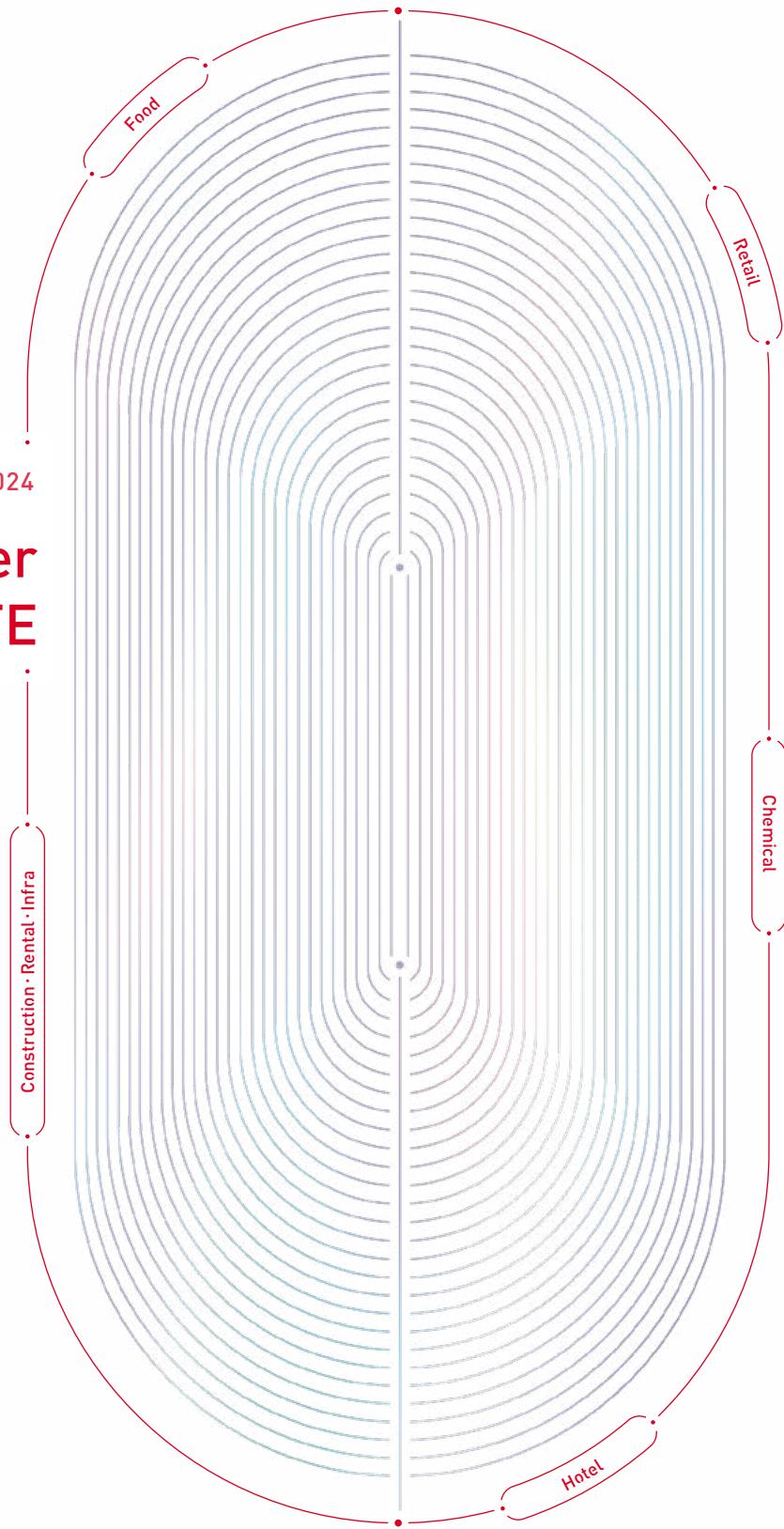


Lifetime  
Value Creator

LOTTE PROFILE 2024

## New & Better LOTTE



**Contents**

**Change today, Create tomorrow**

**New LOTTE**

Chairman's Message 2  
Mission & Vision 6  
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**Better LOTTE**

Food 18  
Retail 28  
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Hotel 50  
Construction·Rental·Infra 58  
ESG Management 72

## Advancing as the NEW LOTTE, We will embrace continuous change and create significant innovation.



Over the past 50 years, LOTTE has grown into a company creating a sustainable future by leading forward-looking change and bold innovation across many industries, including food, retail, tourism, chemical and construction. We have also actively expanded into international markets, establishing LOTTE as a global business.

Under the brand slogan, “Change today, Create tomorrow,” LOTTE is reshaping its business portfolio with a future-oriented approach aiming to become a 100-year-old company.

We will expand our competences to take the lead in the Bio & Wellness sectors and continue to bring innovation to our business areas to secure future growth drivers in the mobility and green energy sectors.

Committed to ESG management, we will fulfill environmental and social responsibilities, by actively responding to climate change and building a sustainable ecosystem. Upholding our pledge to be a company beloved and trusted by customers, business partners and society, we will prioritize social values above all else as we work to improve customer lives and environments.

We hope for your continued encouragement as we take these next steps for a bright new future.

A handwritten signature in black ink, appearing to read "Shin Dong-bin".

Chairman **Shin Dong-bin**

# The new LOTTE

## Innovation beyond change

In tune with worldwide progress,  
LOTTE is embracing ESG management  
as we move toward a future built on  
our new executive system and  
business structure grouped by industry.  
As we expand our global profile,  
we continue to take on challenges  
and generate innovations.

### New LOTTE

- [Mission & Vision 6](#)
- [Symbol 7](#)
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- [Financial Highlights 9](#)
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- [Global Business 12](#)
- [LOTTE History 14](#)

## MISSION & VISION

MISSION

We enrich people's lives  
by providing superior products  
and services that  
our customers love and trust.

VISION

# Lifetime Value Creator

MANAGEMENT PRINCIPLES



Transparent  
management



Strengthening  
core competencies



Value-based  
management



On-site  
management

SYMBOL

CI CONCEPT



Representing the bold vision of Lifetime Value Creator,  
LOTTE's corporate identity (CI) expresses our commitment to deliver  
new and outstanding value every moment of every day.

VALUE LINE



The rounded diamond frame of the Value Line  
models the base of the LOTTE World Tower.  
The simple L illustrates LOTTE's sincerity,  
dynamic spirit and originality.



L  
V  
C

The curved form, which can be interpreted  
as L, V or C, sums up Lifetime Value Creator.  
The dot evokes the starting point of every  
customer's path along the Line of LOTTE.

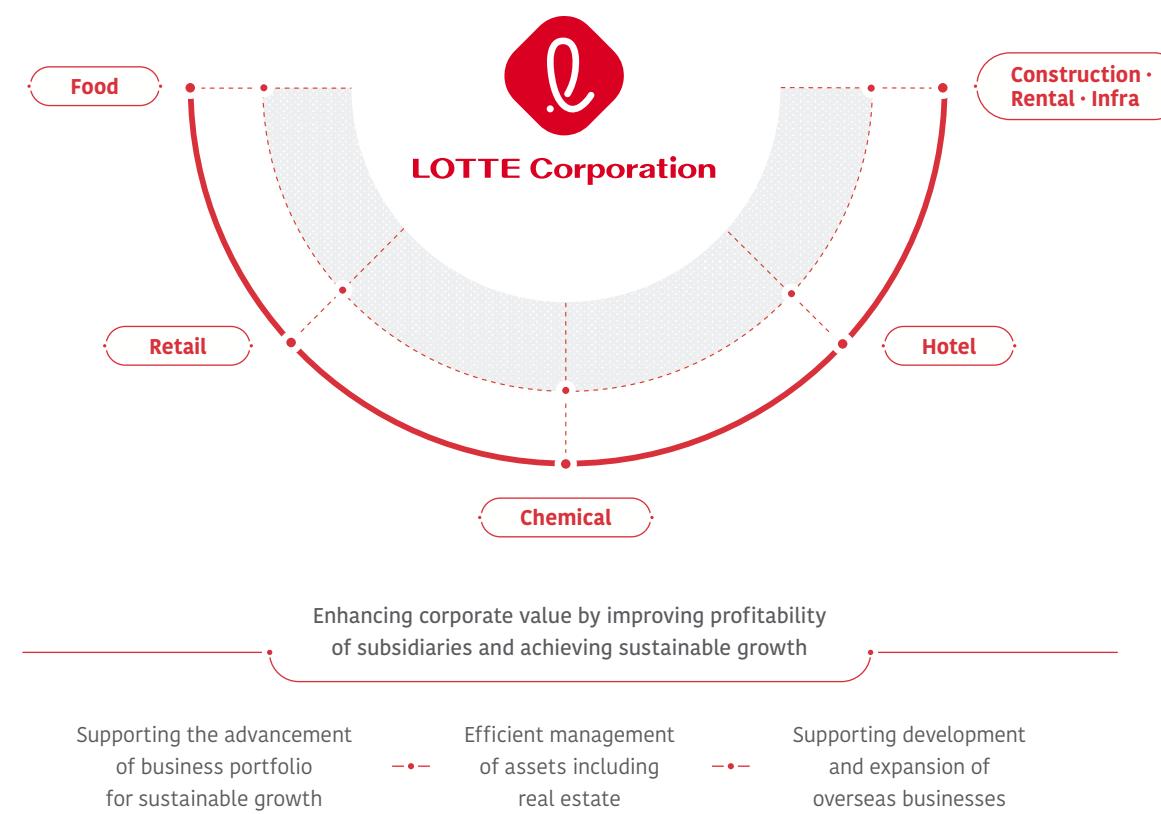
## GOVERNANCE STRUCTURE

LOTTE Corporation is realizing greater management transparency and group-wide quality growth.

In 2017, LOTTE established the LOTTE Corporation holding company to ensure group-wide transparent management and sustainable qualitative growth. Our advanced corporate governance system further improved efficient management by enabling us to separate risk strategies for business operations and investments. From the start, LOTTE Corporation has worked to elevate LOTTE's corporate and brand values. We provide all-round support to our affiliated subsidiaries, such as improving growth and profitability; upgrading business portfolios; designing mid- to long-term strategies; expanding investments in brands and R&D; and implementing ESG governance.

Expanding on our HQ executive system launched in 2021, we anticipate a streamlined business structure grouped by industry, more synergy with infrastructure businesses and an advanced business portfolio. The HQ system has also strengthened responsible management in each industry sector group. LOTTE is poised for a bright future. We are focused on the holding company's fundamental missions of identifying and nurturing new growth engines, fostering core talent, redefining organizational culture and expanding ESG management.

### LOTTE GROUP STRUCTURE



## FINANCIAL HIGHLIGHTS

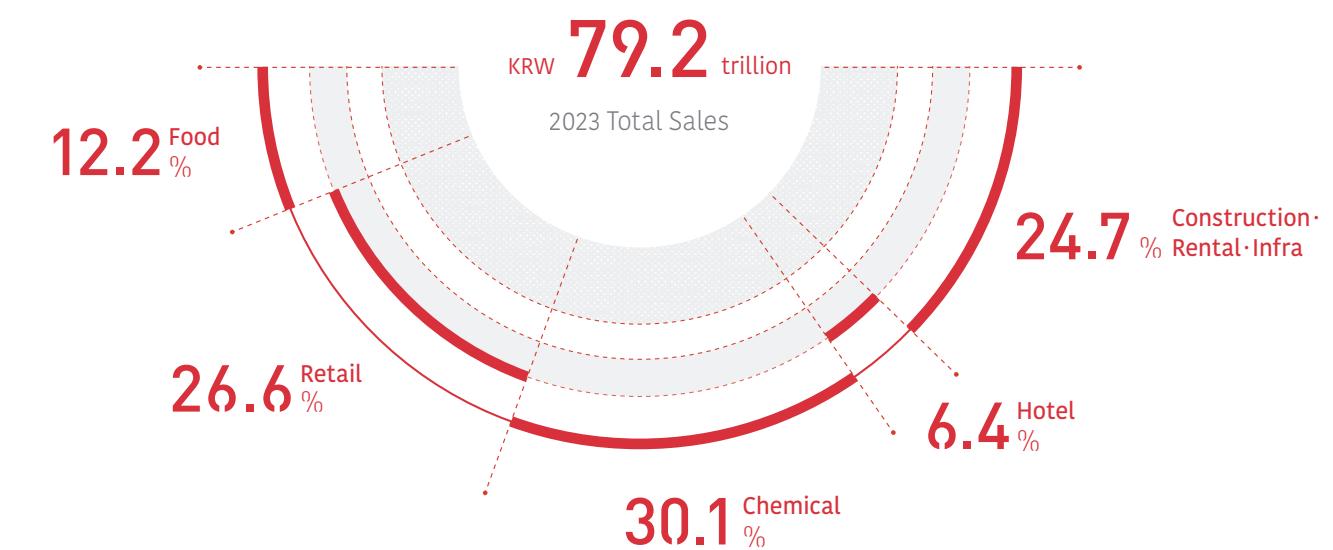
LOTTE is continuing to achieve stable and sustainable growth every year.

### 2023 FINANCIAL OVERVIEW

Assets	Debt ratio	Number of affiliates
KRW 129.8 trillion	125.8 %	96

\* Source: May 2024 announcement by the Korea Fair Trade Commission  
\* Based on fair assets

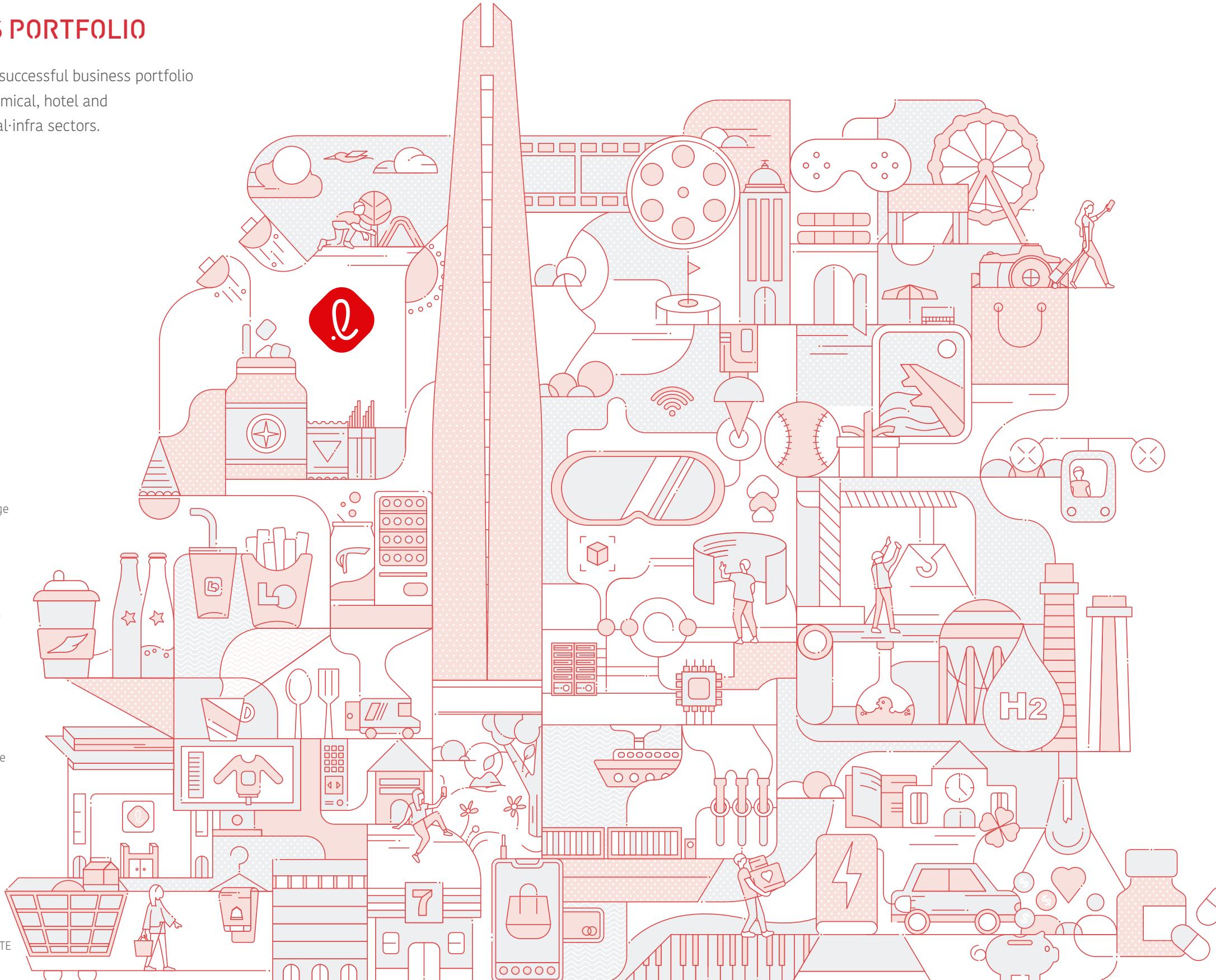
### SALES BREAKDOWN BY BUSINESS IN 2023



\* Since 2017, we have reported total sales on a financial accounting basis rather than a managerial accounting basis.

