

## April 2017 Skylark Group Monthly IR Report

### FY2017

(%YoY)	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Total Sales	2.0%	-0.1%	2.1%	3.5%									1.9%
Same Store Sales	0.8%	-1.0%	1.3%	2.6%									1.0%
Same Store Traffic	-0.8%	-2.4%	-0.5%	0.9%									-0.7%
Same Store ATP	1.6%	1.4%	1.8%	1.7%									1.7%

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
New Openings	6	3	5	10									24
Total # of Stores	3,064	3,055	3,061	3,075									3,075
International	48	48	47	48									48

### Highlights

In April 2017, sales for Skylark group, including new store openings, increased 3.5% year on year, and same store sales increased 2.6% year on year.

All brands have been performing well in April due to favorable weather; the average temperature was higher than normal, and less rainfall during April. Additionally, Gusto also enjoyed positive publicity effect for the latest menu revision as well as an impactful TV commercial.

Since April 21st, Gusto has been performing exceptionally well with the success of the latest limited-time offer "Beef Cut Steak". The highlight of this limited time offer is the customer experience-based menu. Customers are able to enjoy a sizzling hot steak which is cooked on a tabletop heated plate by themselves. Special kids' meal promotions, during the Golden week holiday, successfully drove family customers to our restaurants. The coupons were redeemable at multiple brands and were distributed via mobile apps and e-mail.

As a part of working environment improvement policies, the shortening of late night operating hours has been promoted since February 2017. In April, another 166 restaurants were added. This resulted in a negative impact of approximately 0.4% to same store sales in April.

In April, Skylark Group opened 10 restaurants, of which 2 restaurants were Tonkaratei, 4 were Syabu-Yo (1 based in Taiwan).

Gusto: Limited-time offer  
Beef Cut Steak



Bamiyan: Limited-time offer  
Old-school "Champon" soup noodles with seafood and vegetables



Yumean: Limited-time offer  
White bait and shrimp on rice & tempura set



**FY2016**

(%YoY)	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
Total Sales	2.3%	2.3%	-0.9%	0.5%	-2.3%	1.0%	4.8%	-3.1%	-0.5%	5.1%	1.2%	5.0%	1.2%
Same Store Sales	1.0%	0.8%	-2.0%	-0.7%	-3.6%	-0.4%	3.5%	-4.3%	-2.0%	3.3%	-0.2%	3.8%	-0.1%
Same Store Traffic	-0.3%	0.0%	-2.7%	-1.5%	-3.8%	-1.2%	2.6%	-4.9%	-2.1%	2.2%	-2.4%	0.9%	-1.2%
Same Store ATP	1.3%	0.8%	0.7%	0.8%	0.3%	0.8%	0.8%	0.6%	0.1%	1.1%	2.2%	2.9%	1.0%

	Jan.	Feb.	Mar.	Apr.	May	Jun.	Jul.	Aug.	Sep.	Oct.	Nov.	Dec.	Total
New Openings	1	3	5	7	4	3	5	1	6	4	6	4	49
Total # of Stores	3,031	3,032	3,031	3,035	3,036	3,040	3,045	3,045	3,055	3,061	3,065	3,068	3,068
Oversea	41	42	41	41	43	45	45	45	46	46	46	47	47

**Note**

- The data for group total sales is on a domestic consolidated basis and does not include overseas sales.
- 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
- ATP: Average Ticket Price

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