

Skylark Co., Ltd.

(Code 3197)

Public Relations Department

(TEL. 0422 37 5310)

Skylark Group IR Report (November 2014)

105.0% of consolidated same store sales and 100.4% of guest count achieved;

Positive same store sales in 10 out of the past 12 months.

FY2014 (Same Store Sales)

(Y/Y%)

Group total	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Sales	102.4%	95.4%	101.8%	105.6%	105.9%	100.0%	100.0%	102.0%	98.7%	101.2%	105.0%	-	101.7%
Customer Traffic	100.8%	93.8%	98.9%	103.5%	102.2%	97.2%	95.7%	97.9%	94.5%	97.2%	100.4%	-	98.4%
Average Check	101.5%	101.7%	103.0%	102.0%	103.6%	102.9%	104.5%	104.2%	104.5%	104.1%	104.6%	-	103.4%
Gusto	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Sales	100.7%	95.3%	99.8%	106.9%	106.2%	100.2%	99.0%	100.7%	98.1%	102.4%	107.7%	-	101.5%
Customer Traffic	99.6%	94.0%	96.9%	104.6%	101.5%	97.1%	94.1%	96.4%	92.6%	97.3%	102.2%	-	97.8%
Average Check	101.1%	101.4%	103.0%	102.1%	104.6%	103.2%	105.3%	104.5%	105.9%	105.2%	105.4%	-	103.8%

FY2013 (Same Store Sales)

(Y/Y%)

Group total	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Sales	97.7%	102.1%	101.5%	94.9%	99.9%	103.1%	99.5%	101.8%	99.5%	100.0%	105.1%	103.6%	100.7%
Customer Traffic	96.3%	100.4%	99.9%	93.9%	98.4%	101.1%	98.5%	100.4%	98.1%	98.2%	104.0%	102.6%	99.3%
Average Check	101.5%	101.7%	101.6%	101.1%	101.6%	102.0%	101.1%	101.4%	101.5%	101.9%	101.1%	101.0%	101.5%
Gusto	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Sales	97.0%	100.3%	101.9%	95.1%	100.4%	104.9%	100.1%	102.7%	99.2%	99.7%	104.1%	103.1%	100.7%
Customer Traffic	95.9%	98.7%	100.0%	93.8%	98.3%	102.7%	98.4%	100.7%	97.3%	98.0%	103.8%	102.6%	99.2%
Average Check	101.2%	101.6%	101.9%	101.4%	102.1%	102.2%	101.7%	102.0%	101.9%	101.7%	100.3%	100.5%	101.6%

(Note 1) The data above are preliminary.

(Note 2) The data for group total sales are on a domestic consolidated basis, and do not include overseas sales.

(Note 3) Same store sales consist of total sales (per day) per restaurant at restaurants that have been in operation for at least 18 months, excluding restaurants which have been newly opened or converted from another concept in the past 18 months. In addition, same store sales are net of consumption tax.

(Note 4) Same store average check per customer is the ratio of total sales (including delivery sales) to total customer traffic.

Highlights

In November, the same store sales and the guest count for Skylark were 105.0% and 100.4% vs last year, respectively.

Skylark achieved strong results due to improvements in menu, customer service and a continued focus on affordable pricing. Average check continued to rise due to increased orders of side menus, desserts and drink bar options.

In November, Gusto (1,352 stores) achieved a key milestone by acquiring over 1 million downloads on its smartphone application.

Skylark will also seek to enhance overall customer satisfaction through its continued efforts with ongoing initiatives such as store remodeling, customer service improvement, etc.