# May 2022 Skylark Group Monthly IR Report (Flash Figures)

These are preliminary figures for the most recent month.
The finalized figures will be disclosed in the next month's report.

Jun 2, 2022
Skylark Holdings Co., Ltd.
(Code 3197)

**2022 vs. 2021**

| (%YoY) | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| All | Sales | 115.1% | 92.3% | 98.4% | 109.9% | 121.3% | | | | | | | | 107.3% |
| Same Store | Sales | 115.8% | 93.1% | 99.0% | 110.6% | 122.0% | | | | | | | | 108.0% |
| | Traffic | 111.8% | 94.0% | 98.7% | 107.5% | 114.9% | | | | | | | | 105.3% |
| | ATP | 103.6% | 99.0% | 100.4% | 102.9% | 106.2% | | | | | | | | 102.5% |
| New Store Openings | | 4 | 1 | 1 | 0 | 1 | | | | | | | | 7 |
| Remodeling | | 22 | 13 | 15 | 31 | 36 | | | | | | | | 117 |
| Brand Conversions | | 3 | 3 | 2 | 5 | 0 | | | | | | | | 13 |
| # of Stores | Gusto | 1,329 | 1,328 | 1,326 | 1,324 | 1,323 | | | | | | | | 1,323 |
| | Bamiyan | 351 | 353 | 354 | 356 | 356 | | | | | | | | 356 |
| | Syabu-Yo | 274 | 274 | 275 | 276 | 276 | | | | | | | | 276 |
| | Jonathan's | 210 | 210 | 210 | 209 | 208 | | | | | | | | 208 |
| | Yumean | 174 | 174 | 174 | 174 | 174 | | | | | | | | 174 |
| | Steak Gusto | 116 | 115 | 114 | 112 | 111 | | | | | | | | 111 |
| | Overseas | 69 | 70 | 71 | 71 | 72 | | | | | | | | 72 |
| | Other | 576 | 573 | 570 | 571 | 570 | | | | | | | | 570 |
| | Total | 3,099 | 3,097 | 3,094 | 3,093 | 3,090 | | | | | | | | 3,090 |

*Total number of stores excludes 1 store that are temporarily closed for store renovations

**2022 vs. 2019**

| | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Same Store Sales | 75.5% | 65.7% | 71.0% | 77.4% | 81.7% | | | | | | | | 74.4% |

## Highlights

**■ Sales Overview**

Same Store Sales (vs. 2021): 122.0%, Same Store Sales (vs. 2019): 81.7%

**-GW sales**

- Sales for Golden Week trended at a higher level than the sales trend after spring break
- Specialty brands such as Syabu-Yo, Musashino Mori Coffee, La Ohana, Totoyamichi, and chawan are doing especially well

**-Summary**

- Sales declined after Golden Week, but at the end of May, a recovery trend could be seen

**-In Detail**

- By daypart: Dinner time traffic recovered significantly during the last week (7pt increase vs last week)
- Delivery: Although dine-in sales increased, delivery sales were also high. Assumption: delivery has become a part of everyday life
- Location: Dine-in sales are stronger in urban areas; sales have a weaker trend in non-urban areas
- Customer Segment: Though guest count of male senior segments recovered to over 100% vs FY2019, recovery is weaker for young families and younger generations

**■ Menu & Promotion**

- Resumed promotion from May 26. Ultra Coupon Discount Festival to be continuously for the next 6 weeks in 4 brands, Gusto, Bamiyan, Jonathan's and Yumean
- Gusto: LTO menus introduced on May 26. Pre/Post comparison shows guest count increase of 12%, and an average ticket increase of 1% through increase in number of plates ordered
- Syabu-Yo: Offered menus which are appealing to young families and 3 generation families. Syabu-Yo's guest count increased by 3.6% vs LY

**■ Store Development**

- In May: 36 remodels. New store design, using natural tones and creating a relaxing atmosphere, begins for Gusto
  - New stores: 1 store. Opened our third Syabu-Yo store in Malaysia at the LaLaport Bukit Bintang City Centre in Kuala Lumpur

**■ Others**

- Humanitarian fundraising to support Ukraine: 17.86million yen raised from March 8 to April 30 presented to UNHCR
  Same fundraising will continue until the end of June
- QSC improvement efforts fruitful; number of customer voices asking for improvement is 25% less vs LY

## Highlights




**2021 vs. 2020**

| (%YoY) | | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| All | Sales | 64.7% | 69.2% | 91.2% | 160.9% | 125.7% | 89.8% | 97.7% | 81.6% | 77.4% | 90.4% | 93.2% | 113.5% | 91.8% |
| Same Store | Sales | 66.5% | 70.9% | 93.7% | 164.6% | 128.6% | 92.5% | 100.3% | 83.3% | 79.4% | 92.9% | 95.3% | 114.4% | 94.1% |
| | Traffic | 69.2% | 73.2% | 93.5% | 145.7% | 115.3% | 92.1% | 99.2% | 85.6% | 83.5% | 92.5% | 94.5% | 114.0% | 93.8% |
| | ATP | 96.1% | 96.9% | 100.3% | 113.0% | 111.6% | 100.5% | 101.0% | 97.3% | 95.1% | 100.4% | 100.8% | 100.4% | 100.3% |

| | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| New Store Openings | 10 | 7 | 4 | 6 | 2 | 1 | 7 | 0 | 1 | 1 | 0 | 1 | 40 |
| Store Renovations | 0 | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 1 | 20 | 42 | 41 | 106 |
| Brand Conversions | 9 | 21 | 10 | 10 | 4 | 0 | 4 | 0 | 3 | 3 | 4 | 5 | 73 |
| # of Stores | 3,107 | 3,117 | 3,104 | 3,109 | 3,112 | 3,104 | 3,111 | 3,108 | 3,101 | 3,097 | 3,094 | 3,094 | 3,094 |

**2021 vs. 2019**

| | Jan. | Feb. | Mar. | Apr. | May | Jun. | Jul. | Aug. | Sep. | Oct. | Nov. | Dec. | Total |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Same Store Sales | 65.3% | 70.7% | 70.9% | 70.0% | 67.0% | 64.7% | 74.7% | 61.5% | 62.5% | 82.5% | 81.0% | 89.8% | 71.4% |

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)
6 From February 2022, percentages are shown from a 100% base

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