

Show your love with PEPERO



SINGAPORE NDR (Q1 2025)

2025.05.27~29 Investor Relations

Disclaimer

The aim of this document is to provide practical assistance to shareholders and potential investors by reporting the recent performance and business status of LOTTE WELLFOOD and its major subsidiaries.

LOTTE WELLFOOD uses the Korean version of International Financial Reporting Standards (K-IFRS).

This document includes the prospects and judgements of LOTTE WELLFOOD, based on recent business circumstances.

In practice, adjustments can be made due to the likes of changes in the business environment or modifications to our strategy.

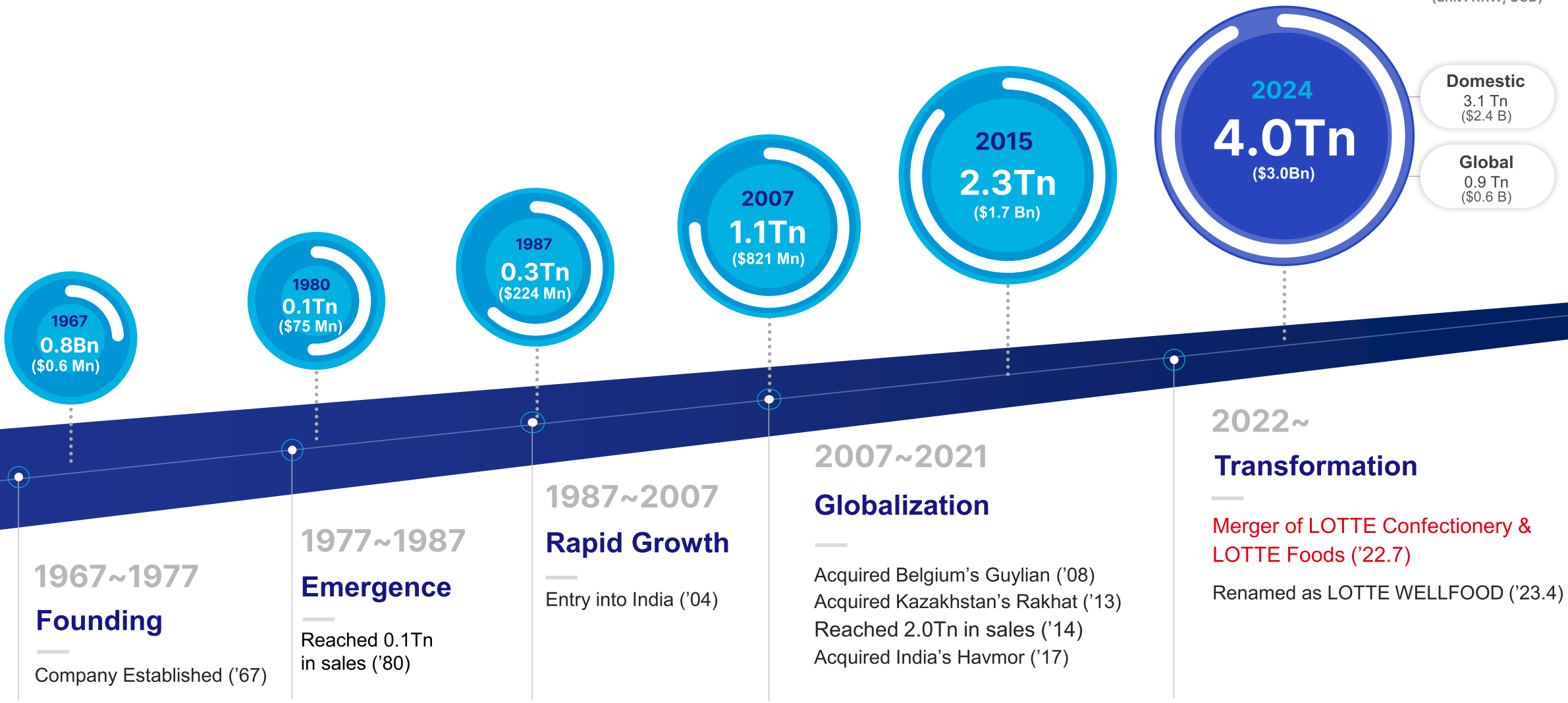
Nothing in this document shall be considered evidence of legal responsibility towards investors nor as a solicitation to invest.

We kindly remind you that LOTTE WELLFOOD accepts no responsibility for the actions of any third party acting on the information provided in this document.

May, 2025
LOTTE WELLFOOD. IR team

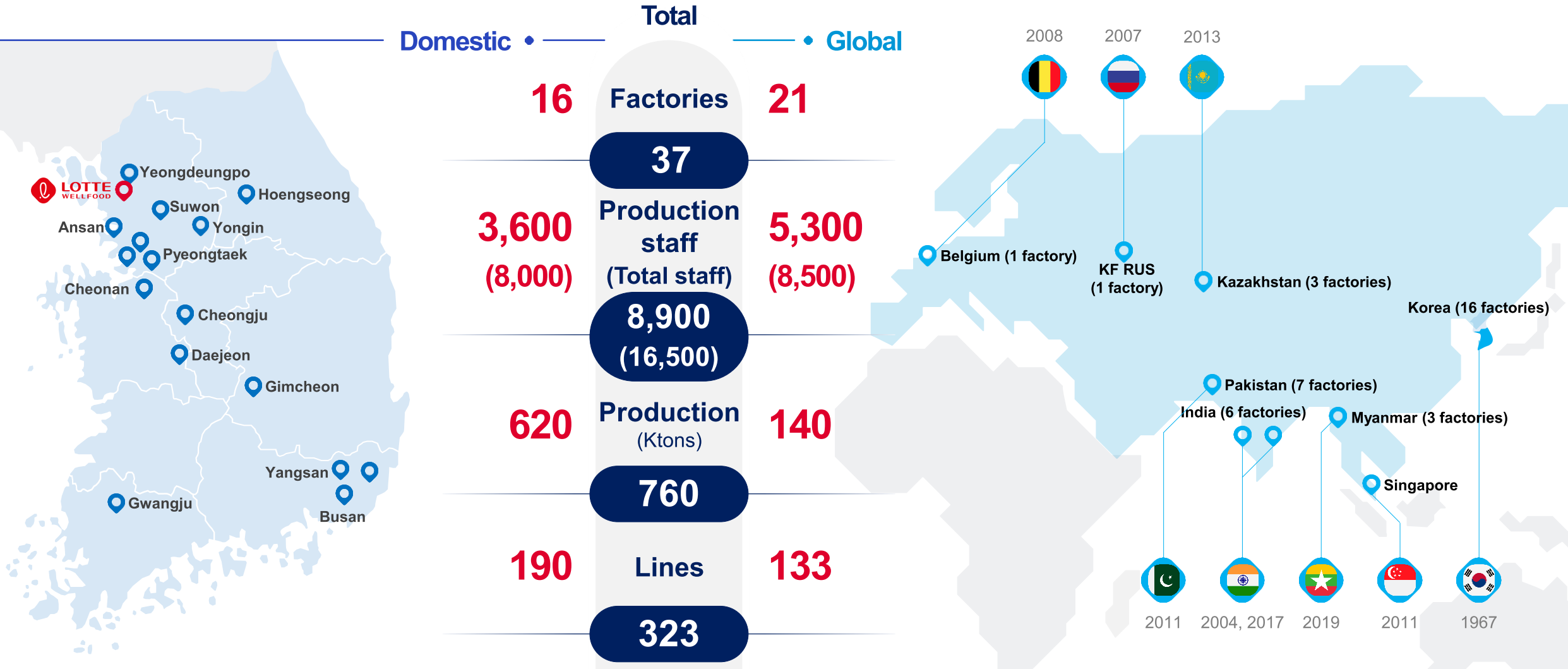
with ~60 years of accumulated heritage and growth,
Transformation towards a Global, Total Food Company.