# BUSINESS PORTFOLIO

LOTTE has built a successful business portfolio in food, retail, chemical, hotel and construction-rental-infra sectors.



# Chemical

LOTTE Chemical  
LOTTE Fine Chemical  
LOTTE INEOS Chemical  
LOTTE MCC  
LOTTE Chemical Titan  
LOTTE Chemical USA  
LOTTE GS Chemical  
LOTTE Aluminium  
LOTTE Energy Materials

Hotel

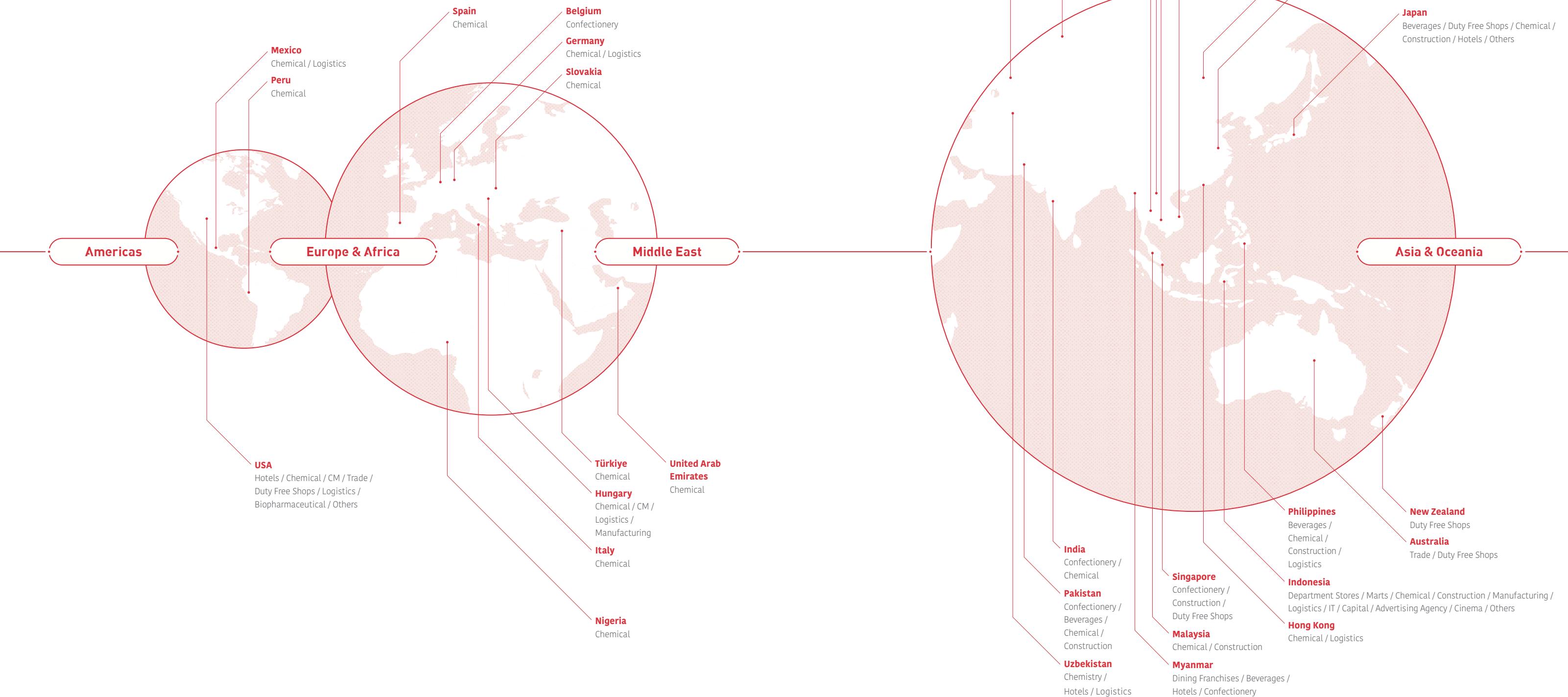
LOTTE Hotels & Resorts  
LOTTE Duty Free  
LOTTE World  
LOTTE JTB

## Construction • Rental • Infra

LOTTE E&C  
LOTTE CM Division  
LOTTE Property & Development  
LOTTE Rental  
LOTTE Global Logistics  
LOTTE Innovate  
LOTTE Biologics  
LOTTE Ventures  
LOTTE Capital  
LOTTE Cultureworks  
Daehong Communications  
Canon Korea  
Korea Fujifilm  
LOTTE AMC  
LOTTE Giants  
LOTTE Institute of Economy & Business Strategy  
LOTTE Scholarship Foundation  
LOTTE Welfare Foundation  
LOTTE Samdong Welfare Foundation  
LOTTE Foundation for Arts

# GLOBAL BUSINESS

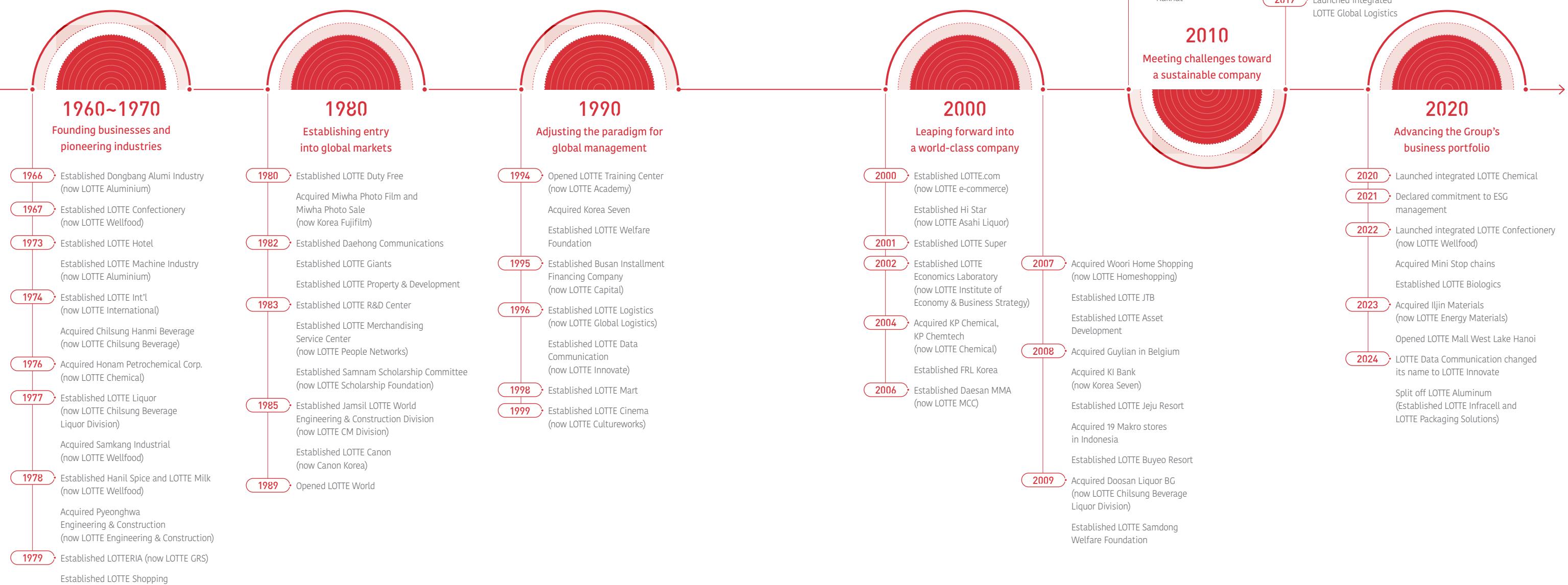
LOTTE is engaged in business in more than 30 countries, across Asia, Europe, the Americas, Oceania, the Middle East and Africa. In response to the changing global environment, we are embracing worldwide challenges and strategically pursuing overseas business that will continue stable growth.



## LOTTE HISTORY

With the grand vision of thriving as a 100-year-old company, we are realizing “Change today, Create tomorrow.”

LOTTE Group began in 1967 with LOTTE Confectionery (now LOTTE Wellfood). We have since grown into a global company that represents South Korea on the world stage. Our expanded businesses span several industries, including food, retail, chemical, hotel, construction, rental and infrastructure. For more than a half-century, we have built on customer loyalties and deepened trust around the world by strengthening our competence, accomplishing stellar performance and driving forward with unwavering passion. As we keep growing, we aim to add value to people's lives while protecting the Earth's future. LOTTE will continue to embrace challenges and innovate as we build on our illustrious history.





# New Tastes Better Health



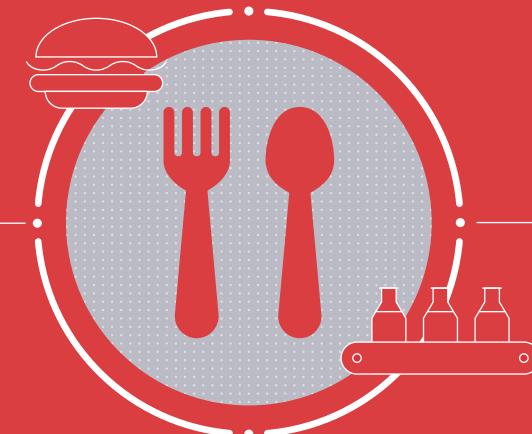
## FOOD

### We are leading the industry by creating a new culture of food

Since the founding of LOTTE Confectionery (now LOTTE Wellfood) in 1967, LOTTE's food division has grown into South Korea's largest food company, including confectionery, beverages, liquor, food ingredients, processed foods and restaurants. Our food affiliates, including LOTTE Wellfood, lead the industry with superior technology, higher quality and sophisticated marketing capabilities. By leveraging differentiated brand strategies, offering diverse dining franchises and emphasizing world-class food research, safety and hygiene management, we are creating a new food culture. In 2022, the integration of LOTTE Confectionery and LOTTE Food gave rise to LOTTE Wellfood, a comprehensive food company that now stands on a solid foundation for growth.

#### Global Food Company

- LOTTE Wellfood
- LOTTE Chilsung Beverage
- LOTTE GRS
- LOTTE R&D Center
- LOTTE Asahi Liquor
- LOTTE-Nestlé (Korea)
- LOTTE People Networks
- LOTTE International



#### LOTTE Chilsung Beverage

- Optimizing the value chain
- Building and advancing the digital smart factory, CDC/RDC, RTM and RGM

#### LOTTE R&D Center

- Developing Bio & Wellness products
- Developing health functional and health-oriented products, low calorie/sugar products, meat alternatives and more

Our Key Overseas Business Presence



• LOTTE Wellfood  
Myanmar, Singapore, India, Pakistan, Kazakhstan, Russia, Belgium

• LOTTE Chilsung Beverage  
China, Japan, United States, the Philippines, Myanmar, Pakistan

• LOTTE GRS  
LOTTERIA  
Myanmar, Laos, Cambodia, Vietnam, Mongolia  
Angel-in-us  
Kazakhstan

• LOTTE International  
Australia, Russia, Vietnam, United States

We create great food for healthier lives



Embracing bold challenges for the future of the food industry

LOTTE's food division offers delicious and satisfying experiences to customers around the world. LOTTE Wellfood delivers a variety of products across major regions in Asia and Europe based on local production facilities. LOTTE Chilsung Beverage also exports beverages and liquor around the globe, produced by automated digital facilities and efficient systems. As a master franchise business partner, LOTTE GRS is expanding its international stores, mainly in Asia. Looking ahead, we will continue to advance mega brands and accelerate development of new products, such as health functional foods and meat alternatives that rely on food technology. Capitalizing on our global competitiveness, we will upgrade our value chains and focus on infrastructures for growth to catapult us into a food brand loved around the world.

Food Technology



LOTTE R&D Center,  
Developing food of the future

Based on our world-class food technology capabilities, we are leading the development of bio & wellness foods such as plant-based substitutes and care foods.



LOTTE Chilsung Beverage,  
Building a smart factory

Building a smart factory with automated digital facilities lets us produce high-quality beverages and liquor.



LOTTE GRS,  
LOTTERIA Smart Store  
(L7 Hotels Hongdae branch)

Meeting the demand for contact-free service, we operate an unmanned smart store that features electronic kiosks and self-service.

www.  
lottewellfood.  
co.kr

## LOTTE Wellfood

### Main Business

Sweets, ice cream, chewing gum,  
processed meats, dairy foods and HMR

LOTTE's original enterprise, founded in 1967, LOTTE Wellfood is the long-running pioneering leader in South Korea's food and confectionery industries. On July 1, 2022, we merged with LOTTE Food to form a comprehensive food company and subsequently changed the company name to LOTTE Wellfood on April 1, 2023. That consolidation sharpens our competitiveness and allows us to offer complete life-cycle brands for customers of all ages. We operate a total of 17 state-of-the-art facilities in South Korea, including the flagship Yeongdeungpo plant, that produce many kinds of foods, including chewing gum, chocolates, biscuits, dried fruits, ice cream, processed meats, dairy foods and HMRs.

As the leader in most of our product lines, we have several top-ranked brands in each category, such as Xylitol Gum, Pasteur, Pepero, Kkokkal Corn, World Cone, Daeji Bar, Uiseong Garlic Ham and Chefood. Our market-leading chewing gum and chocolates, produced with first-quality ingredients and advanced manufacturing technology, have garnered worldwide recognition. Actively expanding overseas, we currently operate 21 facilities that provide delicious confectioneries to local customers in seven countries, including Kazakhstan, Pakistan, Belgium, India, Russia, Singapore and Myanmar. As a global food company and a food tech leader, we will continue to fortify overseas business capabilities while cultivating mega brands and developing innovative technologies, such as health functional foods and meat alternatives.

17

Number of plants  
in South Korea  
(as of April 2024)

21

Number of  
overseas plants  
(as of April 2024)



## Mega Brand

### Strengthening global mega brands

Advancing market-leading  
global mega brands,  
such as Ghana, Pepero, Xylitol,  
Seolleim and World Cone

2



1

LOTTE Wellfood,  
Yeongdeungpo Xylitol  
production line

2

LOTTE Wellfood,  
Ghana chocolate

3

LOTTE Wellfood,  
Chefood products



1

3

No.1

No. 1 share of South Korea's  
ice cream market

company.  
lottechilsung.  
co.kr

## LOTTE Chilsung Beverage

### Main Business

Beverages and liquor

•

Since beginning in 1950, LOTTE Chilsung Beverage has become a comprehensive beverage company, earning broad popularity in South Korea for more than 70 years. We are moving forward as a global company by continuous overseas expansion. With flagship brands such as Chilsung Cider, Let's Be, Cantata, Milkis, ICIS 8.0 and TREVI, the beverage division has six plants and more than 1,000 nationwide retail networks. We also lead the market with successive launches of calorie-free beverages, including Chilsung Cider ZERO, TAMS ZERO and Hot6 THE KING ZERO. LOTTE's alcoholic beverage division operates five production plants in Korea, producing and selling popular products such as Chum-Churum, Saero, Kloud, KRUSH and Scotch Blue. Moreover, LOTTE Chilsung Beverage is expanding its presence in overseas markets. In countries which we already made a foray into, we are increasing our competitiveness through new channel expansions and marketing activities. Meanwhile, LOTTE is breaking into new markets with products tailored to regional characteristics and consumer needs.



LOTTE Chilsung Beverage,  
Anseong TREVI production line

63

Number of overseas  
countries that import  
our beverages  
(as of March 2024)

48

Number of overseas  
countries that import  
our liquor  
(as of March 2024)

www.  
lottegrs.  
com

## LOTTE GRS

### Main Business

Wholesale, retail and franchise chains

•

The LOTTE Global Restaurant Service (LOTTE GRS) has been a pioneer in the Korean franchise industry since opening Korea's first fast food restaurant, LOTTERIA, in 1979. Committed to customer satisfaction, LOTTE GRS continually strives to provide high-quality products, maintain clean store environments, and offer fast services. As a leader in the Korean food service business, LOTTE GRS has consistently expanded its market share and sales in Korea. At the same time, it has expanded into Vietnam, Myanmar, Cambodia, Kazakhstan, and Laos, catering to the tastes of ASEAN customers. LOTTE GRS is also actively involved in the concession business, managing food and beverage establishments in multiuse facilities. With more than five mega brands, LOTTE GRS envisions a future as a prominent food franchise and platform operator that enhances social value.



