November 2023 Skylark Group Monthly IR Report (Flash Figures)

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

December 5, 2023
Skylark Holdings Co., Ltd.
(Code 3197, TSE Prime)

FY2023 vs FY2022

Sales is consolidated domestic sales at restaurant level and does not include overseas sales.

(%YoY)		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
All	Sales	119.6%	135.1%	123.3%	116.0%	111.6%	109.3%	115.7%	116.0%	117.1%	109.6%	112.2%		116.3%
Same Store	Sales	121.6%	138.8%	126.6%	118.9%	114.6%	112.0%	118.4%	118.6%	119.5%	111.6%	113.8%		118.9%
	Traffic	110.0%	120.8%	112.0%	106.6%	103.7%	99.1%	109.9%	108.7%	111.3%	109.6%	112.6%		109.2%
	ATP	110.6%	114.8%	113.1%	111.6%	110.5%	113.0%	107.7%	109.2%	107.4%	101.8%	101.0%		108.9%
Store Development	New Store Openings	3	4	1	4	1	0	1	3	1	4	4		26
	Remodels	8	8	8	9	8	7	10	7	8	8	9		90
	Brand Conversions	1	3	6	5	4	5	7	0	0	0	0		31
# of Stores	Gusto	1,290	1,287	1,286	1,286	1,283	1,281	1,282	1,281	1,281	1,281	1,282		1,282
	Bamiyan	355	354	354	354	352	352	352	352	352	352	352		352
	Syabu-Yo	274	274	276	277	278	278	278	277	278	278	279		279
	Jonathan's	198	198	196	197	189	188	188	188	188	188	188		188
	Yumean	171	171	169	169	167	167	167	167	167	167	167		167
	Steak Gusto	90	90	90	91	87	87	87	87	87	86	86		86
	Overseas	72	73	73	76	75	75	73	74	73	74	74		74
	Other	536	533	535	529	541	545	550	551	550	553	552		552
	Total	2,986	2,980	2,979	2,979	2,972	2,973	2,977	2,977	2,976	2,979	2,980		2,980
# of stores temporarily closed for brand conversions (not included in the above total)		9	11	8	9	10	7	0	0	1	1	2		2

Highlights

■ Sales Overview

Same Store Sales (vs2022): 113.8%

・November sales continued to keep momentum, including impact from grand menu revisions in our major brands.

■ Menu & Promotion

・Gusto: New grand menu focusing on cost-performance (value-for-money) started on the 16th. With more menu choices in the lower priced categories, per customer item count increased, pushing up guest count and average ticket. Mayo-corn pizza, priced down from 700yen to 500yen, sold 1.5x. Newly introduced menus, such as the 2 kinds of "Tiny Pizzas" and the "Select Lunch Set" where customers can choose both a main and a side, had high sales as well.

・Jonathan's: New grand menu from the 16th. "Lunch Petit Choice Set" and "Japanese Teishoku Lunch Set" are popular, leading to average ticket growth. Past customer favorites, such as "Hot and Sour Soup Noodles" returned to the menu.

・Syabu-Yo: Family segment increased in the 2nd and 3rd week with a special "7-5-3 Year-Old Day" coupon where all elementary school children can eat at 753yen (any course) by showing the special coupon.

・Other: Collaborative promotion was done between Gusto and UberEats from the 1st to the 21st utilizing TV and digital ads. On the condition that the special discount was only applicable to orders over 2,000yen, average ticket increased.

■ Store Development

・In November, we opened 4 new stores and remodeled 9 stores.
(New stores: Syabu-Yo Yokohama Station West Gate, FLO Kaihin Makuhari Perrier, Gusto Lala Terrace Tokyo-Bay, and 1 Syabu-Yo reopened (a relocation) in Malaysia)

■ Others

・Gained 4-Star in "Nikkei SDGs Management Survey 2023". Scored S+ in the Environmental Values category (standard deviation score of 65+).

・Gained AAA score (standard deviation score of 70+) in the Environmental Target category of "Nikkei GX Decarbonization Management Ranking". Ranked 4th of 500 companies that are working actively towards decarbonization.

・Selected by the Environmental Economist Committee as one of "The 20th Environmentally Advanced Company" with a score of AA. Our actions toward food loss reduction and deplasticization, as well as governance and environmental education were acknowledged.



FY2022 vs FY2021

(%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%	125.2%	117.0%	124.9%	130.1%	118.3%	106.3%	101.0%	112.7%
Same Store	Sales	115.8%	93.0%	99.0%	110.6%	122.0%	126.1%	118.0%	126.1%	131.4%	119.4%	107.6%	102.1%	113.7%
	Traffic	111.8%	94.0%	98.6%	107.5%	114.8%	125.4%	116.3%	118.8%	120.1%	110.3%	98.9%	91.5%	108.5%
	ATP	103.6%	99.0%	100.4%	102.9%	106.3%	100.5%	101.4%	106.1%	109.5%	108.3%	108.8%	111.6%	104.8%
New Store Openings		4	1	1	0	1	0	0	1	0	1	0	2	11
Store Renovations		22	16	14	26	31	21	24	14	20	20	16	24	248
Brand Conversions		3	3	2	5	0	0	2	0	0	0	0	2	17
# of Stores		3,099	3,097	3,094	3,093	3,090	3,085	3,085	3,080	3,069	3,058	3,054	3,056	3,056

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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