-Yo, 2 were La Ohana, and 1 was Gusto

・ As of end-April, the number of converted stores into Musashino Mori Coffee was 60 and La Ohana was 11

Highlights

Menus at Gusto were featured on TV.



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