September 2021 Skylark Group Monthly IR Report (Flash Figures)

Oct 4, 2021
Skylark Holdings Co., Ltd.
(Code 3197)

These are preliminary figures for the most recent month.
The finalized figures will be disclosed in the next month's report.
There was a miscalculation in all-store YoY sales figures for May to August 2021. The corrected numbers are below.

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%	25.7%	-10.2%	-2.3%	-18.4%	-22.6%				-10.7%
Same Store	Sales	-33.5%	-29.1%	-6.3%	64.6%	28.6%	-7.5%	0.3%	-16.7%	-20.7%				-8.3%
	Traffic *1	-30.8%	-26.8%	-6.5%	45.7%	15.3%	-7.9%	-0.8%	-14.4%	-16.5%				-8.3%
	ATP *2	-3.9%	-3.1%	0.3%	13.0%	11.6%	0.5%	1.0%	-2.7%	-5.0%				0.0%
New Store Openings		10	7	4	6	2	1	7	0	1				38
Store Renovations		0	0	0	2	0	0	0	0	1				3
Brand Conversions		9	21	10	10	4	0	4	0	3				61
# of Stores	Gusto	1,327	1,336	1,333	1,335	1,335	1,333	1,333	1,333	1,330				1,330
	Bamiyan	337	340	339	339	340	340	342	342	344				344
	Syabu-Yo	265	268	272	275	275	274	274	274	274				274
	Jonathan's	242	232	227	224	223	220	220	220	216				216
	Yumean	181	180	174	174	174	174	174	174	174				174
	Steak Gusto	126	126	126	125	125	125	124	124	122				122
	Overseas	62	62	63	64	65	64	66	65	66				66
	Other	567	573	570	573	575	574	578	576	575				575
	Total	3,107	3,117	3,104	3,109	3,112	3,104	3,111	3,108	3,101				3,101

*Total number of stores excludes 4 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%	-33.0%	-35.3%	-25.3%	-38.5%	-37.5%				-32.6%

Highlights

■ Overview

Same Store Sales (vs. 2020): -20.7%, Same Store Sales (vs. 2019): -37.5%

- State of emergency extended to end of September. Shortened business hours in approx. 2,490 stores including local government measures.
- State of emergency lifted as of Sept 30. Restrictions in restaurants to scale down in gradual steps.

■ Menu & Promotions

- Gusto's LTO "Beef & Crab" fair began on Sept 2. "Beef CheeseIN Minced Cutlet on Spaghetti Neapolitan", "Misuji Cut Steak", "Egg Omelet Over Rice with Crab Thick Sauce", "Salmon & Crab Cream Spaghetti" have had favorable response, mainly from female customers. Suggested mini-salads and spring rolls on the same menu to promote additional orders.
- Weekday only set menu "Bami-Tei", introduced in May, still very popular in Bamiyan
- First time for Jonathan's to sell plant-based "Farm Meat Hamburg" made from soybeans. Served with low-GI bread, salad and superfoods and appealed healthiness of Jonathan's. Use of soy meat mitigates environmental burdens arising from livestock consumption, and contributing to environmental issues as such is an important management issue for Skylark Group.
- At Syabu-yo, discount course prices started for customers over 60yrs old for all courses so that seniors can enjoy all-you-can-eat more casually

■ Store Development

- New store openings: Opened first Syabu-yo store in the United States in Chicago on Sept 29.
- Brand conversions: Brand conversions to 2 Bamiyans, 1 Musashino Mori Coffee

■ Others

- "Platinum Passport", which gives 5% discount to customers over 60yrs old for dine-in and take-out, is added to the Skylark App, and is extended for use in all Gusto stores. Can now be used in 9 brands, spanning over 2,200 stores, including Bamiyan, Jonathan's, Yumean, Steak Gusto and Aiya.

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	-5.7%	-3.7%	-24.0%	-52.3%	-39.0%	-27.3%	-24.4%	-25.6%	-20.5%	-12.2%	-16.2%	-21.8%	-23.1%
	ATP	3.6%	3.4%	0.2%	-12.3%	-14.4%	-4.6%	-2.8%	-1.6%	-1.5%	0.7%	1.6%	-0.1%	-1.6%

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 (vs LY) is defined as a store which has been open for 13 months or longer (includes stores which have undergone brand conversions)
Customer traffic includes traffic from the delivery and take-out businesses calculated in the below manner*
*Customer traffic from delivery = Delivery sales / ATP for Eat-in
*Customer traffic from take-out = Take-out sales / ATP for Eat-in
4 YoY ATP only includes ATP from Eat-In
5 Same store (vs 2019) is defined as a store which has been open for 25 months or longer (includes stores which have undergone brand conversions)

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