(unit : KRW, USD)



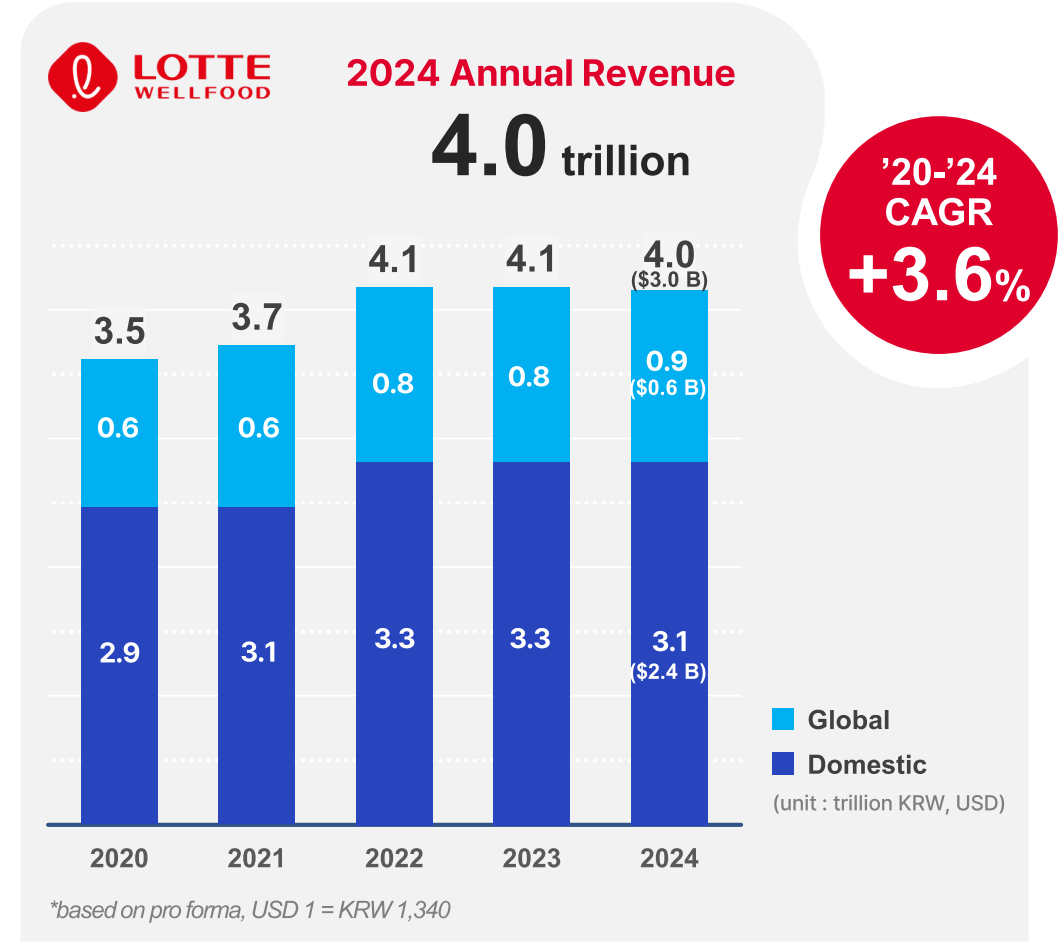
* USD 1 = KRW 1,340

Strongest manufacturing footprint in Korea; Growing global



Korea #1 in Confectionery; Total Food Company

- Leadership Positions In Core Confectionery and Food Categories



Domestic business strategy

Brand Building & Premiumization

• Developing Core brands

✓ Positioning PEPERO as a Mega brand

- Accelerating global expansion (Focused on the US / Southeast Asia / India)
- Activate year-round consumption occasions in Korea market



✓ Expanding Premium Ghana portfolio

- Enhancing competitiveness through expanded value-added ingredients and formulation diversity



• Driving Export Growth

✓ Expand exports to strategic countries by leveraging overseas subsidiary infrastructure

✓ Increase sales volume through entry into major overseas mainstream markets



Strengthening Operational Excellence

• Production / Logistics Infrastructure Optimization

✓ Factory Integration

- Closing of Jeungpyeong plant('24.6), Cheongju plant, etc., for factory operation efficiency

✓ Building an automated logistics center hub

- Investment in Cheonan, Pyeongtaek CDC, Incheon RDC, etc.

