

September 29, 2021
SKYLARK HOLDINGS CO., LTD.

First Shabu-shabu Buffet Restaurant in the U.S. "SHABU-YOU" Grand Opening in Chicago on September 29

SKYLARK HOLDINGS CO., LTD. (Head Office: Musashino-shi, Tokyo; Chairman and CEO: Makoto Tani; TSE First Section: Stock Code: 3197; hereinafter "SKYLARK HD") is pleased to announce the grand opening of its first U.S. Shabu-shabu Buffet Restaurant "SHABU-YOU" in Chicago on September 29, 2021. Shabu-shabu is a Japanese style hot pot dish where meat is eaten in a healthy way, and is a popular category of eating out in Japan.

In August 2018, we established a group company, Skylark USA Incorporated (100% owned by SKYLARK HD), and have been preparing for the opening of the restaurant. The preparations were greatly affected by the COVID-19, but we eventually opened the restaurant.



Purpose of opening new stores in the U.S.

SKYLARK HD is a restaurant company with 51 years of business history and operates approximately 3,100 restaurants of more than 20 types of brands in Japan, mainly table service restaurants. Currently, we have opened restaurants in Taiwan (63 restaurants) and Malaysia (2 restaurants). With an eye on future growth, the company has decided to expand into the United States, as there are growing economic opportunities and potential restaurant market expansion. For the location of its first store, SKYLARK HD chose Chicago, the largest city in the state of Illinois,



where the demographic composition is close to the national average, with a view to future expansion.

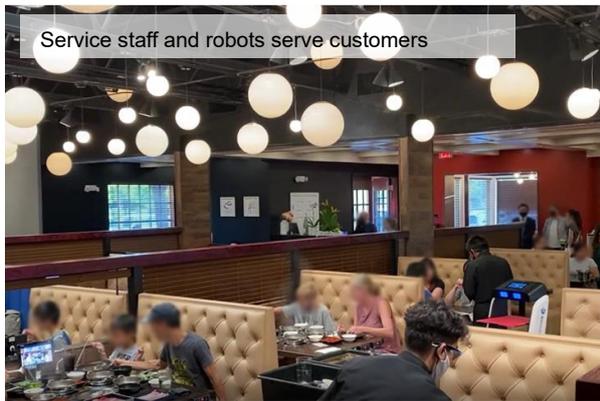
SKYLARK HD's core business is operating table service restaurant chains targeting middle class families, and the first store will be used to verify the existence of a family restaurant market. If we are able to confirm that the market is promising, we plan to expand our business in the U.S. with a view to opening more stores and developing franchises.

"SHABU-YOU" is already a successful brand in Taiwan and Malaysia, and we will fully utilize SKYLARK HD's management resources and know-how to develop the business while responding to the tastes and needs of consumers in the U.S.

Concept of SHABU-YOU

"SHABU-YOU" is a buffet-style dining restaurant with middle-class families as its main target. It offers an all-you-can-eat selection of high-quality meats (beef and pork), fresh vegetables, sushi rolls, ramen noodles, various side dishes, and sweets. Each customer can create and enjoy his or her own taste from three types of soup stock and a wide variety of sauces and condiments in a special pot for each person. The basic course is priced at \$36.99, \$28.99 for seniors, and \$16.99 for children. The restaurant has a seating capacity of approximately 200. With a full complement of service staff and the introduction of a food delivery robot, we aim to provide both attentive customer service and efficient store operations, and to operate the store with hospitality in mind.





【Store Information】

Store Name : SHABU-YOU
Address : 1180 Plaza Dr, Schaumburg, IL 60173 USA
Open : Grand Opening on September 29, 2021
Business Hours : All Day: 4:00PM-10:00PM
Number of Sets : 208 seats (64 tables)
Web site : <https://shabuyou.com/>

【Company Information】

Company Name : SKYLARK HOLDINGS CO., LTD.
Representative : Makoto Tani, Chairman, President & CEO
Business Activities : Food services and related businesses
Listed Market : First Section of the Tokyo Stock Exchange (TSE code 3197)
Group Stores : 3,108 stores including overseas location (as of August 312021)
Web site : https://www.skylark.co.jp/company_e/index.html

[Press Inquiries]

Public Relations, SKYLARK HOLDINGS, CO.LTD.

TEL : 0422-37-5310 E-MAIL: pr@skylark.co.jp