

October 2023 Skylark Group Monthly IR Report (Final Figures)

November 7, 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%			116.7%
Same Store	Sales	121.6%	138.8%	126.6%	118.9%	114.6%	112.0%	118.4%	118.6%	119.5%	111.6%			119.4%
	Traffic	110.0%	120.8%	112.0%	106.6%	103.7%	99.1%	109.9%	108.7%	111.3%	109.6%			108.9%
	ATP	110.6%	114.8%	113.1%	111.6%	110.5%	113.0%	107.7%	109.2%	107.4%	101.8%			109.7%
Store Development	New Store Openings	3	4	1	4	1	0	1	3	1	4			22
	Remodels	8	8	8	9	8	7	10	7	8	8			81
	Brand Conversions	1	3	6	5	4	5	7	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			1,281
	Bamiyan	355	354	354	354	352	352	352	352	352	352			352
	Syabu-Yo	274	274	276	277	278	278	278	277	278	278			278
	Jonathan's	198	198	196	197	189	188	188	188	188	188			188
	Yumean	171	171	169	169	167	167	167	167	167	167			167
	Steak Gusto	90	90	90	91	87	87	87	87	87	86			86
	Overseas	72	73	73	76	75	75	73	74	73	74			74
	Other	536	533	535	529	541	545	550	551	550	553			553
	Total	2,986	2,980	2,979	2,979	2,972	2,973	2,977	2,977	2,976	2,979			2,979
# of stores temporarily closed for brand conversions (not included in the above total)		9	11	8	9	10	7	0	0	1	1			1

Highlights

■ Sales Overview

Same Store Sales (vs2022): 111.6%

- Sales in October continued to trend well. With good weather, pension and allowance pay dates, a three-day weekend, and various seasonal events coming back, opportunities to go out increased, and frequencies to eat out also increased.

■ Menu & Promotion

- Gusto: 50%-off coupons for pizza, beer and kids menus from the 5th had high redemption rates. Reaffirmed the importance of cost-performance in family dining brands.
- Bamiyan: 50%-off coupons for gyoza dumplings, beer and kids menus from the 12th had high redemption rates. Had traffic impact and saw increase in alcoholic drink orders.
- Yumean: Introduced a new menu focusing on cost-performance on the 26th, prior to other family dining brands. Apart from the seasonal "Autumn Set," as we had aimed, the "noodle & small bowl value set" is popular.
- Karayoshi: The simmered chicken and egg bowl, which we gave a price reduction to on September 28, became a buzz and contributed to new customer inflow in October.

■ Store Development

- In October, we opened 4 new stores and remodeled 8 stores.
(New stores: Musashino Mori Coffee and Toh-Sai opened simultaneously in Marronnier Gate Ginza 2 (ex-Printemps Ginza); FLO Kusaka Varie, and 1 Syabu-Yo in Taiwan)

■ Others

- Gained certification for ISO20400, an international standard for sustainable procurement, a first as a food and beverage company.
- Registered as a supporter of the Japan Climate Initiative.
- Donated JPY655,879 to the Green Fund, from our July-September sales of disposable cutlery.



Musashino Mori Coffee and Yumcha Terrace Toh-Sai opened at Marronnier Gate Ginza 2 on the same day!



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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