• Enhancing Operational Efficiency through Digital Transformation

✓ Strengthening S&OP

- Introduce predictive systems to optimize raw material procurement
- Leverage big data to enhance customer-centric efficiency in manufacturing, logistics, and sales"

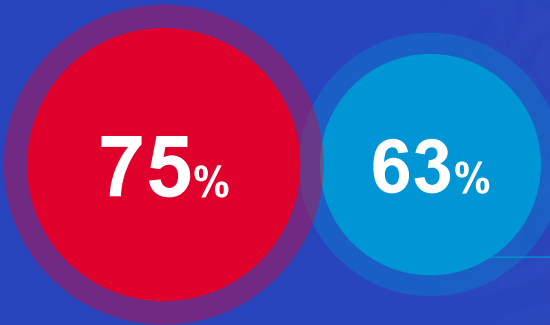
✓ Strengthening Data-Driven Decision Making via AI/DT

• Improve individual productivity via organizational streamlining

Well Positioned to take advantage of global K-Culture, K-Food, K-Snack Opportunities

- Expanding opportunities driven by K-Wave trend

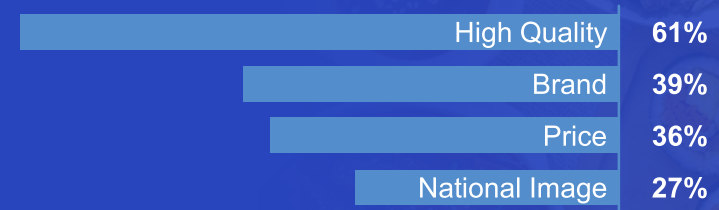
K-Food experience rate:



have experienced K-Food within the last year.

GLOBAL MARKETING

Reasons consumers choose K-Food



*source : 2024 Survey on the Status of Korean Waves Overseas (26 countries, N=25,000)



Global Food Expo Participation

Sweets & Snacks Show in America
SIAL 2024 Paris
Vietnam Food Expo



Global PEPERO Campaign

New York Times Square outdoor advertising



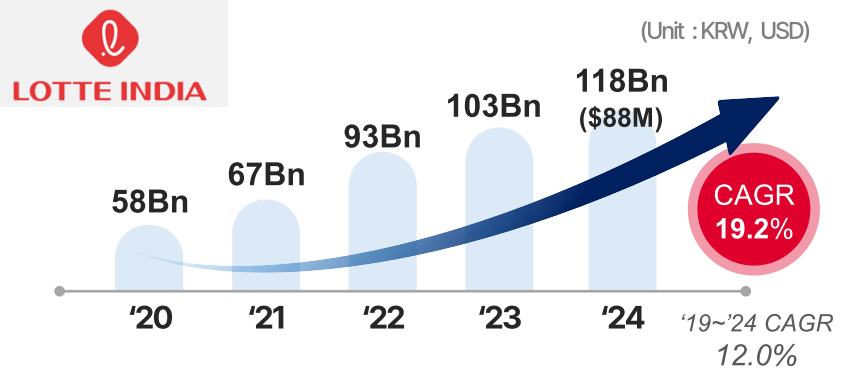
SIAL Innovation 2024

Natuur Vegan

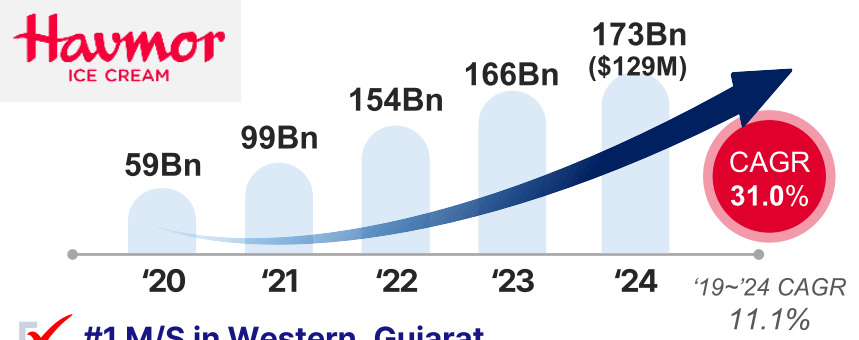


especially INDIA

Current INDIA Business



- ✓ #1 M/S for Choco Pie
- ✓ First overseas production of PEPERO (by H2 '25)



- ✓ #1 M/S in Western, Gujarat
- ✓ New Pune factory to begin operations (Feb. '25)
2x production capacity (CAPA-UP)

ONE INDIA



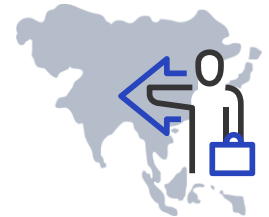
One India Emerging Synergy

- 1 Cash Generating**
 - A virtuous investment cycle structure based on cash generation capabilities
- 2 Enhancing LOTTE Brand Value**
 - LOTTE Choco Pie sales volume ↑
 - Develop 2nd Mega brand with PEPERO introduction



