

December 2022 Skylark Group Monthly IR Report (Final Figures)

Jan 6, 2023
Skylark Holdings Co., Ltd.
(Code 3197, TSE Prime)

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%	118.3%	106.3%	101.0%	112.7%
Same Store	Sales	115.8%	93.0%	99.0%	110.6%	122.0%	126.0%	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%
Store Development	New Store Openings	4	1	1	0	1	0	0	1	0	1	0	2	11
	Remodels	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	Gusto	1,329	1,328	1,326	1,324	1,323	1,323	1,323	1,323	1,321	1,319	1,318	1,317	1,317
	Bamiyan	351	353	354	356	356	356	356	356	356	356	355	355	355
	Syabu-Yo	274	274	275	276	276	275	275	275	275	275	275	276	276
	Jonathan's	210	210	210	209	208	208	208	208	207	206	206	206	206
	Yumean	174	174	174	174	174	174	174	173	173	173	173	173	173
	Steak Gusto	116	115	114	112	111	109	109	109	107	102	100	99	99
	Overseas	69	70	71	71	72	72	72	72	72	72	72	72	72
	Other	576	573	570	571	570	568	568	564	558	555	555	556	556
Total		3,099	3,097	3,094	3,093	3,090	3,085	3,085	3,080	3,069	3,058	3,054	3,054	3,054

*Total number of stores excludes 2 stores that are temporarily closed for store renovations

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%	98.6%	87.2%	91.7%	81.3%

Highlights

■ Sales Overview

Same Store Sales (vs2021): 102.1%, Same Store Sales (vs2019): 91.7%

- In December, ATP continued to be high. Traffic declined, but was relatively strong, considering the big lift in traffic seen in 2021 from the 99yen alcohol campaign.

- In Detail

- By daypart: Currently considering a re-extension of night time business hours depending on recovery of consumer demands.
- By region: In areas other than large metropolitan cities, increase in commodity prices seem to be resulting in protective consumption sentiments
- By brand: Specialty brands continue to trend well.

■ Menu & Promotion

- Gusto: The course menu developed with a 1-star Michelin chef started in late November still selling well despite a high price, due to promotional activities such as TV commercials and hand towel giveaways. From the 19th, a campaign started targeting lower-spending customers where 3 popular menus become 399yen with the use of Skylark app coupons which contributed to growth in traffic.
- Bamiyan: Taiwan fair started from the 15th. Special menus for year-end/new year's demands and addition of small side dishes to the menu contributed to increase in ATP.
- Syabu-yo: Increased prices including entry price. The new course including seafood is selling well. ATP grows from rise in demand towards the year-end.
- Jonathan's: New menus from the 15th, including bouillabaisse. Fair desserts using domestic strawberries and Hokkaido cheese cake also contributed to rise in ATP.

■ Store Development

- In December, we remodeled 9 stores, refreshed 15 stores. Remodel impact for the 9 stores remodeled in December was +9.0%.

■ Others

- Completed installation of all 3,000 floor service robots (in 2,092 stores, mainly in Gusto, Syabu-Yo, Bamiyan and Jonathan's).
- Skylark Group's frozen home meals now available as return gifts for hometown tax donations to Ohira village (Miyagi prefecture), where our manufacturing center is located.
- Announced disposable cutlery for take-out and delivery orders becoming chargeable from January 12, 2023, and materials for disposable forks changing from wood to bamboo.

Monthly 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

- 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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