313

Number of  
overseas stores  
(as of March 2024)

3  
Angel-in-us,  
Daegu Island branch

4  
LOTTERIA,  
Vietnam Tran Hung Dao branch

No.1

Share leader in global franchise  
stores in Vietnam  
(as of June 2024)

[www.  
lotternd.  
com](http://www.lotternd.com)

## LOTTE R&D Center

### Main Business

R&D into food, new materials, packaging and food safety management

- LOTTE R&D Center is South Korea's leading comprehensive food R&D institute that features the latest facilities and top professional food specialists. Our research and new product development has advanced the LOTTE food division since 1983. Marking our 40th anniversary, we are growing into a center for food and bioconvergent technologies as well as a global food R&D hub. Recently, we have also been researching original customized materials and bio arenas as well as product development. We develop eco-friendly packaging materials and natural alternative food materials to give consumers unique bio and wellness experiences. We also operate smart safety management systems and meticulously scientific food safety management. With R&D centers in Indonesia and Vietnam, we focus on transferring our technology to local markets. Going forward, we are becoming a global food R&D center for the complete cycle, from basic research and product development to retail sales, ensuring that the LOTTE food division will continue to be prized into the future.



2

Number of overseas  
research centers  
(Vietnam, Indonesia)



1  
Food lab  
research center

2  
LOTTE R&D Center,  
Magok

[www.  
nescafe.  
co.kr](http://www.nescafe.co.kr)

## LOTTE-Nestlé (Korea)

### Main Business

Coffee manufacturing, processing and sales

- Established in 2014 as a joint venture of LOTTE and Nestlé, the world's largest food company, LOTTE-Nestlé (Korea) has been steadily supplying high-quality coffee to markets at home and abroad. We operate a large-scale production facility in Cheongju, Chungbuk, producing and selling famous Nescafé and other Nestlé beverages, including Nesquik and Nestea, as well as Purina pet food. By maximizing the strengths of LOTTE and Nestlé, we will continue to provide superior products that satisfy customers.

[www.  
lotteintl.  
com](http://www.lotteintl.com)

## LOTTE International

### Main Business

Global food resource development and trading

- Established in 1974, LOTTE International operates subsidiaries and offices in the US, Vietnam, Australia and Russia. We rely on our global network and overseas production bases to manufacture and import/export diverse products and then supply domestic and international customers. We raise cattle on our own Australian ranch to produce wholesome, high-quality beef that we provide to LOTTE retail affiliates and other customers. We grow soybeans, corn and oats in Primorsky Krai, Russia to secure future food resources. Continuously managing our overseas production bases to pursue vertical expansion of our food business, we are becoming a global leader in developing and trading food resources.

[www.  
asahibeer.  
.com](http://www.asahibeer.k.com)

## LOTTE Asahi Liquor

### Main Business

Wholesaler of imported liquor

- Begin as Hi Star in 2000, we rebranded in 2004, changing the name to LOTTE Asahi Liquor. Today, we are a trusted liquor wholesaler that specializes in importing and retailing beer, Japanese liquors and other alcoholic beverages. Asahi beer, known for its sophisticated and clean taste, is gaining wide popularity in South Korea's imported beer market. Top-selling Japanese liquors, such as Hakutsuru, Kizakura, and Kobe Shushinkan, are also increasingly popular with our customers' diverse tastes. We have added the RTD Wine Cruiser to our lineup to offer greater convenience to consumers. As we launch superior products and engage in robust marketing activities, we will continue to expand the market to become South Korea's leading general liquor company.

3  
LOTTE Asahi Liquor,  
Asahi beer



[www.  
lottelmsc.  
.com](http://www.lottelmsc.com)

## LOTTE People Networks

### Main Business

Sales promotion professional supply and integrated services

- Launched in 1983 as LOTTE Merchandising Service Center, South Korea's first sales promotion organization, we were renamed LOTTE People Networks in 2022. We specialize in food promotion and support the growth of LOTTE's food businesses. LOTTE People Networks relies on systematic education to train professionals in product display and promotional services to work at stores around the country. Our professionals strengthen LOTTE food division's competitive advantages by staying close to customer touchpoints. We further improved operational efficiency by reorganizing the promotional services for LOTTE Wellfood and LOTTE Chilsung Beverage into an integrated management system. As a comprehensive human resources management company that connects people and customers, we will continue to enhance our expertise in human resource management and actively pursue expansion into new business areas.

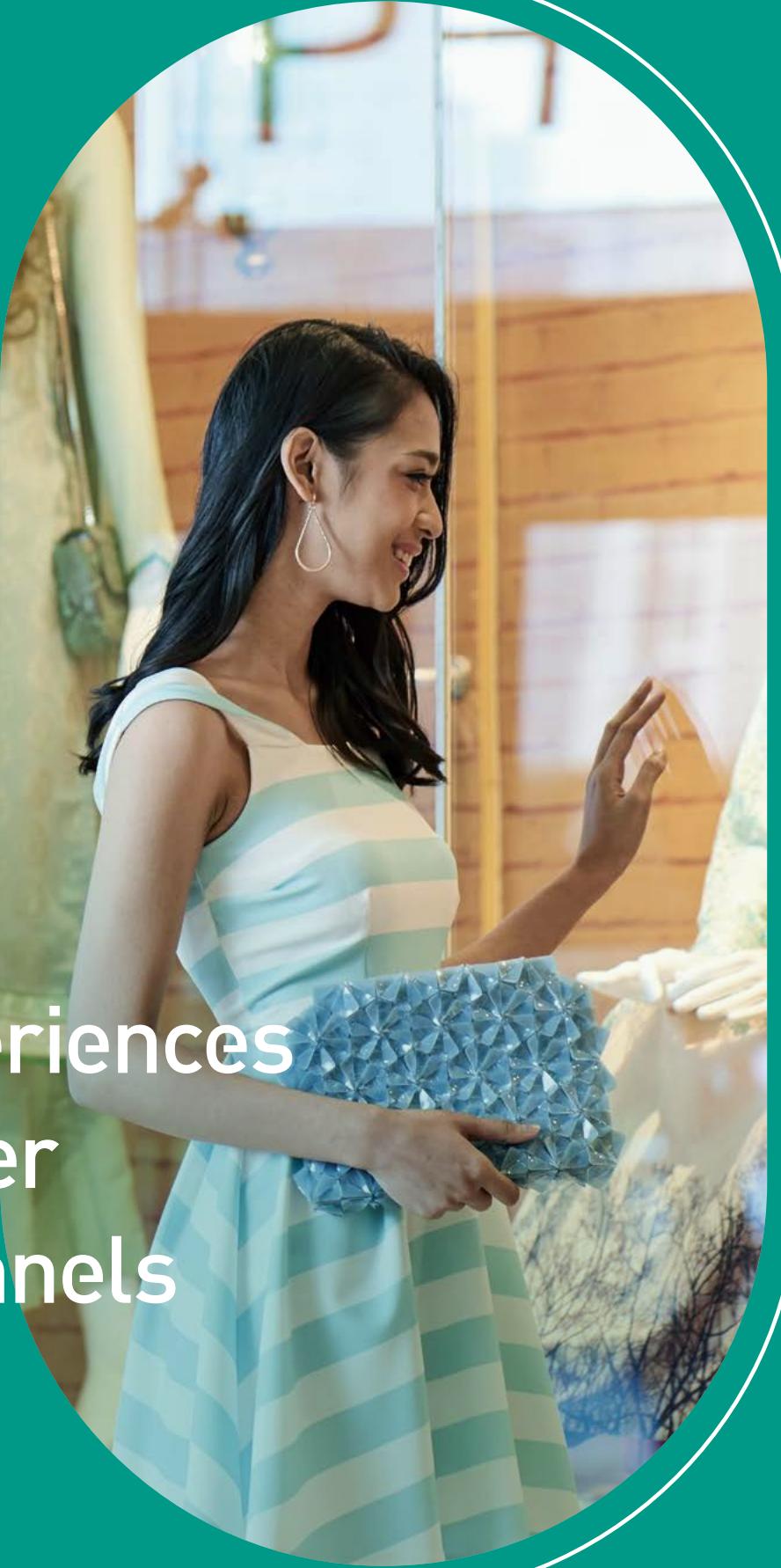
4

LOTTE People Networks,  
Product display



4

# New Experiences Better Channels



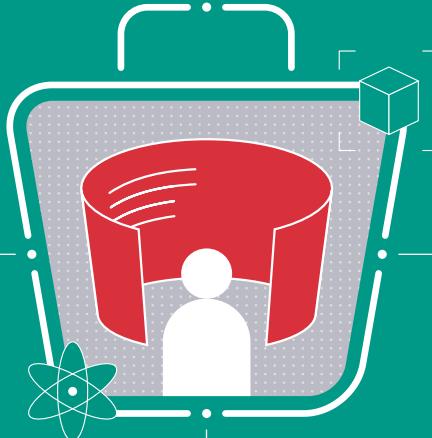
## We are spearheading the evolution of retail

Since the 1970s, LOTTE's retail division has been driving the evolution of retail by leveraging its premier capabilities. Our LOTTE Department Store, LOTTE Mart and other retail affiliates are introducing inventive channels, stores and specialty stores as we also expand online and mobile shopping options. LOTTE Homeshopping and LOTTE e-commerce continue to innovate by sharpening the competitiveness of channels and services. FRL Korea and LOTTE GFR are leading change in the fashion industry with differentiated brands and contents. In addition, LOTTE Members is emerging as a lifestyle marketing platform that offers customers convenience and cachet with membership and easy payment services.

### RETAIL

#### Lifestyle Curator

- LOTTE Department Store
- LOTTE Mart
- LOTTE Super
- LOTTE e-commerce
- LOTTE Homeshopping
- Korea Seven
- LOTTE Hi-Mart
- LOTTE GFR
- FRL Korea
- Samantha Thavasa LOTTE
- LOTTE Members



#### LOTTE Mart

- Increasing specialized stores such Grand Grocery, a grocery market, Zettaplex, a futuristic innovation store, and Bottle Bunker, a liquor store

#### Korea Seven

- Operating state-of-the-art convenience stores, using IT technologies for contactless sales, urban robot and drone delivery services

Our Key Overseas Business Presence



We design cultural platforms for the art of smart shopping



Becoming the first shopping destination for customers

Always evolving, the LOTTE's retail division set a vision of becoming our "customers' first shopping destination." To realize that vision, we will offer customers unique experiences and greater enjoyment through our services and contents across online and offline platforms. We will further enhance the competitiveness of our offline stores including futuristic shopping malls, next-generation flagship stores and various experience-oriented stores. Moreover, we will grow into a global retailer with strong competitiveness by actively expanding our global business in Asia, particularly in Vietnam, Indonesia and Taiwan

New Life Platform



LOTTE Shopping,  
Launching Ocado Smart Platform

In collaboration with British online grocery company Ocado Group, we plan to launch Ocado Smart Platform to hone our competitive edge in the online grocery market.

LOTTE Mart,  
Expanding specialty stores

We provide customers with new and enjoyable experiences by expanding our specialty stores, such as the flagship superstore Zettaplex and liquor shop Bottle Bunker.



LOTTE Homeshopping,  
Strengthening original contents

We are building a range of businesses using original content, such as virtual model Lucy and original character BELLYGOM, to appeal to Gen Z and Millennials' preference for experiences.



LOTTE Department Store,  
No. 1 Retailer in Southeast Asia

LOTTE Department Store is successfully running LOTTE Mall West Lake Hanoi since opening the premium shopping mall in Hanoi, Vietnam in 2023.

store.  
lotteshopping.  
com

## LOTTE Department Store

Main Business  
Department stores

•

LOTTE Department Store is South Korea's undisputed retail leader and has commanded industry development and the country's shopping culture since it began in 1979. Across 59 nationwide stores, we are committed to organizational innovation and satisfying customers. In 2021, we set a vision of being the Premium Lifestyle Curator. Guided by that goal, we will deliver prestige shopping experiences that complement our quality products and services as we curate new differentiated enjoyment and lifestyle options for customers. We are further defining our new identity by offering merchandising that enhances customer experiences and promotions personalized for Gen Z and Millennials. In particular, the company has been suggesting directions for the retail industry's future by renovating important stores such as its main store and TIMEVILLAS Suwon on a large scale.

In addition, we launched the environmental campaign "RE:EARTH" with the slogan "Renewing the Earth Again" as part of our efforts to become an authentic ESG company. We are introducing various types of customer participation content under the concept of "FUN ESG" where customers can directly participate and enjoy ESG activities. Internally, all employees are striving to build a creative and challenging organizational culture. We are actively expanding not only in Korea but overseas to boost our global competitiveness. LOTTE Mall West Lake Hanoi which opened in September 2023 has become a new landmark representing Hanoi with sales of KRW 100 billion within 122 days of opening. We are fulfilling our mission of providing customers with joyous and enriching experiences. We are fast becoming the best department store in Asia.

59

Number of stores  
in South Korea  
(as of July 2024)

4

Number of  
overseas stores  
(as of July 2024)

No.1

Unrivaled leader  
among South Korea's  
department stores  
(as of July 2024)



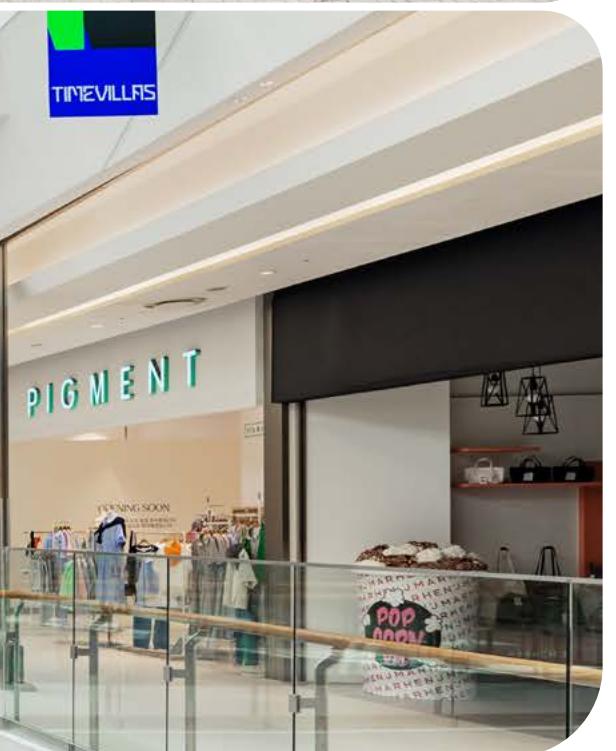
1  
LOTTE Mall West Lake  
Hanoi

2  
RE:EARTH Market Booth on  
Jeju Island

3  
TIMEVILLAS Suwon



2



TIMEVILLAS

PIGMENT

P

→

↑

↓

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↑

↓

## RE:EARTH

Developing ESG contents for customers'  
participation through the "RE:EARTH"  
environmental initiative under the slogan of  
"Renewing the Earth Again."

company.  
lottemart.  
com

## LOTTE Mart

**Main Business**  
Hypermarket stores

•

Since opening its first Gangbyeon branch in 1998, LOTTE Mart has grown dramatically, and now operates 175 stores at home and abroad. Moving away from the traditional discount store concept and concentrating on fresh food and other grocery items, LOTTE Mart is adapting to the changing needs of its customers. It is positioning category specialist stores that offer unique customer experiences as its primary competitive advantage. Our specialty stores include flagship store Zettaplex, pet store Colioli, booze store Bottle Bunker, warehouse discount retailer MAXX, and H&B store LOHB'S+. Specifically, for the first time as a hypermarket company in late 2023, we launched a new shop model called "Grand Grocery" which occupies 90% of the store space with goods and offers novel solutions to consumers' dietary worries. With 64 locations worldwide -- all in Vietnam and Indonesia, we are enticing local customers with premium PB goods and mobile-centric internet marketing. As a leader in the future of supermarkets, we are planning to keep bolstering our grocery-focused offline stores in order to boost the competitiveness of our domestic and foreign hypermarkets.

- 1 LOTTE Mart Grand Grocery, Eunpyeong branch
- 2 LOTTE Mart, Vietnam Vinh branch



111

Number of stores  
in South Korea  
(as of March 2024)

64

Number of  
overseas stores  
(as of March 2024)

company.  
lottesuper.  
.co.kr

## LOTTE Super

**Main Business**  
Supermarkets

•

LOTTE Super was founded with the opening of its first store, Jeonong Branch, in 2001. Since then, it has become known as a customer-oriented distribution channel that relies on local retail districts. In order to expand convenience and sales, LOTTE Super which presently has both directly run stores and franchisees makes every effort to arrange its product lineups by analyzing business areas surrounding their locations and launching products for customers. We are adding more eco-friendly and antibiotic-free products to our fresh food portfolio such as small-sized items targeted at one-person households and special fresh food products with stronger price competitiveness. In the processed food sector, we are working to create PB products that are exceptionally cost-effective based on themes like "Today's Good Products" and "Cooking." We also plan to keep bolstering our "Delica" and HMR products in order to satisfy customers who live close to our stores so that they can prepare meals more easily at home. Furthermore, we will update store signage to accentuate the significance of integration and showcase LOTTE Super's core values, thereby making LOTTE Super a friendlier brand among customers.