3 Aiming to be a National Player

- Confectionery / Ice Cream coverage expansion
- Improve operational execution

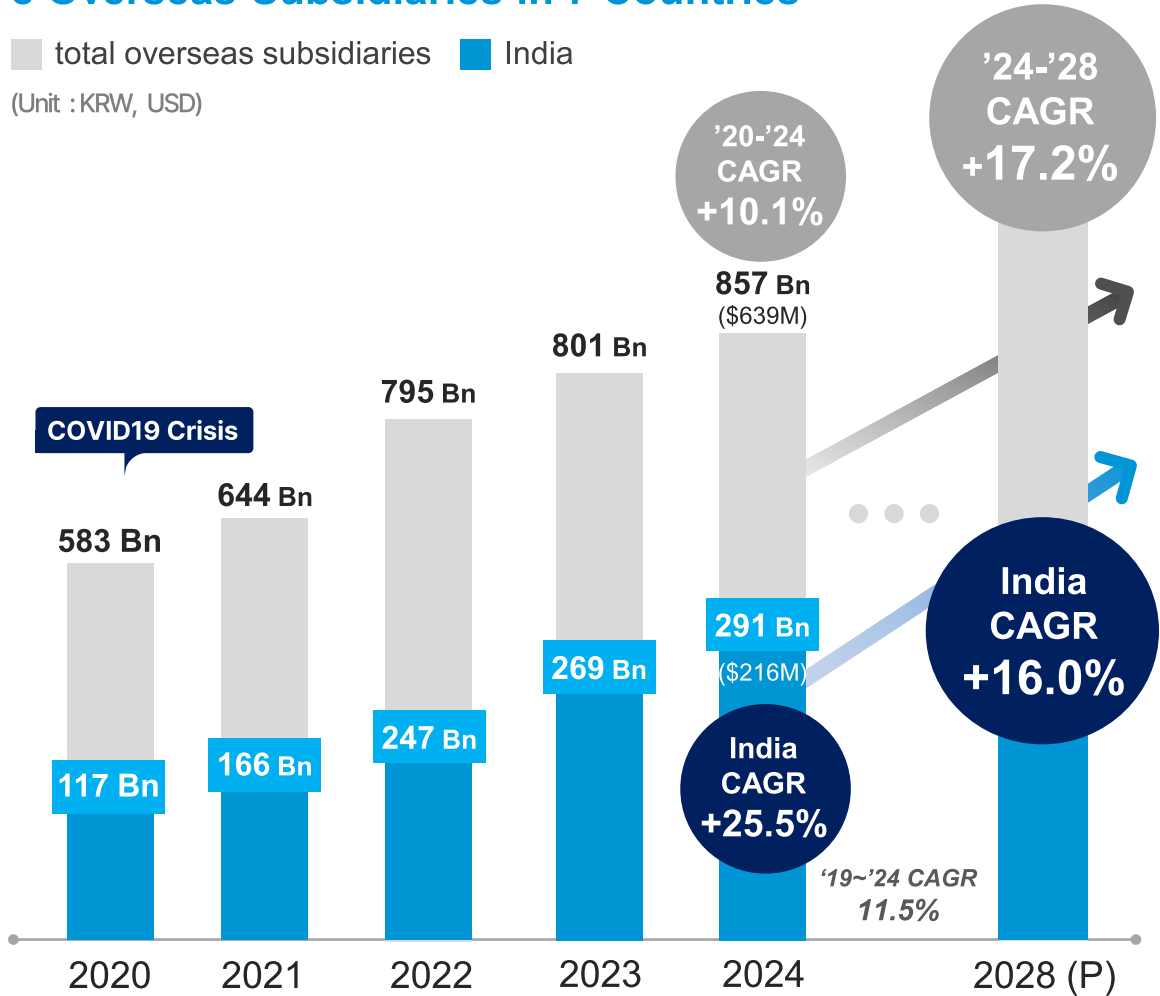


* USD 1 = KRW 1,340

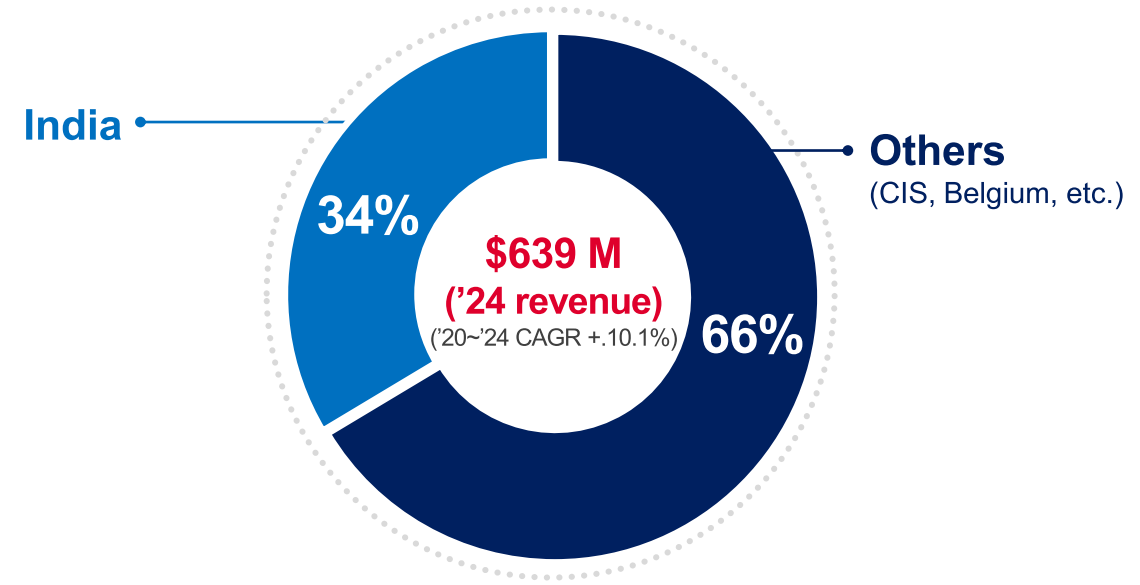
Solid foundation in 7 markets worldwide, especially India

8 Overseas Subsidiaries in 7 Countries

■ total overseas subsidiaries ■ India
(Unit : KRW, USD)



