

## November 2018 Skylark Group Monthly IR Report

Dec 6, 2018  
Skylark Holdings Co., Ltd.  
(Code 3197)

2018

(%YoY)		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
All	Sales	0.8%	2.4%	6.3%	3.4%	0.7%	6.3%	1.2%	4.6%	5.4%	4.1%	3.4%		3.5%
Same Store	Sales	-2.1%	-0.8%	2.5%	-0.4%	-2.8%	2.9%	-1.8%	1.8%	2.2%	1.4%	0.7%		0.3%
	Traffic	-3.7%	-2.3%	1.8%	-1.5%	-3.3%	1.8%	-2.6%	1.2%	2.1%	2.3%	1.9%		-0.2%
	ATP	1.7%	1.5%	0.8%	1.2%	0.6%	1.1%	0.9%	0.5%	0.1%	-0.9%	-1.2%		0.6%
New Store Openings		9	9	15	8	5	10	10	7	5	3	5		86
Remodels		19	35	34	22	25	31	29	12	18	17	2		244
Brand Conversions		3	2	3	2	0	1	0	0	0	4	1		16
# of Stores	Gusto	1,367	1,367	1,368	1,366	1,366	1,368	1,367	1,367	1,368	1,366	1,367		1,367
	Bamiyan	332	332	332	332	332	332	332	332	330	332	333		333
	Jonathan's	301	301	300	300	300	300	300	300	300	300	299	300	300
	Yumean	194	194	193	193	193	193	194	194	194	194	194	195	195
	Syabu-Yo	182	182	187	187	189	192	194	197	199	202	202	202	202
	Steak Gusto	137	137	138	138	138	139	139	139	139	139	138	138	138
	Overseas	53	54	54	54	53	54	56	57	57	56	56	56	56
	Other	586	593	2	607	608	609	612	612	613	611	612	612	612
Total		3,152	3,160	3,172	3,177	3,179	3,187	3,194	3,198	3,200	3,198	3,203		3,203

### Highlights

#### Overview

Total Sales: +3.4%, Same Store Sales: +0.7%

- In November, one less holiday compared to last year generated a negative impact
- Total sales, including new store openings after 2017, continued to be in good trend and increased by 3.4% YoY

#### SSS

Traffic: +1.9%, Average Ticket Price: -1.2%

- The number of customer traffic is successfully increased as a digital promotion strategy is further strengthened since August
- Limited-time offering items at Bamiyan and Jonathan's, which started from Nov. 5, receive favorable responses from customers
- Syabu-Yo offered a special promotion as the number of stores reached to 200 from Nov. 5 to 16. This contributed to lift customer traffic

#### New Openings

5 new stores were opened in November. Of which 1 was Gusto, 1 was Jonathan's, 1 was Yumean and the remaining 2 were other brands

#### Other

- Delivery sales increased by approx. 4% YoY and take-out sales increased by approx. 20% YoY
- Gusto was featured in the two TV programs in early November and this helped to increase sales

The limited-time item sold by the program planning became a hot topic (a picture is in the next page)

**Highlights**


**Bamiyan: Limited-time offering  
The 3 Largest Chinatown Fair**



**Jonathan's: Limited-time offering  
Meat & Seafood**



**Gusto: Collaborative Menu with TV Show  
Miso-Mackerel Doria (rice gratin)**

**2017**

		(%YoY)												Total	
		Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.		
All	Sales	2.0%	-0.1%	2.1%	3.5%	0.5%	3.5%	2.1%	2.5%	3.3%	-2.7%	1.5%	1.2%	1.6%	
	Same Store	Sales	0.8%	-1.0%	1.3%	2.6%	-0.4%	2.0%	0.6%	0.6%	1.2%	-5.1%	-1.2%	-1.5%	0.0%
		Traffic	-0.8%	-2.4%	-0.5%	0.9%	-1.8%	0.4%	-0.3%	-0.1%	-0.5%	-7.5%	-3.4%	-3.4%	-1.6%
		ATP	1.6%	1.4%	1.8%	1.7%	1.4%	1.6%	0.9%	0.7%	1.7%	2.6%	2.3%	1.9%	1.6%
New Store Openings		6	3	5	10	5	10	13	8	8	17	5	7	97	
Remodelings		25	32	38	34	40	35	23	9	34	23	2	0	295	
Brand Conversions		0	4	7	6	3	2	1	0	1	0	1	0	25	
# of Stores		3,064	3,055	3,061	3,075	3,079	3,090	3,104	3,109	3,117	3,133	3,139	3,144	3,144	

**Note**

- 1 The data is consolidated domestic sales at restaurant level and does not include overseas sales.
- 2 Same store is defined as a store which has been open for 13 months or longer (includes stores which underwent brand conversion)  
Customer traffic includes traffic from the delivery business\*  
\*Customer traffic from delivery = Delivery sales / Average check
- 3 ATP: Average Ticket Price

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