May 2021 Skylark Group Monthly IR Report (Flash Figures)

Jun 2, 2021
Skylark Holdings Co., Ltd.
(Code 3197)

Preliminary figures for the most recent month
The finalized figures will be disclosed in the report next month

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%	23.0%								-8.4%
Same Store	Sales	-33.5%	-29.1%	-6.3%	64.6%	28.6%								-5.6%
	Traffic	-38.7%	-34.9%	-13.9%	54.6%	29.1%								-11.8%
	ATP	8.6%	8.9%	8.9%	6.5%	-0.4%								7.0%
New Store Openings		10	7	5	6	2								29
Store Renovations		0	0	0	2	0								2
Brand Conversions		9	21	10	10	4								54
# of Stores	Gusto	1,327	1,336	1,333	1,335	1,335								1,335
	Bamiyan	337	340	339	339	340								340
	Syabu-Yo	265	268	272	275	275								275
	Jonathan's	242	232	227	224	223								223
	Yumean	181	180	174	174	174								174
	Steak Gusto	126	126	126	125	125								125
	Overseas	62	62	64	64	65								65
	Other	567	573	570	573	575								575
	Total	3,107	3,117	3,105	3,109	3,112								3,112

*Total number of stores excludes 3 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%	-32.9%								-31.1%

Highlights

■ Overview

Same Store Sales (vs. 2020): +28.6%, Same Store Sales (vs. 2019): -32.9%

・ In May, approx. 2,300 stores continued to shorten business hours by following local authorities' stricter measures to prevent the spread of the COVID-19

■ Menu & Promotions

・ Gusto's limited-time Spring campaign which offers coupons to customers with exchange of a pair of small ceramic plates designed by a popular ceramic artist on their next time visits

For the menu, "Jumbo steak" and revised item "Chicken nanban" which is sweet and sour fried chicken with tartar sauce received favorable responses

・ Bamiyan started offering new set menu items which are lower-priced and same price day and night in response to single-serve food demands

the set menus' minimum price is ¥599 (¥659 after tax), and come with customizable menu options such as amount of rice and with or without soup

・ Jonathan's limited-time "Tohoku and Sanriku special" campaign offers exclusive ingredients and items. Highlighted 3 menu items are "Sanriku oyster and scallops rice-bowl", "6 kinds of seafood rice-bowl", and "Premium Aomori beef rice-bowl"

■ Store Development

・ New openings: 1 was FLO Prestige, and 1 was Malaysia (Shabuyo)

・ Brand conversions: 2 were into Musashinomori Coffee, and 1 of each was into Bamiyan and La Ohana

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
Store Renovations	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)

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