2024 Overseas Subsidiaries' Revenue Composition



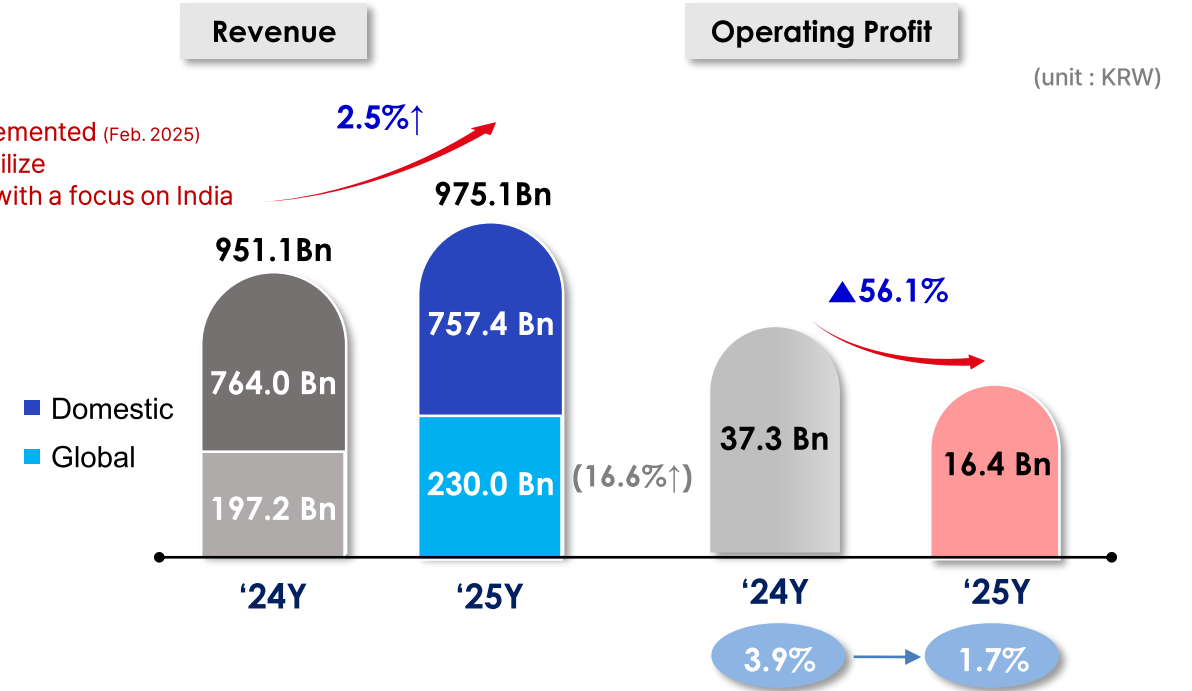
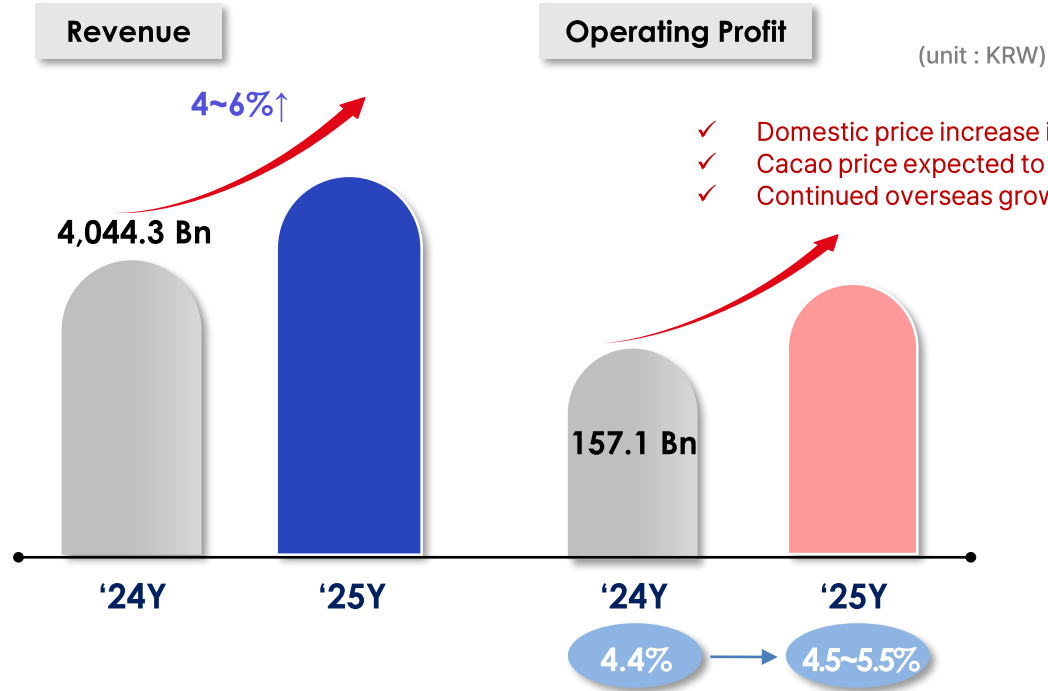
Expansion Focus
with emphasis on India growth region

* USD 1 = KRW 1,340

2025 Outlook & Q1 Performance

Full-Year 2025 Guidance

Q1 Results

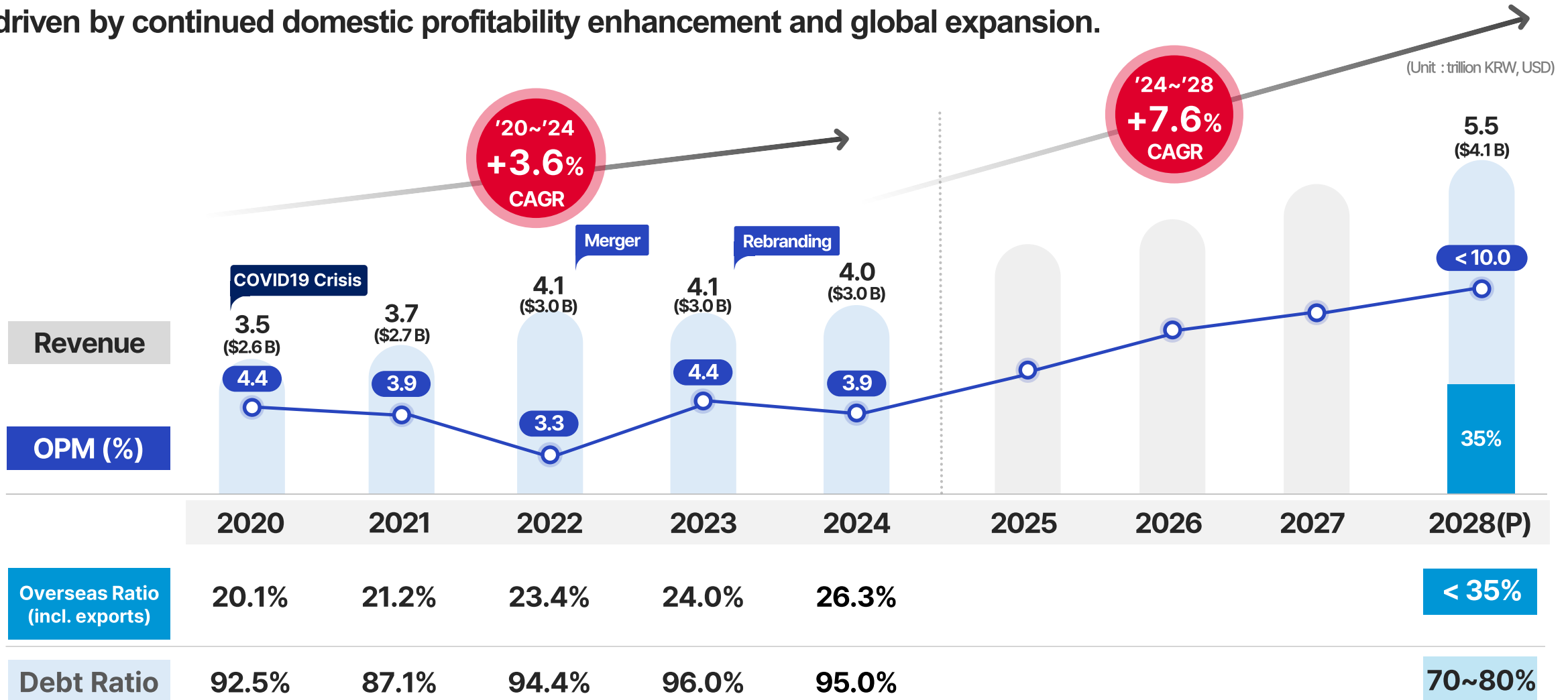


- Top-line growth driven by domestic market recovery and core brand development
- Profit generation through cacao price stabilization and productivity improvement