356

Number of stores  
(as of March 2024)

story.  
lotteon.  
.com

## LOTTE e-commerce

**Main Business**  
Online shopping malls and online business solution services

•

Launched in 2018 as an online arm of LOTTE Shopping, LOTTE e-commerce founded Korea's first online general shopping mall, LOTTE.com, in 1996. Our integrated online shopping platform, LOTTE ON, was introduced in April 2020. With the goal of becoming a high-end lifestyle platform, LOTTE ON is setting a new standard on brand-based shopping. LOTTE ON has established specialized departments including beauty, luxury, fashion and kids. It offers unique services based on superior brand content and tailored recommendations. These departments are based on advanced data and reliable items and brands. In order to become the flagship online mall of LOTTE Group, LOTTE ON is pumping up its efforts to forge partnerships with all LOTTE Group affiliates. It has been spearheading the affiliate collaboration campaign "Monthly LOTTE" on a regular basis since January 2024. By providing everyday benefits and developing exclusive products, it is establishing itself as a platform that customers must use before visiting LOTTE stores off line.



- 3 LOTTE e-commerce,  
LOTTE ON mobile app

- 4 LOTTE Super,  
Yonghae branch in Mokpo



4

www.  
lotteimall.  
com

## LOTTE Homeshopping

**Main Business**  
Home shopping networks

By generating synergies with retail giant LOTTE Group, LOTTE Homeshopping swiftly settled in the home shopping industry after acquiring Woori Home Shopping in 2007. It responds to fast changes in the retail industry by securing desired product competitiveness through the development of exclusive brands, increasing competitiveness in mobile and data home shopping channels and offering shopping services utilizing digital technology. It offers excellent domestic and foreign products through a variety of online shopping channels. Apart from taking the wraps off its 2023 vision of becoming a “multichannel product provider” and promoting strategies to expand sales channels via social media and mobile channels, the company is also discovering competitive local and international brands and connecting them through tailored marketing, influencer partnerships and content commerce. Following the home shopping industry’s trend toward specialization and sophistication, we are bolstering our shopping content offerings by mixing entertainment and shopping, sharing news and trends and aggressively venturing into the intellectual property (IP) content market with influencer-linked talent channel “Maeil Studio” and globally recognized character “Belly Bear” among others. We will grow into a multichannel distribution player that offers unique items in the future and a worldwide media commerce enterprise with competitive intellectual property in international markets.



1  
LOTTE Homeshopping,  
Special BELLYGOM Exhibition at  
Siam Discovery in Thailand

2  
LOTTE Homeshopping,  
Jeuyang X Choi Yu-ra Show

1st

Became the first distribution company to be selected as an excellent Win-Win Honors company by the Ministry of SMEs and Startups (March, 2024)

www.  
7-eleven.  
co.kr

## Korea Seven

**Main Business**  
Wholesale and retail (convenience stores)

In 1989, 7-Eleven opened its first convenience store in Korea. As of 2023, it had over 13,000 stores across the country. 7-Eleven, the most well-known convenience store brand in the world, has more than 85,000 locations in 20 countries and serves more than 60 million consumers every day. We offer unique experiences that set us apart from other convenience store brands through this extensive global network of 7-Eleven stores such as presenting popular PB items and differentiated products from throughout the globe. To create a new lifestyle that integrates online and offline, we also offer a range of safe food goods such as competitively priced PB brand “7-Select”, specialized food platform “Food Dream”, character-differentiated products and innovative O2O services. In order to actualize the values of coexistence and win-win growth, 7-Eleven works toward coexistence with its franchisees by bolstering business stability, heightening store operation efficiency and supporting sales activities.

3  
7-Eleven,  
Exterior of  
Challenge Store

4  
7-Eleven,  
Global products



13,130

Number of domestic stores  
(as of 2023)

[www.  
e-himart.  
co.kr](http://www.e-himart.co.kr)

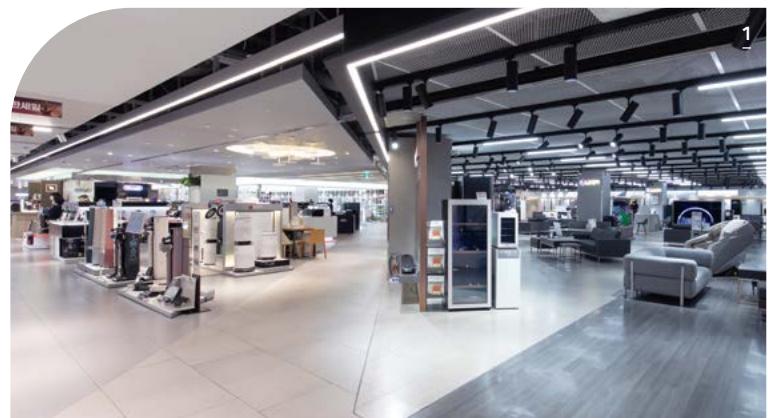
## LOTTE Hi-Mart

**Main Business**  
Wholesale and retail consumer electronics

LOTTE Hi-Mart is a statewide distributor of electronic products that has opened 335 directly run stores, 11 logistics centers, two hub logistics centers and 11 service centers since its founding in 1999. To increase customer satisfaction, we are constantly expanding our product selection to include small home appliances, kitchen appliances and IT-powered home products in addition to large home appliances. Also, we are evolving into a lifelong home appliance curator that suggests home appliances and care services that suit clients' life stages by broadening our brand sourcing, creating PB goods and offering customized home appliance services. We will lead the home appliance distribution industry in the future with a two-track approach of bolstering online channels with unique content and services while driving innovation in offline stores to meet the diverse needs of consumers and improve their lifestyles.

335

Number of stores in South Korea  
(as of March 2024)



1  
LOTTE Hi-Mart,  
LOTTE World  
Tower branch

[www.  
lottegfr.  
co.kr](http://www.lottegfr.co.kr)

## LOTTE GFR

**Main Business**  
International fashion, Women's wear, Cosmetic

LOTTE GFR was established in 2018 by merging the overseas brand business division of LOTTE Department Store and the fashion company NCF. We value organizational culture that focuses on customers. We respect expertise, diversity and the spirit of challenge. We also appreciate transparent and free communications. All of that helps us to understand customer needs and offer better value. As we introduce new and differentiated brands and contents and create synergies with LOTTE, we are moving beyond being a fashion company and becoming a comprehensive content platform. Currently, we are expanding our business scope by launching businesses with various overseas brands such as Kenzo, Canada Goose, K-Way, Bimba Y Lola and Charlotte Tilbury in the luxury, performance, lifestyle, and beauty categories, centering on the licensing business for women's contemporary fashion brand Nice Clap. Our core values lie in nurturing professionals who have insight into customers and markets, and whose expertise and diversity help them make quick decisions that embrace and execute bold challenges. We believe those values will propel our progress into becoming a new content leader.

[www.samanthakorea.com](http://www.samanthakorea.com)  
[www.myshell.co.kr](http://www.myshell.co.kr)

## Samantha Thavasa LOTTE

**Main Business**  
Fashion, bag, apparel distribution and sales

The year of 2011 saw the creation of Samantha Thavasa LOTTE, a joint venture between LOTTE Shopping and Samantha Thavasa of Japan known for its MYSHELL and Samantha Thavasa Korea brands. Global brand Samantha Thavasa Korea is leading the women's handbag trend by quickly studying and productizing quick-changing Korean trends. The company wants to enhance its value as a designer brand by diversifying into garments and accessories. Launched in 2021, young casual brand MYSHELL engages with customers through eco-friendly fashion items and the idea of refreshment derived from the joy of experiences. Aiming to become a communication brand that can be experienced and enjoyed at its flagship shop in LOTTE World Mall, the brand is creating a variety of product lines with the distinctive colors and designs of ocean concept objects.

[www.  
uniqlo.  
co.kr](http://www.uniqlo.co.kr)

## FRL Korea

**Main Business**  
Apparel distribution and sales

FRL Korea was established in 2004 as a joint venture of LOTTE Shopping and international fashion retailer FAST RETAILING. We retail and market global clothing brand UNIQLO in South Korea. We prioritize customer satisfaction. We strive to give every customer the special experience of UNIQLO's excellent quality, design and affordable LifeWear products, anytime, anywhere. With our leisure wear focused on comfort and practicality, we add greater value to our UNIQLO products and deliver better daily lives for all.

[www.  
lottemembers.  
com](http://www.lottemembers.com)

## LOTTE Members

**Main Business**  
Loyalty marketing, digital advertising, and data analysis services

LOTTE Members operates L.POINT, a world-renowned integrated membership service that boasts an annual point transaction volume of 900 billion points and a membership base of about 43 million users. Through personalized services tailored to the preferences, circumstances, and life stages of each member, we aim to enhance customer loyalty within the LOTTE ecosystem. We offer platform-based integrated marketing services to our 240 partners, assisting them in building enduring relationships with their customers. In addition, we are expanding our presence in the digital advertising and data analysis sectors by leveraging the extensive big data available from LOTTE retailers. We are also forging data alliances with prominent companies in finance, telecommunications, and IT, enabling us to deliver a broader range of data services. With these initiatives, LOTTE Members aspires to become a leading data-driven company, offering deep and valuable insights that transcend the retail industry.

2  
LOTTE GFR,  
Canada Goose,  
LOTTE Department Store's  
flagship store

3  
FRL Korea,  
UNIQLO,  
LOTTE World Mall branch

4  
LOTTE Members,  
an integrated app of  
L.POINT and L.PAY



43.16 million people

Number of L.POINT members  
(as of May 2024)

# New Technologies Better World



## CHEMICAL

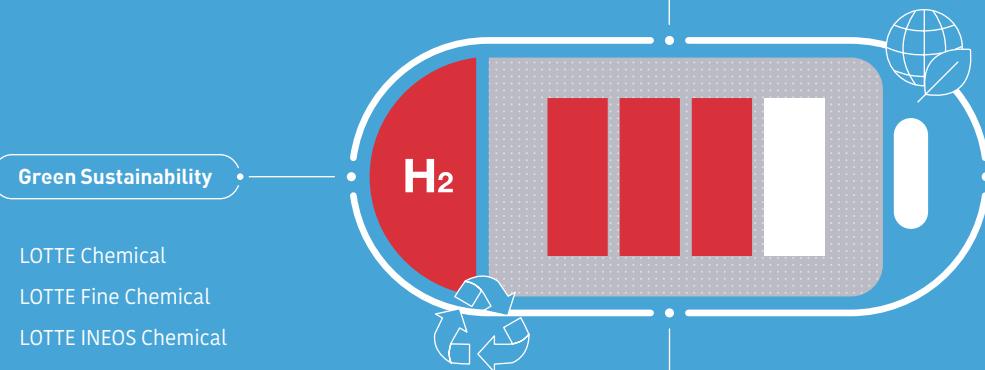
### We are becoming a top global chemical company

Since the 1970s, LOTTE's chemical division has made steady progress while significantly contributing to South Korea's chemical industry through technology development, quality innovation and improvements in production capacity. From raw materials to high-value-added specialty items, LOTTE Chemical, subsidiaries LOTTE Chemical Titan and LOTTE Chemical USA, and sector affiliates, including LOTTE Fine Chemical, LOTTE INEOS Chemical and LOTTE MCC, manufacture products that enhance daily lives. We have production and sales networks in major countries around the globe, and our products are used in more than 120 countries worldwide. We are moving forward as a top-tier global chemical company.

- **Basic Petrochemical Business**
- **High-Value Specialty Business**
  - Expanding specialty product lineups
  - Adding higher value to products
  - Entering new business areas such as bio and eco-friendly materials
- **Hydrogen Energy Business**
  - Creating a domestic hydrogen energy ecosystem from production to distribution and utilization
  - Building pilot process equipment for commercialization of hydrogen storage containers
  - Demonstrating ammonia pyrolysis and photolysis technology
  - Investing a total of KRW 5 trillion by 2030

### Green Sustainability

LOTTE Chemical  
LOTTE Fine Chemical  
LOTTE INEOS Chemical  
LOTTE MCC  
LOTTE Chemical Titan  
LOTTE Chemical USA  
LOTTE Aluminium  
LOTTE Energy Materials



- **Battery Material Business**
  - Expanding four lithium-ion battery materials and next-generation battery materials
  - Building the first anode foil plant in the US by 2025
  - Investing a total of KRW 5 trillion by 2030
- **Plastics Recycling Business**
  - Promoting annual sales of 1 million tons of Ecoseed and commercialization of pyrolysis technology and biodegradable polymers
  - Investing a total of KRW 1 trillion by 2030

Our Key Overseas Business Presence



• LOTTE Chemical

Malaysia, Indonesia, United States, Uzbekistan, Thailand, Vietnam, Hong Kong, Russia, Japan, China, Pakistan, Türkiye, Germany, Slovakia, Hungary, Mexico, Peru, India, Italy, United Arab Emirates, Nigeria

# We pursue better business with the sustainable economy



## Accelerating eco-friendly business for sustainable growth

Beyond producing the chemical products that define the industry, LOTTE's chemical division is pursuing sustainable growth with eco-friendly businesses. By growing its portfolio of high-value specialty and green businesses such as hydrogen energy, battery materials, and recycled plastics, LOTTE Chemical is laying a new basis for growth. With sustainable energy sources like ammonia and hydrogen, LOTTE Fine Chemical is making a foray into the food and pharmaceutical materials sector while LOTTE Aluminum is steadily expanding its secondary battery materials business at home and abroad. By promoting strategic new businesses based on eco-friendly technology, we will become a comprehensive global chemical company that achieves reduced carbon growth.

## Hydrogen Value chain

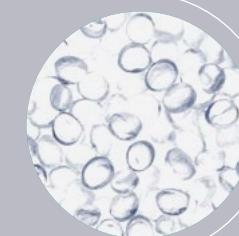


### Commercializing carbon capture and utilization (CCU) technology

A first in South Korea's chemical industry, we completed the demonstration of CCU, gas separator carbon capture technologies, and continue R&D to produce blue hydrogen.

### LOTTE Chemical, Commercializing South Korea's first dry filament winding of hydrogen tanks

By applying dry filament winding technology to manufacture hydrogen tanks in the nation's first commercial pilot plant, we set the foundation for the hydrogen economy.



### Strengthening high-value specialty business

We are expanding our specialty business with high profitability and big growth potential through the development of high-value-added materials for construction, medicines and semiconductors and product diversification.



### Launch of Eco-Friendly Material Brand 'ecoseed'

With the introduction of the "Ecoseed" brand, LOTTE Chemical is looking to grow its plastic recycling and carbon reduction green businesses. By 2030, it will deliver one million tons of "Ecoseed" plastic materials for a virtuous circle for natural resources.

www.  
lottechem.  
com

## LOTTE Chemical

### Main Business

Base chemicals, monomers, polymers,  
synthetic resins, building materials, battery materials,  
hydrogen energy and recycled plastics

Established in 1976, LOTTE Chemical is a comprehensive chemical company that operates global production facilities in South Korea's three major chemical industrial complexes in Yeosu, Daesan and Ulsan. Since our inception, we have achieved the vertical integration of businesses from raw materials to products with sustained plant and business expansions. We have maintained solid profitability. Acquiring LOTTE Chemical Titan in 2010 allowed us to broaden our market into Malaysia, Indonesia and across Southeast Asia. Completing a gas chemical complex in Uzbekistan in 2015 helped us tap into the Central Asian region. In 2019, we established LOTTE Chemical USA, and successfully completed an ethane cracking center (ECC), making us the first South Korean chemical business to construct a mega-size chemical complex the size of 152 football stadiums (nearly 1.02 million m<sup>2</sup>) on US territory. The center has elevated our status across the globe as South Korea's leading chemical business.

To achieve sustainable growth, we are expanding our portfolio into green businesses, such as hydrogen energy, battery materials and recycled plastics, as well as into high-value specialty businesses. We are working to provide clean energy and to lead low-carbon growth around the globe. At home and abroad, we invest in building infrastructures for clean hydrogen ecosystems, from production to distribution and utilization. By partnering with relevant companies, we are securing leadership in the domestic hydrogen industry. We are meeting increased demand for batteries and eco-friendly mobility by collaborating with affiliates and companies that offer core technologies to help us develop diversified battery materials and become an international supplier of battery materials. We will expand our bioplastics and recycled plastics businesses to take the lead in the era of the circular economy. Furthermore, we will concentrate on growing our current lines of specialty products and general-purpose products with added value all the while aggressively pursuing new markets like the bio and eco-friendly materials markets.

