

October 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.

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

2022 vs2021

(%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%	118.2%			114.9%
Same Store	Sales	115.8%	93.0%	99.0%	110.6%	122.0%	126.0%	118.0%	126.1%	131.4%	119.4%			115.8%
	Traffic	111.8%	94.0%	98.6%	107.5%	114.8%	125.4%	116.3%	118.8%	120.1%	110.2%			111.6%
	ATP	103.6%	99.0%	100.4%	102.9%	106.3%	100.5%	101.4%	106.1%	109.5%	108.3%			103.8%
Store Development	New Store Openings	4	1	1	0	1	0	0	1	0	1			9
	Remodels	22	17	14	26	35	27	31	14	21	20			227
	Brand Conversions	3	3	2	5	0	0	2	0	0	0			15
# of Stores	Gusto	1,329	1,328	1,326	1,324	1,323	1,323	1,323	1,323	1,321	1,319			1,319
	Bamiyan	351	353	354	356	356	356	356	356	356	356			356
	Syabu-Yo	274	274	275	276	276	275	275	275	275	275			275
	Jonathan's	210	210	210	209	208	208	208	208	207	206			206
	Yumean	174	174	174	174	174	174	174	173	173	173			173
	Steak Gusto	116	115	114	112	111	109	109	109	107	102			102
	Overseas	69	70	71	71	72	72	72	72	72	72			72
	Other	576	573	570	571	570	568	568	564	558	555			555
Total		3,099	3,097	3,094	3,093	3,090	3,085	3,085	3,080	3,069	3,058			3,058

2022 vs2019

	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%	81.8%	88.1%	77.6%	82.2%	98.5%			79.7%

Highlights

■ Sales Overview

Same Store Sales (vs2021): 119.4%, Same Store Sales (vs2019): 98.5%

- In Detail

- October saw sound recovery (Sales figure vs2019 includes impact from October 2019 tax hike)
- By daypart: Sales are on a recovery trend except for late dinner time (after 8pm)
- By region: Urban areas continue to see sales recovery. Tohoku, Chugoku and Kyushu areas are relatively weaker
- By brand: 3-day weekend for Sports Day saw further growth in specialty store brands, Totoyamichi, Musashino Mori Coffee, and La Ohana

■ Menu & Promotion

- Gusto: Menu revision on the 6th saw LTOs such as Ginseng Chicken Soup; improved quality of core menus such as Cheese-IN Hamburg. Regional pricing changed to a 3-region system
- Bamiyan: Menu revision on the 13th. New menus such as ramen noodles with thick-soup and wantan side dishes resulted in a lift in ATP
- Jonathan's: Menu revision on the 20th. Limited quantity menu using whole mini Hokkaido pumpkins saw popularity
- Yumean: Menu revision on the 27th. LTO set-menu using premium fish, red bream, drove fair menu sales and ATP increased
- Steak Gusto: All-you-can-eat offered on the 28th for "Meat Day". Order count is growing by month; the campaign is growing to be a monthly standard

■ Store Development

- In October, remodeled 10 stores, refreshed 10 stores. Remodel impact for the 10 stores remodeled in October was +4.4%

■ Others

- POS renewals completed in 1,868 stores; cashless self-serve check-out counters introduced in 586 stores. Shortens customer wait and improves employee productivity
- Installed 2,654 floor service robots in 1,940 restaurants (mainly in Gusto, Syabu-Yo, Bamiyan and Jonathan's)


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

- The data is consolidated domestic sales at restaurant level and does not include overseas sales.
- Total sales and Customer traffic are calculated on a monthly sales basis
- 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
- YoY ATP only includes ATP from Eat-In
- 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)
- From February 2022, percentages are shown from a 100% base

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