- Profitability impacted by weak domestic consumption and rapid increase in cacao prices
- Sustained growth in overseas subsidiaries including India, KF RUS, and others

Mid-to-Long Term Guidance

Aims to achieve 5.5 in Revenue, OPM exceeding 10% by 2028, driven by continued domestic profitability enhancement and global expansion.



* based on Pro forma, USD 1 = KRW 1,340

Enhancing Shareholder Value

Enhancing shareholder and corporate value through a shareholder-friendly dividend policy, while strengthening investor relations activities to expand market communication



- Increase in shareholder returns through improved profitability
- Retirement of 130,000 shares out of 593,307 treasury shares held (Apr. 2025)

- Revised policy to announce the dividend base date after the payout amount is finalized (Effective Feb. 2025)

- Evaluating interim dividends to facilitate early shareholder returns
- Strengthening dividend stability and shareholder-friendly policies

- Enhanced communication through executive participation in IR activities
- Providing transparent information and credible disclosures to investors

* Shareholder Return Rate = (Total Dividends for the Current Period + Acquisition Amount of Treasury Shares for the Current Period + Amount of Treasury Shares Retired for the Current Period^(*))/Net Income for the Current Period*100
 (*) The amount of treasury shares retired is limited to the value of previously owned shares at the time of retirement (converted to amount at the closing price at the time of retirement)



Conclusion

If you have any questions about this document, please contact us and we will explain in detail under compliance regulations.

Thank you!

Lotte Wellfood. IR | LCONF_IR@lotte.net

Appendix_Dividends

	2019		2020		2021		2022	2023	2024	Remarks
	Confectionery	Foods	Confectionery	Foods	Confectionery	Foods	Wellfood	Wellfood	Wellfood	
Par Value (KRW)	500	5,000	500	5,000	500	5,000	500	500	500	
Price (KRW)	149,500	413,000	102,000	331,500	120,500	344,500	122,500	123,800	111,600	· Closing Price
Net income (100 million KRW)	381	375	410	702	349	▲10	616	705	846	· Domination shares
Cash Dividends (100 million KRW)	83	109	103	109	103	99	203	265	292	· DPS x number of shares
DPS (KRW)	1,300	12,000	1,600	12,000	1,600	10,000	2,300	3,000	3,300	
Dividend Rate	260%	240%	320%	240%	320%	200%	460%	600%	660%	· DPS ÷ Par Value
Dividend Yield	0.9%	2.9%	1.6%	3.5%	1.3%	2.8%	1.8%	2.4%	3.0%	· DPS ÷ Price
Dividend Rate	21.90%	29.10%	25.03%	15.55%	29.40%	-	33.05%	37.60%	34.48%	· Cash Dividends ÷ Net income

Dividends paid to shareholders are determined by comprehensive consideration of increasing shareholder dividends and increasing corporate value through the mid to long term investments.

Additionally, to improve shareholder returns, we aim to maintain an average dividend payout ratio of 35% over the next five years

ESG Management

LOTTE Wellfood is becoming a global food enterprise via ESG management

Mission

Become a total food company building a sustainable world through responsible practices

Vision

Establish ourselves as a foodmate for sustainable wellness

Core Values



Wellness for EARTH

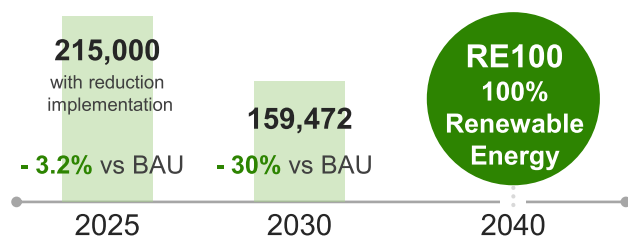


Wellness for SOCIETY



Wellness for COMPANY

How we save the earth? (unit: tCO2-eq)



* BAU : Business As Usual

What are the results?

Social Contribution (unit: billion KRW)

9.4

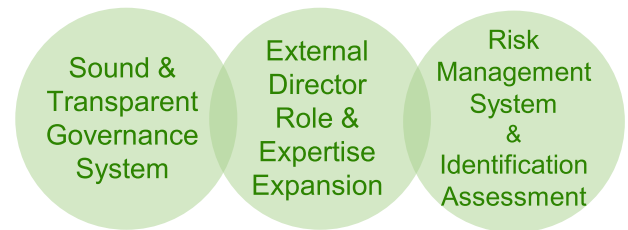
Cumulative Beneficiaries (unit: million people)

7.62

Safety & Health Inspections (unit: cases)

1,599

How do we manage?



Sustainability

- Actively implementing ESG activities by setting **Wellness for Earth, Society, and Company** as the company's core values to create sustainable value

Recognition of Major ESG Activities

- Achieved an 'A' rating in the 2024 ESG Assessment Korea Institute of Corporate Governance and Sustainability (KCGS)**
- Received the 'Minister of Environment Award' as an outstanding K-EV100 (Conversion to Korean-style zero-emission vehicle 100) Company**
 - Converted the largest number of zero-emission vehicles in the commercial sector among the 332 companies declaring K-EV100
 - Aims to convert 100% of operational vehicles to zero-emission vehicles by 2030 (converted 820 vehicles in 2023, achieving a transition rate of 49.4%).
- Joined the global RE100 and declared the promotion of using 100% renewable energy by 2040**
- Cooperation with HD Hyundai Oil bank, biodiesel waste resource virtuous cycle**
 - Collecting waste cooking oil from affiliates, and provision → recycling biodiesel for Lotte biodiesel vehicles.
- Awarded 'Social Contribution Award' in Eco-friendly sharing campaign**
- Establishing a mutual growth agreement for regional co-development**
- Signed MOU for the Opening of Happy Home No.13 Child Center (with Save the Children, Jeongseon County)**



April, 2024



December, 2024



April, 2025

Recent Achievements by Sector

E

- Expanding the use of eco-friendly plastic containers for HMR**
 - First in the food industry to apply biodegradable plastic containers to four lunchbox varieties (Mar.2023)
 - Expanding the application of Delica sandwiches to 13 varieties. (Sep.2023), Ongoing expansion plans.
 - 6 types of Pasteur contained in chemical recycling pet (Nov 23)
- Natuur mini cup plastic spoon material changes to birch wood.**
 - Utilizing spoons made of birch wood results in an annual reduction of 5 tons of plastic usage.