4  
—  
Battery separator  
materials for  
electric vehicles



20

Number of  
countries with a  
global presence  
(as of 2023)

21

Number of global  
production and  
sales bases  
(as of 2023)

120

Number of overseas countries  
that import our products  
(as of 2023)



1  
LOTTE Chemical,  
Dry filament winding of  
hydrogen tank

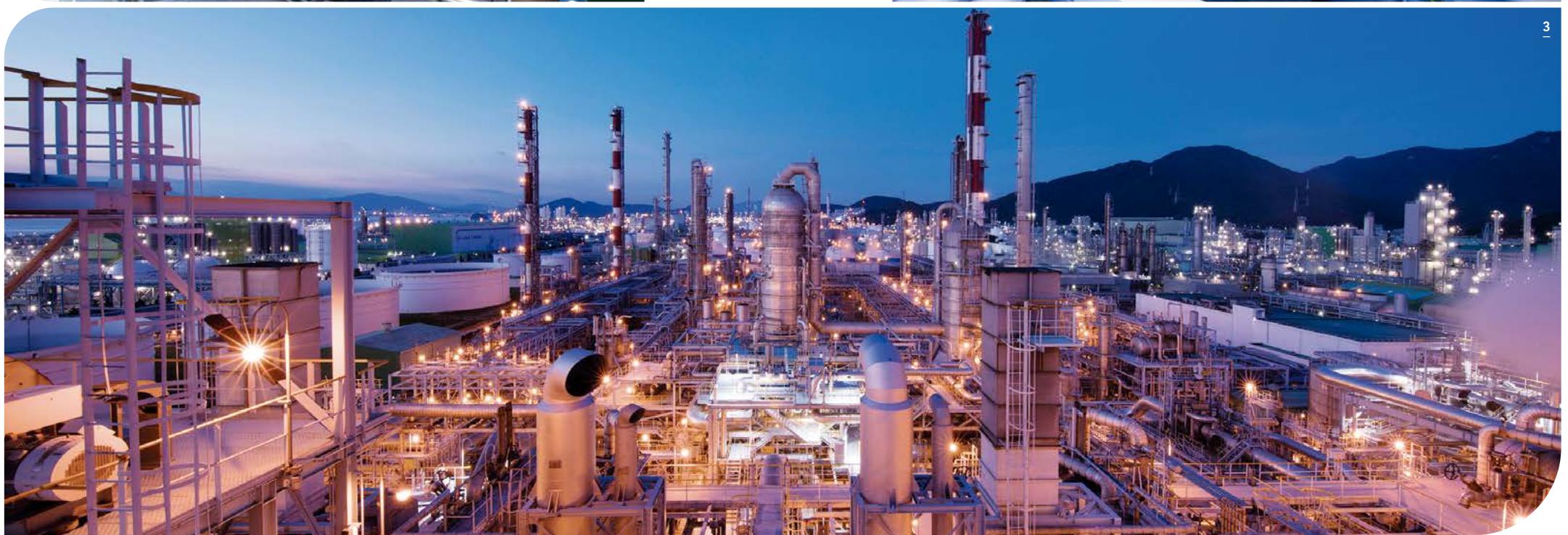
2  
LOTTE Chemical R&D Center

3  
LOTTE Chemical,  
Yeosu Plant



2

3



Every Step for GREEN.

www.  
lottefinechem.  
com

## LOTTE Fine Chemical

Main Business  
Fine chemicals

•

Originally founded as Korea Fertilizer Industries in 1964, LOTTE Fine Chemical has significantly contributed to developing South Korea's chemical industry. In the 1990s, we moved into the fine chemicals business, supplying such products as cellulose, chlorine and ammonia to domestic and overseas markets. In the 2000s, we expanded into eco-friendly products produced with advanced technology, and continued to grow as a high-value-added specialty chemicals producer. We are the only company in the nation to produce high-end cellulose-based products, which is our flagship business. Our epoxy resin raw material ECH, semiconductor developer TMAC and EUROX®, a urea solution to reduce nitrogen oxides of diesel engines, have the largest domestic market share. In addition, we play a pivotal role in the distribution of ammonia in Northeast Asia, leveraging the largest ammonia facilities and infrastructure in South Korea. We also export high-quality products to Asia, the Americas and Europe. LOTTE Fine Chemical will achieve its goal of becoming a "global top 10 specialty company" through maintaining its dominant market shares not only in the future eco-friendly energy sectors of hydrogen and ammonia but in the food and pharmaceutical materials sector with products such as meat substitutes and health-functional foods.



88

Number of overseas countries  
that import our products  
(as of December 2023)

No.1

Largest share of TMAC  
in the global market  
(as of March 2024)

www.  
lotteineos.  
com

## LOTTE INEOS Chemical

Main Business  
Petrochemicals

•

Established in 1989 as a joint venture with BP in the U.K., LOTTE INEOS Chemical has contributed to the growth of the Korean chemical industry by stably supplying basic raw materials for petrochemicals for 35 years. In 2021, we took a further step forward with INEOS of the UK as a new partner. As South Korea's only company to produce the high-value-added fine chemicals of acetic acid and vinyl acetate monomer (VAM), we work on multiple fronts to deliver cutting-edge products with exceptional quality for the global market. With a 93% domestic market share for acetic acid and vinyl acetate, the company has ramped up its production capacity to 1.13 million tons per year, ranking seventh globally through steady plant expansion. We will closely partner with LOTTE's chemical affiliates to become a top-tier global acetyl company.



93 %

Share of domestic  
acetic acid and VAM market  
(Based on the cumulative total  
from Jan. to March of 2024)

www.  
lottemcc.  
com

## LOTTE MCC

Main Business  
Petrochemicals

•

LOTTE MCC was established in 2006 as a joint venture of LOTTE Chemical and Mitsubishi Chemical, the world's No. 1 MMA producer. With five production facilities in Yeosu and Daesan, South Korea's key petrochemical complexes, we produce and supply high-value-added petrochemical products, such as MMA, PMMA, MAA, HEMA and HISS. We are also the only company in the nation with the differentiated capability to produce HEMA / HISS specialty chemicals. Leveraging our superior technology, we offer a stable supply of core materials to a range of industries, including electronics and automotive. We contributed to growing the national economy by helping South Korea increase exports of petrochemical products while reducing dependence on imported products. With a strategy to expand MMA business and diversify specialty product portfolios, we will become a leading company in the high-value-added petrochemical industry.

3  
LOTTE MCC,  
PMMA,  
plastic material  
with optical  
transparency

4  
LOTTE MCC,  
HEMA / HISS,  
colorless  
transparent liquid



www.  
lottechem.  
my

## LOTTE Chemical Titan

**Main Business**  
Ethylene, synthetic resin and base chemicals

LOTTE Chemical Titan is a petrochemical company launched by LOTTE Chemical in 2010 after the acquisition of Titan Chemicals Corp., Malaysia's largest petrochemical company. LOTTE Chemical established LOTTE Chemical Titan as part of a strategy to acquire promising companies with high growth potential that could expand our global presence and preempt competition in the Southeast Asian market. We operate plants in Malaysia and Indonesia. With 790,000 tons of ethylene production capacity, our naphtha cracking center (NCC) plants produce a variety of petrochemical products. In 2017, we successfully completed our initial public offering on the Malaysian Stock Exchange, generating approximately KRW 1 trillion in funds from public offerings. By becoming a public company, we established a solid foundation for growth and trust in the market. As we scale up our business through new investment, we will strengthen our market dominance in Southeast Asia and become a leading global chemical company.



www.  
lotteal.  
co.kr

www.  
lottelem.  
co.kr

## LOTTE Chemical USA

**Main Business**  
Ethylene and mono ethylene glycol (MEG)

Established by LOTTE Chemical, LOTTE Chemical USA is the first US-based chemical plant of a South Korean company. Built on a 991,735 m<sup>2</sup> site in Lake Charles, Louisiana, the plant began commercial operation in 2019, and produces one million tons of ethylene and 700,000 tons of MEG annually. Through the ethane cracking center (ECC), we produce ethylene using ethane extracted from shale gas instead of naphtha, a conventional petrochemical product. This secures cost competitiveness, especially as the only South Korean chemical company to offer both NCC and ECC. With the operation of LOTTE Chemical USA, LOTTE Chemical's annual ethylene production increased to a total of 4.5 million tons, making us the leader in ethylene production among domestic chemical companies.

## LOTTE Aluminium

**Main Business**  
Secondary battery materials, packaging materials, vending machines, showcases and other items

LOTTE Aluminium is a comprehensive packaging materials company that has led the South Korean industry since 1966. With six facilities across the nation, we produce a wide range of products, such as aluminum foil, soft packaging materials, corrugated cardboard boxes, cans, vending machines, showcases and daily supplies. We also have overseas production facilities in the US, Hungary and Indonesia to provide superior materials to local markets. In April 2024, LOTTE Aluminium split off its business division to establish LOTTE Infracell, a company specializing in secondary battery materials and LOTTE Packaging Solutions which focuses on packaging. LOTTE Infracell will become a firm specializing in eco-friendly battery materials and build a global supply networks covering Europe and North America based on secondary battery materials. By growing its lineup of eco-friendly and distinctive products, LOTTE Packaging Solutions aims to lead the market and enhance its proficiency in packaging including cans, flexible packaging, corrugated cardboard and home products. LOTTE Packaging Solutions aims to become a leading integrated materials firm in the worldwide market by increasing its manufacturing capacity and developing eco-friendly products with high added value.

6

Number of plants in  
South Korea  
(as of June 2024)

3

Number of  
overseas plants  
(as of June 2024)

1  
LOTTE Chemical,  
Malaysia

www.  
lotteenergymaterials.  
com

## LOTTE Energy Materials

**Main Business**  
Elecfoil

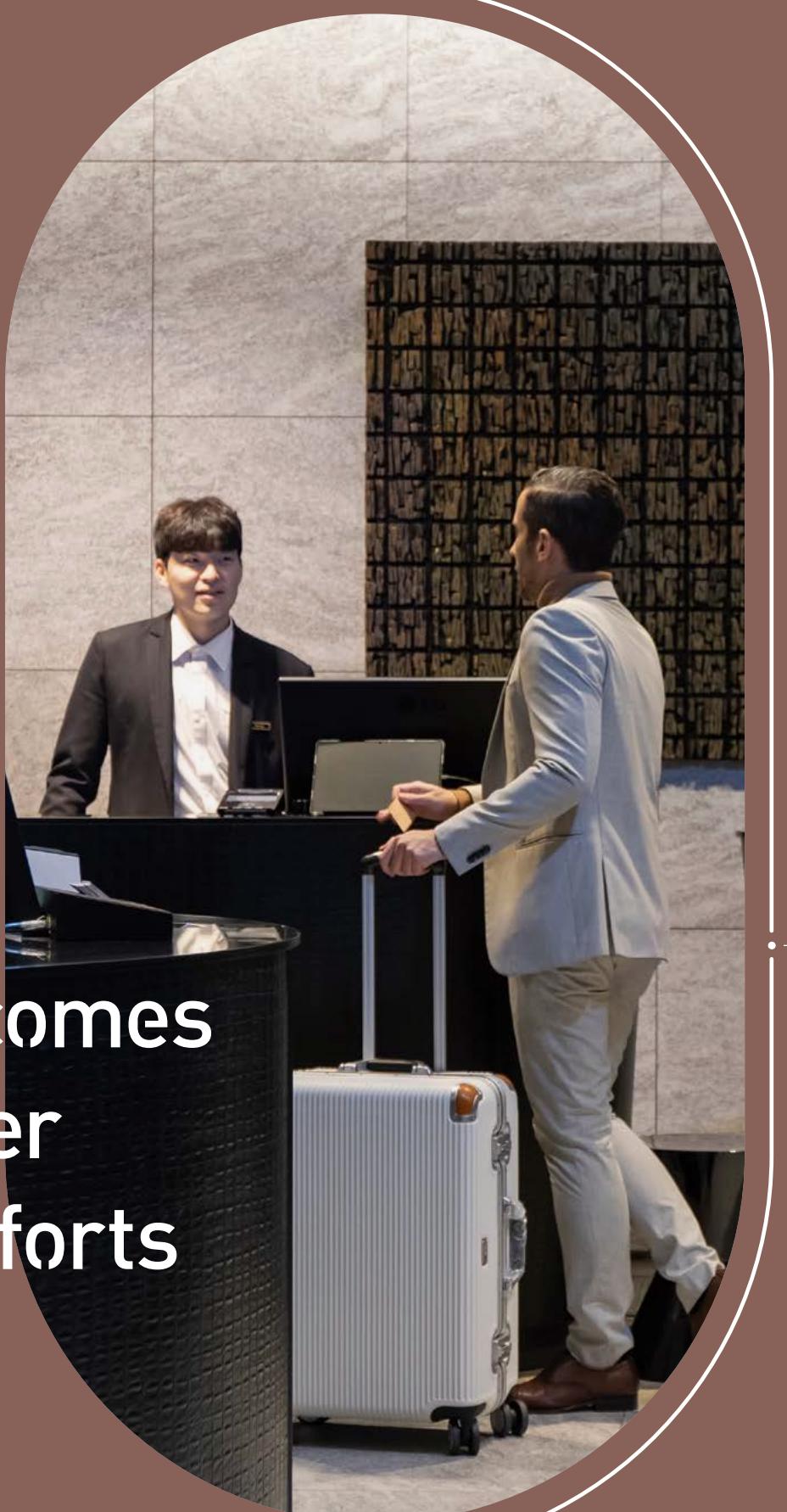
As one of the leading companies in the South Korean copper foil industry, LOTTE Energy Materials has played a pivotal role in localizing elecfoil, a crucial material used in secondary batteries and printed circuit boards. In 2023, we embarked on a new chapter as a subsidiary of LOTTE Chemical, leveraging our extensive experience of over 30 years and our cutting-edge technology to deliver world-class quality products. Our extensive product lineup includes general-purpose copper foil products as well as high-end variants renowned for their exceptional strength and tensile qualities. Recognizing the growing demand for elecfoils in the secondary battery sector, we have laid a strong foundation for sustainable growth through the successful operation of our local subsidiary in Malaysia. Moving forward, our strategic focus lies in becoming a leading global battery material company, driving innovation in the battery industry and capturing significant markets such as Europe and the North America.



2  
LOTTE Chemical,  
USA

3  
LOTTE Aluminium,  
Hungary

4  
LOTTE Energy Materials,  
Malaysia



# New Welcomes Better Comforts

## HOTEL

We are bringing special experiences and memories to everyday life

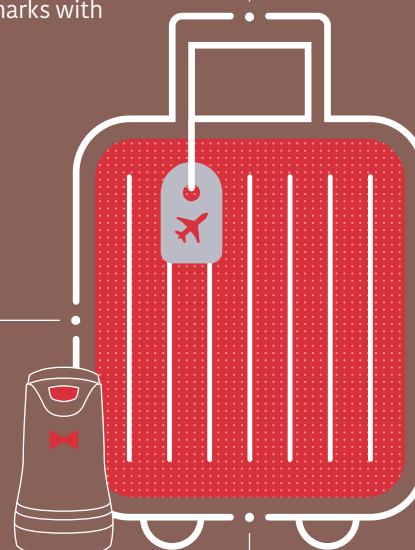
With superior amenities and hospitality services, LOTTE's hotel division has been leading the South Korean tourism industry for more than 50 years. LOTTE Hotels & Resorts, a global chain, and LOTTE Duty Free, world-class shops, are expanding in South Korea, across Asia, and in the US, Europe and Oceania. Our hotel affiliates are also prized, including LOTTE World, which attracts millions of visitors per year, and LOTTE JTB, a global travel agency. The LOTTE World Tower and LOTTE World Mall have become South Korea's top landmarks with domestic and international tourists.