S

- Collaborating with the Korean Dental Association for the "Healthy Teeth, Healthy Korea" campaign.**
 - Providing free dental check-ups and oral health education every month since 2013.
- Received commendation from Ministry of Employment and Labor Director for Safety Management Campaign.**
- Received 'Social Contribution Award' in Eco-friendly sharing campaign**

G

- Obtained ISO37301 (ISO certification for standard compliance management system) for the first time**
 - Established a solid compliance management system with ISO37001 acquired in 2019
 - Exerted efforts, including declaring anti-corruption policies, fostering internal auditors, and building a management system

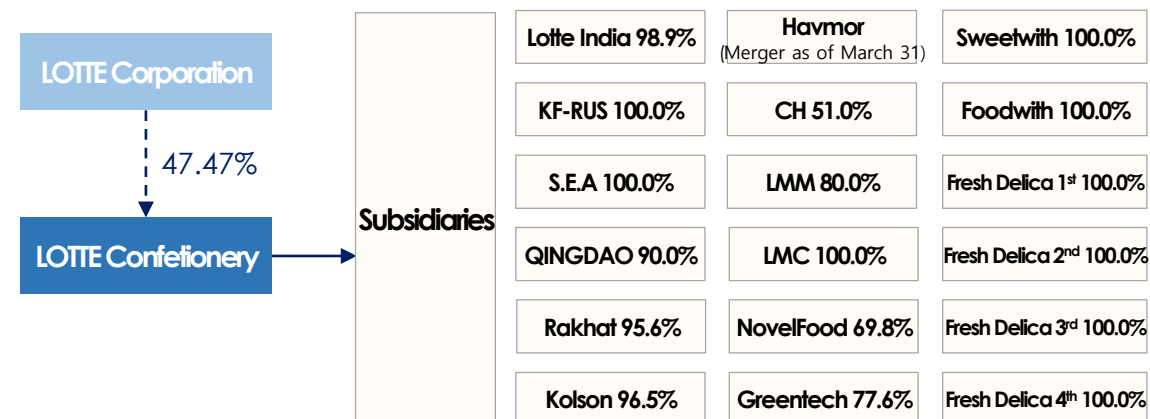
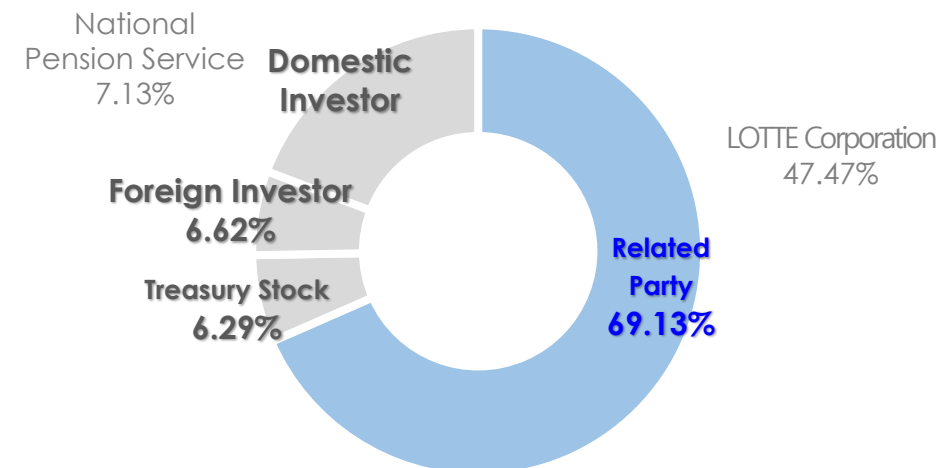
Appendix _Company Overview

General Information

- Established : Mar 24, 1967
- Credit Ratings : AA/Stable, A1
- Main Business : Total Food Company
- Homepage : <https://www.lottewellfood.com>
- Production : Domestic 16 / Overseas 21
- Shareholders : As of Mar 31, 2025

Name	No. of Shares	Ownership (%)
LOTTE Corporation	4,478,208	47.47%
LOTTE Aluminum Co., Ltd.	643,381	6.82%
LOTTE Scholarship Foundation	496,144	5.26%
LOTTE Holdings Co., Ltd.	416,338	4.41%
SHIN, Dong bin	182,117	1.93%
SHIN, Yeong ja	140,939	1.49%
L2 Investment Company	137,722	1.46%
Jang, Jeong an	12,964	0.14%
Shin, You mi	10,623	0.11%
Lee, Chang yeop	1,100	0.01%
Lee, Young goo	1,000	0.01%
Others	1,456	0.02%
Related Party Total	6,521,992	69.13%
Treasury stock	593,307	6.29%
Others	2,319,275	24.58%
Total	9,434,574	100.00%

Shareholding Structure



※ To enhance shareholder value, 1.38% of treasury stock was retired as of April 29, 2025 (Total outstanding shares post-retirement: 9,304,574)

Financial Status

- Focus on mid-to long-term investment to maximize infrastructure efficiency and execute stable investment considering operating cash flow

Credit rating

Long term

AA
Stable

Short term

A¹

Annual conversion standard

Category	December 2024	March 2025
Asset	4.3 trillion	4.4 trillion
Capital	2.2 trillion	2.2 trillion
Liabilities	2.1 trillion	2.2 trillion
Total borrowings	1.3 trillion	1.3 trillion
Sales	4.0 trillion	975.1 billion
Operating profit	157.1 billion	16.4 billion
(Operating profit margin)	3.9%	1.7%
Net income	82 billion	23 billion
Net income margin	2.0%	2.3%
EBITDA	361 billion	341 billion