- **LOTTE Hotels & Resorts**

- Expanding businesses, from hotels and resorts to long-term accommodations, such as premium and senior residences
- Strengthening operational capabilities by digitizing services and implementing an efficient operational system
- Enhancing customer care

- **New Living Platform**

- LOTTE Hotels & Resorts
- LOTTE Duty Free
- LOTTE World
- LOTTE JTB



- **LOTTE Duty Free**

- Entering new markets
- Promoting K-culture
- Increasing digital capabilities, such as diversifying customer experiences

- **LOTTE World**

- Offering greater LOTTE brand experiences by enhancing contents, services and more
- Developing original content business capabilities while expanding new businesses

Our Key Overseas Business Presence



• LOTTE  
Hotels & Resorts  
United States, Russia,  
Uzbekistan, Vietnam,  
Myanmar, Japan

• LOTTE  
Duty Free  
United States, Japan,  
Vietnam, Australia,  
New Zealand, Singapore

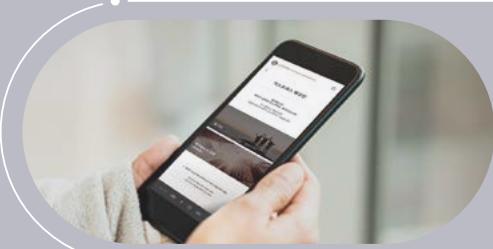
We provide  
unique services  
to savor  
experiences



Driving global growth  
by sharpening market strategy

Top-ranked in the South Korean market, LOTTE's hotel division expects to accelerate international growth by fueling its brand power and operational capabilities. In the hotel and resort business, we are expanding our business model from "hospitality" to "living." LOTTE Hotels & Resorts, in particular, is continuing to remodel its properties at home and abroad while concentrating on its senior residence business and worldwide franchising business with greater operational expertise. In addition to continuing to invest in online duty-free stores and logistics centers, LOTTE Duty Free is increasing its international locations in an effort to find new growth engines. LOTTE World also intends to aggressively support the value-added content industry and improve the brand experiences of its offline platforms with attractions and shows.

Smart Hotel Solutions



LOTTE Hotels & Resorts,  
Launching online express check-in services  
Using the website or app, our online service streamlines the check-in process to increase customer convenience.

LOTTE Hotels & Resorts,  
VL Lhour Residence & Cheongmyeongwon  
We launched VL Lhour, a premium senior residence in Osiria, Busan, to provide high-quality hotel services for active seniors.



LOTTE Hotels & Resorts,  
Advancing AI innovative services  
Our digital services, including delivery robots, unmanned kiosks and guidance robots, offer distinct and convenient stays.



LOTTE World,  
Developing online and offline global theme parks  
From original content, with characters like Lottie and Lori, to state-of-the-art online businesses, including metaverse and NFTs, we consistently innovate to provide greater customer enjoyment.

www.  
lottehotel.  
com

## LOTTE Hotels & Resorts

Main Business  
Tourism services

Established in 1979, LOTTE Hotels & Resorts has vigorously broadened its business domestically and internationally to become a global brand that operates 35 hotels across 7 countries. From the premium landmark Signiel to the classic upper upscale LOTTE Hotel and the trendy lifestyle L7 Hotels, as well as the stylish business traveler's LOTTE City Hotel and the luxurious LOTTE Resort, we proudly host 5 brand portfolios at home and abroad. Our diverse brands provide differentiated options and services that meet the gamut of needs for visitors and tourists. As a new growth engine, we officially launched VL (Vitality & Liberty), a premium senior residence brand, in April 2022, with the first residence VL Lhour.

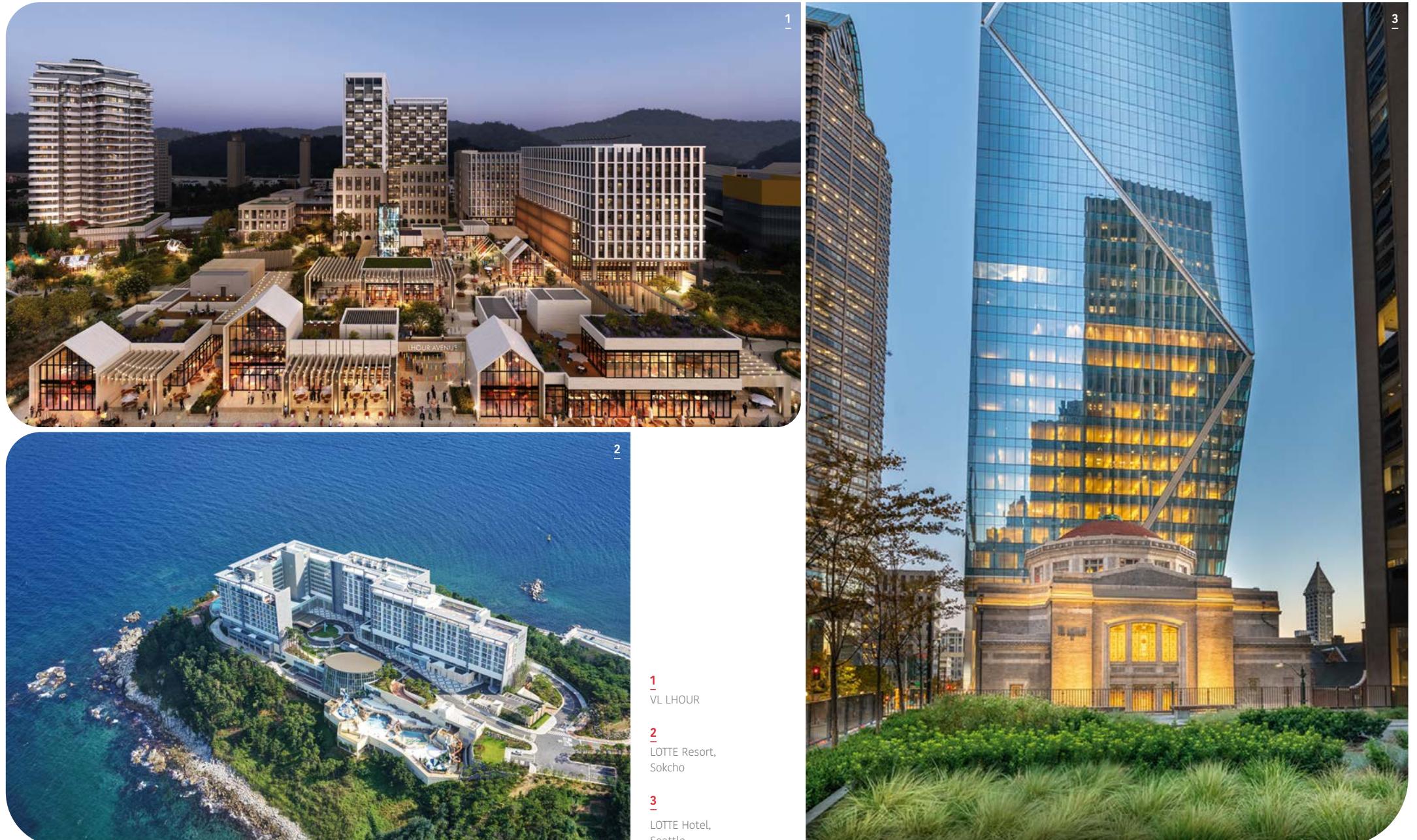
Overseas, we have a strong presence with 11 LOTTE Hotels, 1 LOTTE City Hotels, and 2 L7 Hotels in the United States, Russia, Japan, Vietnam, Myanmar, and Uzbekistan. In 2023, L7 West Lake Hanoi by LOTTE opened, signaling the start of the lifestyle hotel brand L7 Hotel's international growth. The first L7 Hotel in North America, L7 Chicago by LOTTE, opened its doors in 2024. As a well-loved hotel brand around the world, we deliver differentiated facilities and services that exceed customer expectations.

21

Number of hotel chains  
in South Korea  
(as of July 2024)

14

Number of overseas  
hotel chains  
(as of July 2024)



1

VL Lhour

2  
LOTTE Resort,  
Sokcho

3  
LOTTE Hotel,  
Seattle

kr.  
lottedfs.  
com

## LOTTE Duty Free

Main Business  
Duty free shops

•

LOTTE Duty Free opened its doors in 1980 as the first comprehensive duty-free store in Korea. It has expanded to become a worldwide duty-free retailer with seven locations in Korea and 14 abroad. The top three luxury brands in the world -- Louis Vuitton, Hermes and Chanel -- opened at this duty-free shop since it was the first of its kind to adopt a boutique design with each store divided like a department store. It launched the first internet duty-free shop which provides services in three languages -- Korean, Chinese and English. It is leading the duty-free shop industry by setting up the world's first online luxury duty-free corner in the world. By promoting entertainment marketing using the Korean Wave star model, we draw worldwide tourists and gain foreign currency, which significantly contributing to the development of South Korean tourism. Advancing into overseas markets in 2012, we became the first South Korean duty-free retailer to operate international stores. The company now operates stores in Guam, Japan, Vietnam, and Singapore, and is diligently working to become the leading duty-free corporation in Oceania by opening six branches in Australia and New Zealand. LOTTE duty free is emerging as a prominent global brand in the travel retail industry in the Asia-Pacific market.

7

Number of duty free shops  
in South Korea  
(as of May 2024)

14

Number of overseas  
duty free shops  
(as of May 2024)

www.  
lotteworld.  
com

## LOTTE World

Main Business  
Theme parks

•

LOTTE World is the dominant leader in online and offline themed entertainment, covering tourism and leisure offerings such as theme parks, aquariums, water parks, an observatory and digital content. We are building on nearly three decades of experience, expertise and operation since launching LOTTE World Adventure in 1989, South Korea's first theme park in downtown Seoul. We opened LOTTE Water Park and LOTTE World Aquarium in 2014. We then successfully unveiled Seoul Sky in 2017, an observatory at LOTTE World Tower. In addition, we are accelerating expansion at home and abroad including LOTTE World Adventure Busan which opened in 2022 and LOTTE World Aquarium Hanoi which opened its doors in 2023. We are realizing our vision of becoming a global entertainment services provider beloved by customers around the world. Simultaneously, we are enriching our digital business and delivering memorable experiences to customers with online content and platforms for infants and toddlers using original characters.

11 million people

Number of visitors to theme parks per year,  
including LOTTE World Adventure,  
LOTTE World Adventure Busan,  
LOTTE World Aquarium,  
LOTTE World Aquarium Hanoi,  
Seoul Sky and LOTTE Water Park  
(as of March 2024)

www.  
lottejtb.  
com

## LOTTE JTB

Main Business  
Travel services and tour programs

•

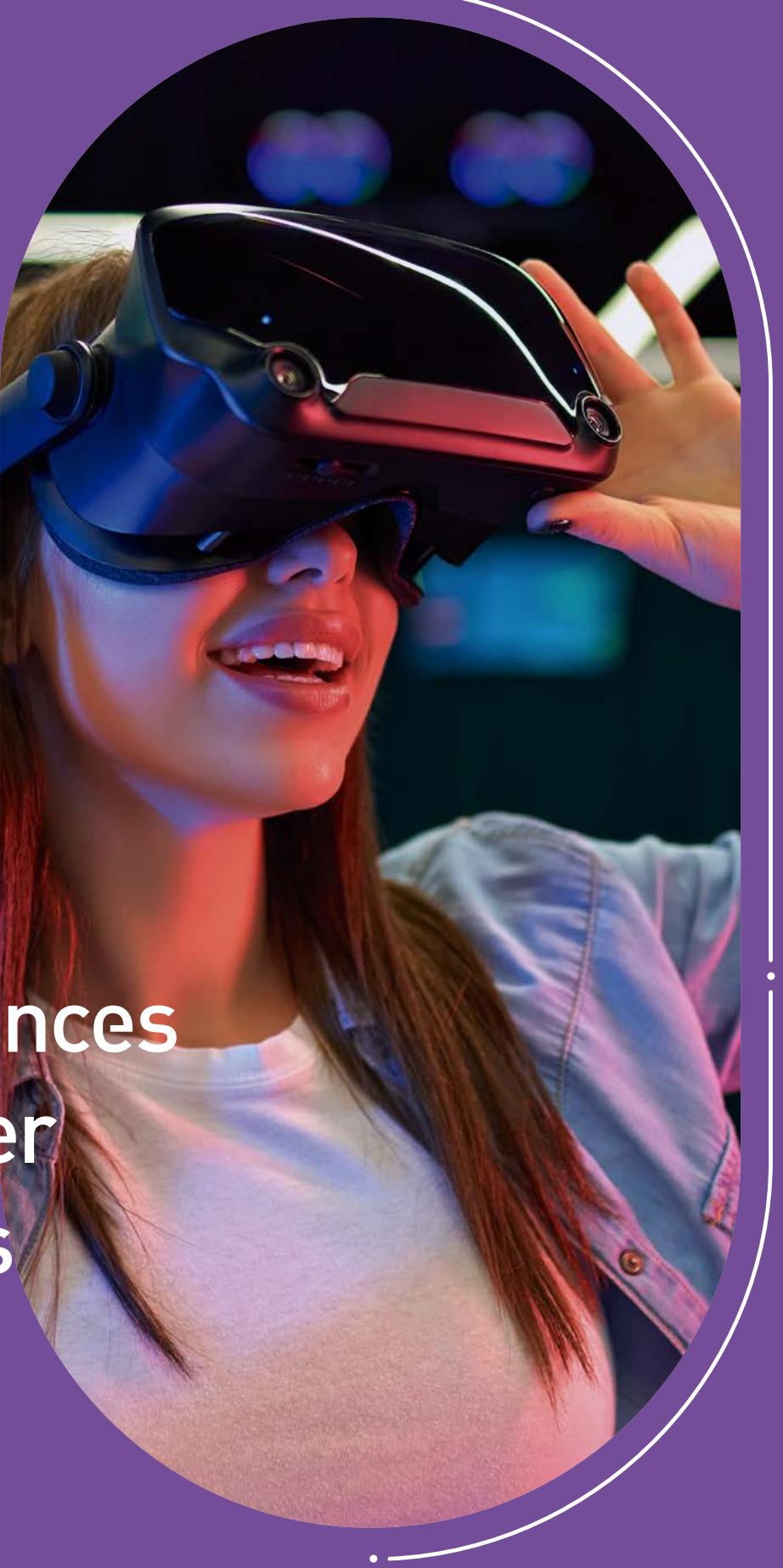
Launched in 2007, LOTTE JTB is LOTTE's exclusive travel agency, providing quality services that leverage LOTTE's rich tourism infrastructure and the international network of world-famous Japanese travel bureau JTB. Since its launch, it has consistently ranked first in the Korean inbound travel industry in terms of sales and stably provides hospitality utilizing its accumulated experience in handling international events such as the 2023 Saemangeum World Scouting Jamboree and the MLB World Tour Seoul Series. Besides air travel services, we design and prepare tailored travel services, including for LOTTE affiliates and public organizations such as schools. Using the group's infrastructure, we also provide a range of international tourism services such as the LOTTE Giants Spring Training Camp Visit, the MLB Regular Series Attendance Program, and the LPGA Golf Event. These services include customized sports-related tourism packages, international cruises and chartered cruises from Korea. We are growing into South Korea's premier travel agency by providing differentiated services that connect people, places and events while creating value that tops customer expectations.

1  
LOTTE Duty Free,  
Changi Airport  
branch

2  
LOTTE World,  
Magic Castle



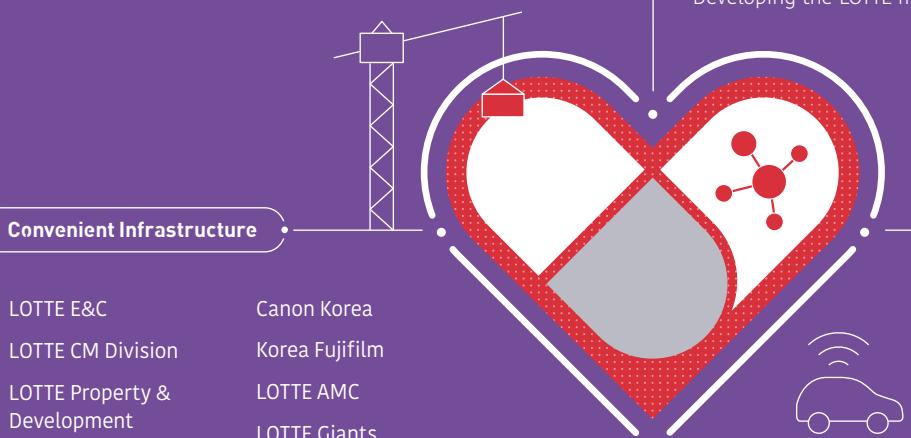
New  
Advances  
Better  
Lives



## CONSTRUCTION · RENTAL · INFRA

### We are making everyone's life more convenient and prosperous

At LOTTE, we are operating businesses in construction, rental and infrastructure sectors as we provide more convenient and improved benefits for everyone. Our proprietary technology and rich experience give us distinguished capabilities in a wide variety of arenas, including construction, real estate development and operation, rental, logistics, ICT, financing services, marketing, entertainment, manufacturing, asset management, international trade and a sports team. We are also committed to social welfare and culture and the arts as part of our welfare and cultural foundations. We are dedicated to creating a better world in which we all live together.



- LOTTE E&C
- LOTTE CM Division
- LOTTE Property & Development
- LOTTE Rental
- LOTTE Global Logistics
- LOTTE Innovate
- LOTTE Biologics
- LOTTE Ventures
- LOTTE Capital
- LOTTE Cultureworks
- Daehong Communications
- Canon Korea
- Korea Fujifilm
- LOTTE AMC
- LOTTE Giants
- LOTTE Institute of Economy & Business Strategy
- LOTTE Scholarship Foundation
- LOTTE Welfare Foundation
- LOTTE Samdong Welfare Foundation
- LOTTE Foundation for Arts

- **LOTTE Biologics**
  - Acquiring Bristol-Myers Squibb manufacturing facility in East Syracuse, New York
  - Promoting the establishment of a new bio campus in Songdo, Incheon
  - Building CDMO business infrastructure through collaboration with leading Korean and international bio companies

- **LOTTE Global Logistics**
  - Investing in logistics infrastructure and innovating DT/IT logistics
  - Operating AI mega hub terminal for courier services in Jincheon, Chungbuk
  - Building a fully automated logistics facility for the Icheon Distribution Center

Our Key Overseas Business Presence



LOTTE  
E&C

China, Vietnam,  
Malaysia, Indonesia,  
Japan, Pakistan, Russia,  
Cambodia, Singapore,  
the Philippines

LOTTE  
Property & Development

Vietnam

LOTTE  
Rental

Vietnam,  
Thailand

LOTTE  
Global Logistics

Germany, United States,  
Vietnam, Kazakhstan, China,  
Hong Kong, Indonesia,  
Uzbekistan, the Philippines,  
Hungary, Mexico

LOTTE  
Biologics

United States

LOTTE  
Innovate

Vietnam,  
Indonesia

Daehong  
Communications

Vietnam,  
Indonesia

# We transform lives with innovative technology



## Fostering new growth businesses for the future

LOTTE has selected bio and mobility as its new growth drivers and is intensively fostering them for its sustainable growth. By acquiring an American manufacturing facility from a multinational pharmaceutical company, LOTTE Biologics has broken into the CDMO market. The company is now constructing a bio campus in Songdo, Incheon which will have a 360,000-liter annual production capacity. LOTTE Innovate is collaborating closely with a number of LOTTE Group affiliates including LOTTE Rental to preempt the future mobility market. It is also promoting various projects utilizing ICT such as an electric vehicle charging infrastructure project and the establishment of a metaverse ecosystem.

## Bio & Wellness



### LOTTE Biologics Participates in Major Bio Conferences

To foster new partnerships and expand its recognition throughout the world, LOTTE Biologics participates in international pharmaceutical and bio events including the JP Morgan Healthcare Conference, Bio International Convention, and the Convention on Pharmaceutical Ingredients (CPhI).

### LOTTE Biologics, Becoming a top 10 global CDMO company

We aim to grow into a top 10 global CDMO company by 2030 with sales of KRW 1.5 trillion.

## Mobility



### LOTTE Global Logistics, Building Icheon Distribution Center

By building the Icheon Distribution Center equipped with AI, robot digital technology and advanced logistics automation facilities, we are ready to lead innovation in smart logistics.



### LOTTE Innovate, Infrastructure for charging electric vehicles

Advancing the future's mobility ecosystem, we acquired a majority stake in the EVSIS to expand electric vehicle charging infrastructure at home and abroad while also developing related businesses.

### LOTTE Innovate, Promoting autonomous shuttle service

In cooperation with the New Zealand-based autonomous driving company Ohmio, we are building a system to commercialize autonomous shuttle services.

www.  
lottecon.  
co.kr

## LOTTE E&C

### Main Business

General construction



LOTTE E&C was established in 1959 and joined LOTTE Group in 1978. Since then, the company has operated domestically and internationally in the housing, architectural, civil engineering, and plant construction sectors. Its management activities are guided by the group's mission to enhance human life. In response to shifts in residential culture, we are consistently improving the technology, quality, and service levels of our flagship products. LOTTE E&C's products include LOTTE Castle, the first branded apartment complex in Korea launched in 1999; high-end residence brand LE-EL; private rental housing; high-rise, mixed-use, and distribution facilities; plants; and land transportation facilities like long bridges and tunnels. Additionally, we are actively putting our climate change response plan into action while focusing on safety at construction sites. We want to grow alongside our partners through fair and ethical management, promoting employee fulfillment and self-realization and helping to build a sustainable society. With a passion and strength that we have shown by building LOTTE World Tower, we will keep giving our clients and society more value.

8

93

Construction  
capabilities ranking  
in South Korea  
(as of 2023)

Global ENR ranking  
(as of 2022)



**1**  
LOTTE E&C,  
LE EL Gallery

**2**  
LOTTE Mall,  
West Lake Hanoi

www.  
lottecm.  
com

## LOTTE CM Division

### Main Business

Construction project management



Founded in 1985, LOTTE CM Division is the first company in South Korea to specialize in construction management (CM). Utilizing proven technology and experience, we provide a wide range of management services, from design, project costs and processes to post-construction, as we work to significantly reduce costs and shorten construction time. LOTTE CM has been successfully performing CM for large-scale high-rise projects and overseas projects in the U.S., Hungary, Vietnam, China and Indonesia. LOTTE CM has also been playing the roles of a CM for all LOTTE Group projects (LOTTE World Tower, department stores, supermarkets, hotels, resorts, cinemas, shopping malls, logistics centers, bio facilities, etc.). In addition, we are pushing for ESG and advanced construction project management thanks to our success in a variety of projects such as industrial plants, eco-friendly buildings, logistics and data centers, and design standardization. Based on our rich experience in construction project management, we will grow into a world-class project management company at home and abroad.

3

LOTTE World Tower

4

LOTTE Center Hanoi,  
Vietnam

www.  
lottepnd.  
.com

## LOTTE Property & Development

### Main Business

Real estate development, leasing, operations and management



Founded in 1982, LOTTE Property & Development has focused on the Jamsil complex development project since 1987, successfully opening LOTTE World Mall in 2014 and LOTTE World Tower in 2017. At LOTTE World Tower & Mall, a world-famous destination that welcomes 55 million tourists each year, we are endeavoring to make sure that visitors have a good time and support community harmony by organizing events like fireworks festivals, public art initiatives, aquathlons, and New Year's countdowns. LOTTE Property & Development is expanding its range of business ventures by means of real estate development and asset management. Presently, the company has over ten buildings under management. They include Gangnam N Tower on Teheran Road and Signature Tower in the Euljiro district of Seoul. The company runs LOTTE Center Hanoi as a landmark in Vietnam by purchasing a stake from Coralis S.A. in 2022. In order to get into the real estate market in Vietnam, LOTTE Property & Development founded LOTTE Property & Development Vietnam. It presently manages a number of properties including Daewoo Starlake and LOTTE Mall West Lake Hanoi in the country. It is continuously expanding its international clientele. LOTTE Property & Development is looking to become a global general real estate company by making good use of its vast experience accumulated through the development and operation of skyscrapers and large mixed-use properties in Korea and overseas.

555m

Height of LOTTE World Tower

55 million people

Number of visitors to  
LOTTE World Tower and Mall per year  
(as of 2023)



3

4

www.  
lotterental.  
com

www.  
lottegloballogis.  
com

www.  
lotteinnovate.  
com

## LOTTE Rental

### Main Business

General rental services

•

Reborn as a part of LOTTE Group in 2015, LOTTE Rental is the only all-inclusive rental firm in Korea with over 30 years of experience. The company offers rental services for a variety of industries. Its auto business division covers automobile lease, car sharing and used car sales and exports. In the business rental sector, it offers rental services for office and industrial equipment. With more than 260,000 vehicles, our flagship brand, LOTTE Rent-a-Car, ranks first in the car rental market in Korea. We are also aggressively venturing into foreign markets, running foreign subsidiaries in Thailand and Vietnam to explore overseas markets. We will continue to grow into a leading mobility rental platform that creates a more convenient and enriched life through continuous service innovation.

No.1

No. 1 car rental market  
share in South Korea  
(as of March 2024)

## LOTTE Global Logistics

### Main Business

Courier, domestic and international logistics

•

Based on a global network spanning 11 foreign countries, including China, Vietnam, Hungary, Germany, and the United States, and a network of over 1,000 businesses in Korea, LOTTE Global Logistics offers a wide range of services including home delivery and domestic and international logistics. We anticipate increased profitability in the courier industry as a result of systemic changes in our courier network and the impacts of higher daily throughput volume after the Jincheon Mega Hub Terminal was completed in 2022. Moreover, through our experience in providing logistics services for a range of customers and DT-based logistics innovations like an integrated smart logistics center in Yangsan completed in 2022 and an integrated smart logistics center for apparel and miscellaneous goods in Yeouju slated to be completed in 2026, we are strengthening our business capabilities in the domestic SCM business including land transportation and third-party logistics. We are ramping up our business capabilities in the international logistics business which includes forwarding, international express services and port stevedoring. To become a top-tier logistics company that connects the world we will keep investing in DT- and IT-based logistics innovation and logistics infrastructure down the road. We will also expand into new markets by pursuing projects for smart fulfillment, environmentally friendly ammonia maritime transportation, and international business expansion.

11

Number of countries  
in which we do business  
(as of March 2024)

## LOTTE Innovate

### Main Business

Comprehensive IT platform and solutions services

•

Founded in 1996 under the name of LOTTE Data Communication, LOTTE Innovate is a service provider that uses IT and DT capabilities to lead clients' business transformation (BT) in a variety of industries, including manufacturing, distribution, logistics, chemicals, and finance. In March 2014, LOTTE Data Communication made a fresh new start as LOTTE Innovate based on its dedication to spearheading client innovation. By combining and analyzing data from different industries including the food, distribution, and construction industries, it offers customized solutions such as Smart ECO Platform that develops differentiated BT strategies. It is enhancing LOTTE Group's AI competitiveness by creating a generative AI platform that can be applied to all of its business areas as well. Furthermore, we offer IT services and infrastructure that are essential to the advancement of contemporary society including data centers, cloud computing, autonomous vehicles, convergence security, and smart cities. Our electric car charging platform business is getting ready for overseas markets like the United States and Southeast Asia while earning necessary certifications early. We are actively conducting business not only in Korea but in Vietnam and Indonesia. By bolstering new growth drivers closely connected to future customer needs, we will grow our business by going global beyond the domestic B2B and IT sectors in the future.

1

LOTTE Rental,  
Jeju Auto House

2

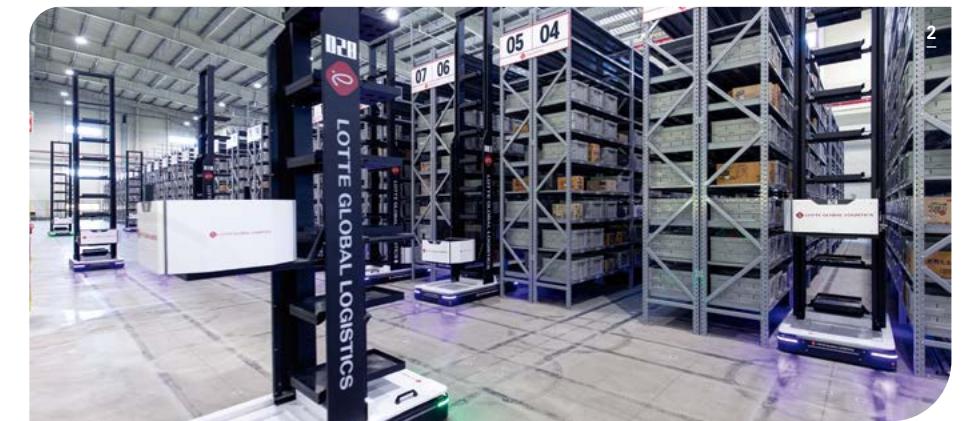
LOTTE Global Logistics,  
Icheon Distribution Center

3

LOTTE Innovate,  
AI Platform "Aimember"

4

LOTTE Innovate,  
Metaverse virtual concert



[www.  
lottebiologics.  
com](http://www.lottebiologics.com)

## LOTTE Biologics

**Main Business**  
Biopharmaceutical CDMO

•

LOTTE Group founded LOTTE Biologics in June 2022 as a new growth driver, with the goal of branching out its business to the bio & wellness industry. We successfully purchased a biopharmaceutical production facility in Syracuse, New York, from multinational pharmaceutical giant BMS on December 31, 2022. Within eight months, we made our debut in the CDMO industry. With over 62 production approvals from international regulatory bodies like the FDA, EMA, PMDA and the MFDS, the Syracuse Bio Campus possesses key CDMO capabilities and can produce up to 40,000 liters of drug substances (DS) at present. Recently, we expanded our Syracuse Bio Plant to include an antibody drug conjugate (ADC) facility. This plant will serve as LOTTE Biologics' North American center, providing a full range CDMO services. We have planned an investment of 4.6 trillion won in Korea to construct three plants with the combined production capacity of 360,000 liters of antibody medicines at Songdo International City in Incheon. Our goal is to have all three plants fully operational by 2034, with the first one scheduled for completion in 2024. Furthermore, to foster synergistic partnerships through steady collaboration, we have plans to establish a Bio-Venture Initiative for bio venture startups at the Songdo Bio Campus, which will contribute to creating a domestic bio-ecosystem and developing new treatments. Through this, LOTTE Biologics aims to contribute across the entire value chain of the biopharma industry, from drug development to production, providing innovative pharmaceuticals to patients and growing into a global top 10 CDMO.



LOTTE Biologics, Syracuse Bio Campus in US

LOTTE Biologics,  
Aerial view of Songdo Bio Campus in Incheon, Korea

[www.  
lotteventures.  
com](http://www.lotteventures.com)

## LOTTE Ventures

**Main Business**  
Financing new technology businesses

•

Launched in 2016, LOTTE Ventures is a corporate venture capital (CVC) firm that identifies, invests in and nurtures innovative startups. Currently, LOTTE Ventures has 19 investment funds totaling KRW 303.9 billion under management. The company is searching for promising startups that fit with LOTTE's new growth strategies. We are beginning with a Vietnam branch as the first South Korean foreign investment venture corporation to be approved by the Vietnamese government. We then plan to accelerate expansion into the US and Japan. We expect to help domestic startups improve entry into international markets as we discover synergistic local startups. We are focused on boosting capital funds to build a sound investment ecosystem that supports LOTTE's new growth engines.



LOTTE Ventures,  
Demo Day

[www.  
lottecap.  
com](http://www.lottecap.com)

## LOTTE Capital

**Main Business**  
Installment loans, facility rentals, credit / mortgage loans, bill discounting, rentals

Established in 1995, LOTTE Capital provides financial services such as loans, project financing, bill discounting and factoring finances for individual and corporate clients. We also offer leasing financing and installment loans for automobiles and leasing financing for industrial machinery and medical equipment. We are running a subsidiary in Indonesia to boost our global competitiveness by going global. We will grow into a global general lender by strengthening our core competencies

[www.  
lotteiebs.  
com](http://www.lotteiebs.com)

## LOTTE Institute of Economy & Business Strategy

**Main Business**  
Management consulting, Diagnosis, Advisory, Technology consulting, Publication, Information provision

•

Established in April 2002, the LOTTE Institute of Economy & Business Strategy plays the roles of a knowledge & business solution provider for LOTTE Group's business strategies, expansion and development. In order to help LOTTE Group better take advantage of new opportunities and manage risks, the institute provides strategic directions by analyzing market developments and trends in consumer goods, distribution, petrochemicals, and hotels which are LOTTE Group's main businesses. In order to increase LOTTE Group's worldwide footprints, the institute also carries out research on international markets and offers insights that enable LOTTE Group to proactively react to shifts in the business environment. As the business environment changes quickly, the LOTTE Institute of Economy & Business Strategy will strengthen its roles in providing excellent insights and solutions to help LOTTE Group proactively respond to the rapidly changing business environment and achieve sustainable growth.

www.  
lottecinema.  
co.kr

## LOTTE Cultureworks

**Main Business**

Cinemas, concerts, music shows and dramas, investing in and distributing movies

South Korea's top-tier entertainment company, LOTTE Cultureworks leads the nation's cultural life across diverse business areas, including cinemas, film investment and distribution, performances and dramas. LOTTE Cinema renovated the LOTTE Cinema World Tower Superplex, transforming it into a space that immerses viewers in the essence of cinema and becoming a model for premium large-format cinema in the country. It is now a cultural stage to experience new and diverse contents and a cultural complex where people can enjoy the latest trends. LOTTE Entertainment delivers delightful experiences across a range of filmmaking, from commercial to independent, and continues to grow by developing diverse current content for shows, dramas and short-form content. We also nurture the nation's content industry by supporting creators with the largest competition and by exporting original domestic content to overseas markets. Our Charlotte Theater, the nation's first-ever venue dedicated to musical performances, opened in 2006, and has attracted audiences amid an ever-evolving content industry by showcasing leading musical works and global mega-hit musicals, beginning with the debut of *The Lion King*.

137

Number of cinemas  
in South Korea  
(as of March 2024)

45

Number of  
overseas cinemas  
(as of March 2024)

www.  
daehong.  
com

## Daehong Communications

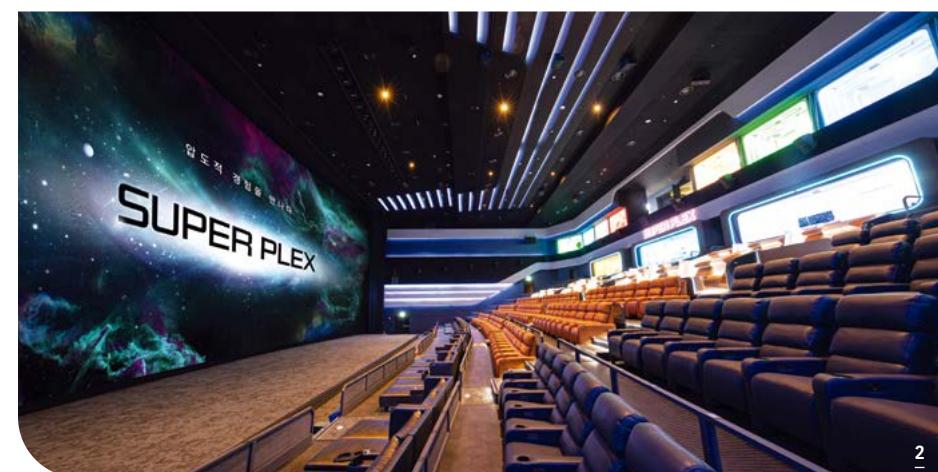
**Main Business**

Integrated global marketing solutions



**1**  
Daehong Communications,  
An editing studio

**2**  
LOTTE Cinema,  
World Tower Superplex



www.  
kr.canon

## Canon Korea

**Main Business**

Total imaging solutions, office machines, cameras, medical solutions & devices and industrial equipment

Canon Korea entered the South Korean market in 1985 as LOTTE Canon, a joint venture of LOTTE and Canon. In 2021, we integrated the office machine and camera businesses and relaunched as a Total Imaging Solutions provider, from image creation to printing. With large-scale production facilities and a research center in Korea, Canon Korea has comprehensive capabilities ranging from development to sales in the office equipment industry. Centered on digital multifunctional devices, the company is expanding its businesses for the fourth industrial revolution era including commercial printing and medical and office solutions among others. In the camera business, we secured our strong brand power with our long-time No. 1 national market share in interchangeable lens cameras. By leveraging our superior products and services, we are generating innovative solutions that lead the rapidly changing market environment.

www.  
fujifilm.  
co.kr

## Korea Fujifilm

**Main Business**

Instant cameras, photo materials, photo books, theme park photo solution services, digital printing equipment and value-added printing services

Since its foundation in 1980, Fujifilm Korea has steadily grown by offering imaging solutions suitable for the digital era. With and premium photo products, we are dominating the analog photographic culture market. We are dialing up sales of our four-cut photo brand, "Film Hanjan" and our in-house created photo kiosk, "Selfie Kiosk," domestically and internationally. With our distinctive imaging solutions, we are also offering more entertaining experiences and a superior photo culture at theme parks and photo studios around the country. With various imaging businesses that cater to trends in lifestyles, we will take the lead in the photo culture industry.

www.  
lotteamc.  
com

www.  
lottereit.  
co.kr

## LOTTE AMC

**Main Business**

Real estate investment and management business



KRW 2.3 trillion

Total assets under management (AUM)  
(as of March 2024)

**3**  
Canon Korea,  
Headquarters

**4**  
Fujifilm,  
instax mini Evo

www.  
giantsclub.  
com

## LOTTE Giants

**Main Business**  
Professional sports team

Founded in 1982 as an original franchise of the Korea Baseball Organization (KBO) league, LOTTE Giants is a professional baseball team based in Busan. Boasting a rich heritage with a long, reputable history, we have won two KBO Championship titles, in 1984 and 1992, posted one million in spectator attendance for the first time in KBO league history, and achieved the highest number of spectators for a single season. To raise our performance level, we recruit outstanding players and staff, and embrace advanced systems to nurture players using data science. We continue to invest in expanding fan services, promoting spectator convenience and fulfilling social responsibility for the local community as one of the most influential teams leading South Korea's professional baseball league.

www.  
lotteconcerthall.  
com

www.  
lottemuseum.  
com

## LOTTE Foundation for Arts

**Main Business**  
Culture and the arts

The LOTTE Foundation for Arts was launched in 2015 to create culturally enriching experiences for everyone. In 2016, we opened the LOTTE Concert Hall, a classical music venue with excellent acoustics and seating designed in the vineyard style, the first of its kind in South Korea. The hall hosts a variety of traditional and modern classical music performances for the public and music lovers. In 2018, we opened the LOTTE Museum of Art, a contemporary visual arts museum, to introduce vibrant global contemporary arts and cultural inspirations.

www.  
lottefoundation.  
or.kr

## LOTTE Scholarship Foundation

**Main Business**

Scholarships, academic and educational programs

Since its establishment in 1983, the LOTTE Scholarship Foundation has been providing scholarships and carrying out educational welfare programs in Korea and abroad. It has provided scholarships to a total of 60,000 students at home and abroad since its establishment. In order to help enthusiastic and talented college students to pursue their studies without worrying about preparing tuition fees, the foundation provides scholarships to students at leading colleges and universities not only in Korea but in Vietnam, Indonesia, Malaysia, Pakistan, Cambodia, the Philippines, and Uzbekistan, as well as to descendants of Korea's independence fighters. Moreover, the foundation has recently established the LOTTE Shin Kyuk-ho Young Entrepreneur Awards and the Charlotte Literary Prize to provide opportunities for future leaders to have productive experience and develop capabilities in various fields.

KRW 194.4 billion

Cumulative project contributions  
from 1983 to 2023

www.  
lottewelfarefoundation.  
or.kr

## LOTTE Welfare Foundation

**Main Business**

Social welfare

The LOTTE Welfare Foundation, established in 1994 to support international workers, has continuously expanded social welfare services and contributions for the underprivileged. We provide medicine for international workers' treatment; tailor-made assistive devices for the disabled; daily necessities for single parent families and the elderly who live alone; and elementary and secondary educational support for multicultural families. Recently, we inked a business agreement on providing free medical checkups for foreign workers with the LOTTE Medical Foundation's Bobath Memorial Hospital. Under the agreement, we have provided 82 types of medical checkups to a total of 300 people.

KRW 18.2 billion

Cumulative project contributions  
from 1994 to 2023

www.  
lottesdfoundation.  
or.kr

## LOTTE Samdong Welfare Foundation

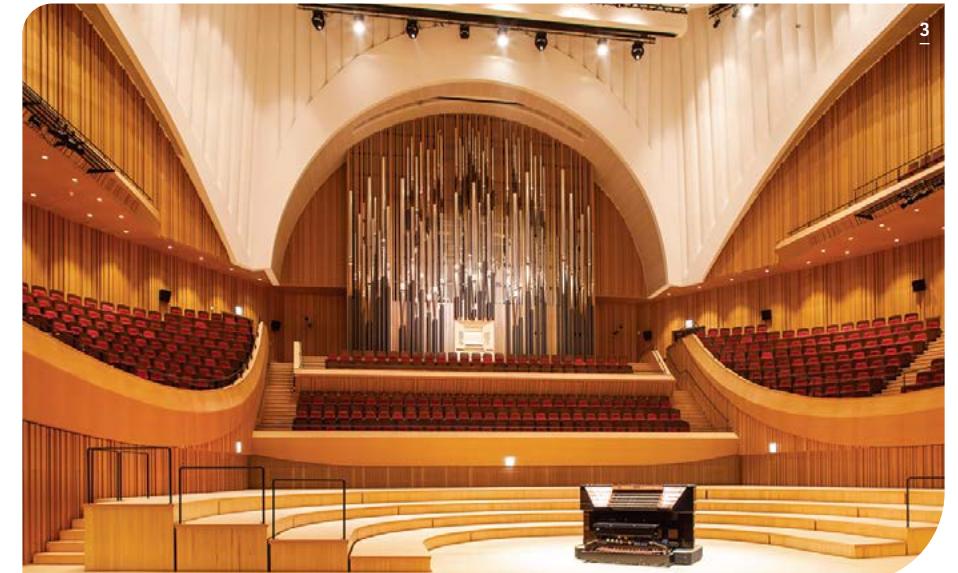
**Main Business**

Community social welfare

Established in 2009, the LOTTE Samdong Welfare Foundation supports isolated neighbors, improves the rural cultural environment and nurtures local talent, especially in the Ulsan area. In an alliance with local volunteers, we offer customized necessities and home visits to low-income families, the physically handicapped and the elderly who live alone. We are building a better world with warmhearted volunteer activities. Recently, we scaled up our budget by KRW 100 million won and expanded our coverage from Ulju-gun, Jung-gu and Nam-gu to Buk-gu and Dong-gu.

KRW 18.2 billion

Cumulative project contributions  
from 2009 to 2023



1  
LOTTE Giants,  
Busan Sajik  
Baseball Stadium

2  
LOTTE Scholarship Foundation,  
One Heart Camp

3  
LOTTE Concert Hall



## ESG MANAGEMENT

Actively focused on environmental, social and governance issues in every business, LOTTE is strengthening ESG management to fulfill its social responsibilities. Committed to our new and better approach, we are pursuing sustainable growth and securing a healthy future for all stakeholders, including customers, shareholders, employees, business partners and local communities.

10

- Established ESG committees for all listed companies

LOTTE Corporation  
LOTTE Chemical  
LOTTE Fine Chemical  
LOTTE Shopping  
LOTTE Hi-Mart  
LOTTE Innovate  
LOTTE Wellfood  
LOTTE Chilsung Beverage  
LOTTE Rental  
LOTTE Energy Materials

### ESG Management Strategy

In 2021, LOTTE hosted the ESG Management Declaration Ceremony to announce our determination that the Group will build long-term value by promoting ESG management. In addition, we disclosed specific practical ESG management strategies, such as achieving net zero by 2040, forming ESG committees overseen by the Boards of our listed companies and considering ESG management performance in evaluating CEO performance.

### Sustainability Report

• LOTTE Corporation  
• LOTTE Wellfood  
• LOTTE Chemical  
• LOTTE Shopping



- LOTTE Compliance Committee  
(as of May 2023)

• Internal members (3)  
• Chairman (1)  
• External members (3)

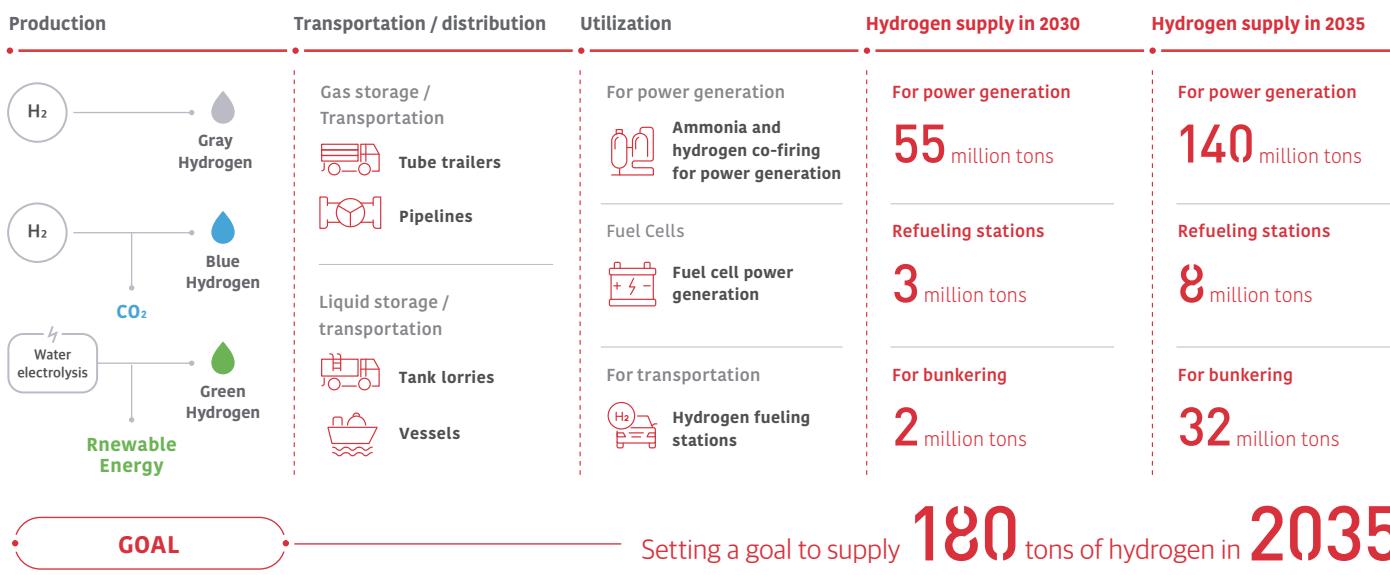
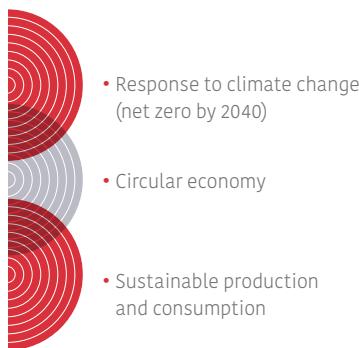
### Governance

At LOTTE, we believe sound and transparent governance sets the foundation and accelerates the engines that achieve sustainable growth. We established an advanced governance structure centered on the Board of Directors. All of our listed companies, including LOTTE Corporation, operate Boards defined by independence, professionalism and diversity while also practicing transparent and responsible management. By identifying financial and non-financial risks and opportunities, all Boards strive to improve the efficiency and stability of corporate management and to enhance the rights and value of stakeholders, including shareholders.

We uphold strictly observed compliance and ethical management in all corporate operations and activities. In addition to establishing policies and norms such as the Compliance Management Charter and LOTTE Code of Conduct, we are working to internalize compliance and ethical management throughout our companies by introducing a CP (Compliance Program); providing ethical management education; generating anti-corruption compliance signed pledges; and maintaining reporting and consultation channels for compliance questions and complaints. We are further bolstering the foundation for sustainable growth with an organized system that focuses on integrated risk management and information security.

**19**

- Number of LOTTE affiliates certified with environmental management system ISO 14001 (as of 2023)
- LOTTE Focus for Environmental Management

**Environmental**

After implementing an integrated environmental management system, LOTTE is actively practicing environmental management across all business areas to achieve a sustainable future for people and the planet. In 2021, in response to climate change, we announced our commitment to eco-friendly green growth and our goal of attaining net zero by 2040. In the short term, we are focusing on process efficiencies and reducing greenhouse gas emissions by using green energy. In the mid- to long-term, we will develop innovative technologies and expand eco-friendly businesses.

- Enactment of the LOTTE Human Rights Management Charter in June 2022



The LOTTE Human Rights Management Charter can be found on LOTTE websites.

**Social**

Our corporate culture values human rights and respects diversity. At LOTTE, we support employee work-life balance in pursuing growth. We maintain a fair personnel system and operate a global talent development program. We also nurture an encouraging corporate culture and create safe workplaces. In June 2022, we enacted the LOTTE Human Rights Management Charter to practice and promote our human rights management. Dedicated to growing together with our business partners, we are implementing fair trade practices in addition to operating various win-win support programs, such as a win-win payment system and a shared growth fund. We are also expanding funding to identify startups and revitalize the startup ecosystem.



**KRW 881 billion**

- Co-prosperity growth fund (as of 2023)

**CSV Slogan**

from heart to heart

**CSV Missions**

Women and Children

Together with Community

Campaign

Global

Today,  
We are imagining  
new opportunities

LOTTE creates a new today with  
passion and boundless imagination

LOTTE explores out-of-the-box ideas  
and pursues creative collaborations.  
Our singular innovations in products and  
services offer differentiated experiences and  
values that make everyone's today feel new.



Tomorrow,  
We are achieving  
better lives for all

LOTTE promises a better tomorrow for  
everyone by embracing challenge and innovation

LOTTE dreams of delivering happy lives  
for all as a true Lifetime Value Creator.  
By taking on bold challenges and envisioning  
innovations of the future, we will realize  
a better tomorrow for everyone.