Note1. EBITDA: Reflects the performance of the previous 4 quarters

Note2. CAPEX: Separate criteria

	2023	2024	March 2025	2025(P) Financial Management Standards
Capex	240 billion	260 billion	Around EBITDA	
Debt ratio	96.0%	95.0%	96.5%	Less than 100%
Interest Compensation ratio	3.7x	2.9x (3.4x) <small>Excluding one-time issues</small>	1.3x	More than 3.0x
Net debt/EBITDA	2.2x	2.8x	3.0x	Less than 4.0x

Appendix_1 Q25 Consolidated Financial Statements

Income Statement

(Unit : 100 million KRW, %)

	1Q					
	2024		2025		YoY	
	Amount	%	Amount	%	Amount	%
Sales	9,511	100.0	9,751	100.0	241	2.5
Gross Profit	2,774	29.2	2,534	26.0	▲240	▲8.7
SG&A	2,401	25.2	2,370	24.3	▲31	▲1.3
Operating Profit	373	3.9	164	1.7	▲209	▲56.1
Ordinary Profit	288	3.0	312	3.2	24	8.3
Net Profit	201	2.1	227	2.3	27	13.3

Balance Sheet

(Unit : 100 million KRW, %)

	2024.12.31	2025.03.31	QoQ
Current assets	14,287	14,616	329
Non current assets	29,130	29,365	236
Total assets	43,417	43,982	565
Current liabilities	10,561	10,542	▲19
Non current liabilities	10,593	11,061	469
Borrowings (a)	13,185	13,243	58
Total liabilities (b)	21,153	21,604	450
Share capital	47	47	-
Total equity (c)	22,264	22,378	114
Debt to equity ratio (b/c)	95.0	96.5	1.5
Current assets	59.2	59.2	▲0.0

Appendix_1Q25 Separate Financial Statements

Income Statement

(Unit : 100 million KRW, %)

	1Q					
	2024		2025		YoY	
	Amount	%	Amount	%	Amount	%
Sales	7,640	100.0	7,574	100.0	▲66	▲0.9
Gross Profit	2,264	29.6	1,978	26.1	▲286	▲12.6
SG&A	1,992	26.1	1,877	24.8	▲114	▲5.7
Operating Profit	272	3.6	101	1.3	▲172	▲63.0
Ordinary Profit	190	2.5	127	1.7	▲63	▲33.1
Net Profit	146	1.9	108	1.4	▲39	▲26.5

Balance Sheet

(Unit : 100 million KRW, %)

	2024.12.31	2025.03.31	QoQ
Current assets	10,186	10,399	213
Non current assets	28,949	28,851	▲98
Total assets	39,136	39,250	114
Current liabilities	8,633	8,568	▲65
Non current liabilities	9,728	10,178	450
Borrowings (a)	12,460	12,553	93
Total liabilities (b)	18,361	18,746	385
Share capital	47	47	-
Total equity (c)	20,775	20,504	▲271
Debt to equity ratio (b/c)	88.4	91.4	3.0
Current assets	60.0	61.2	1.2

Appendix_Sales Breakdown

(Unit : 100 million KRW)

	1Q21	2Q21	3Q21	4Q21	1Q22	2Q22	3Q22	4Q22	1Q23	2Q23	3Q23	4Q23	1Q24	2Q24	3Q24	4Q24	1Q25
Sales	8,756	9,150	10,108	9,361	9,129	10,462	11,168	10,343	9,684	10,492	10,948	9,889	9,612	10,560	10,879	9,705	9,751
Domestic	7,282	7,770	8,412	7,473	7,523	8,473	9,082	8,072	7,775	8,415	8,955	7,863	7,640	8,366	8,798	7,497	7,574
Confectionery	2,523	2,258	2,392	2,586	2,391	2,251	2,529	2,911	2,656	2,504	2,713	3,002	2,814	2,611	2,731	2,888	2,846
Ice cream	1,084	1,755	2,088	929	1,139	1,758	2,085	922	1,068	1,854	2,235	931	1,066	1,965	2,224	845	1,006
Bakery	265	269	283	324	280	308	332	368	302	305	297	316	305	307	284	338	312
Fats & Oils	954	1,058	1,054	1,180	1,248	1,598	1,344	1,285	1,178	1,142	1,100	1,294	1,104	1,152	1,126	1,139	1,137
Food Materials	564	619	620	628	602	711	728	709	702	755	664	530	518	545	533	533	534
Dairy	480	495	469	454	472	468	444	459	444	459	460	438	424	428	449	404	405
Processed Meats	675	577	720	586	684	620	790	655	682	613	707	586	643	587	642	567	640
HMR	518	534	578	577	575	647	707	679	647	698	694	695	667	684	693	694	609
Global	1,474	1,380	1,697	1,888	1,607	1,989	2,086	2,271	1,909	2,077	1,993	2,027	1,972	2,194	2,080	2,321	2,300
Kazakhstan	389	380	437	548	423	505	592	817	656	669	638	734	663	567	582	834	676
Pakistan	197	231	216	211	201	216	219	201	158	158	138	138	171	181	158	153	196
Belgium	213	146	255	378	206	133	260	310	191	89	207	269	171	144	246	316	213
India(Conf)	168	109	198	194	210	198	270	250	255	224	289	267	303	262	316	296	341
India(Ice)	249	240	287	218	311	602	356	275	351	637	390	278	343	696	379	311	461
China	54	59	54	63	42	41	39	40	8	0	0	0	0	0	0	0	0
Russia	115	108	143	159	122	190	232	262	193	187	196	201	199	213	222	215	243
Singapore	31	28	27	30	25	27	29	32	31	34	35	38	34	34	38	40	34
Myanmar	59	78	81	86	67	77	88	83	66	79	100	102	87	97	139	156	130

Note1. The combined performance of the business sector differs from the overall consolidated performance (Excluding consolidation adjustment between subsidiaries)

Appendix_Average Exchange Rate

(Unit : KRW / Local currency)

Country	Jan-Dec				Jan-Mar			
	2022	2023	2024	YoY(%)	2023	2024	2025	YoY(%)
Kazakhstan (KZT)	2.80	2.86	2.91	1.8	2.80	2.95	2.85	▲3.4
Pakistan (PKR)	6.33	4.68	4.90	3.5	4.92	4.76	5.20	9.2
Belgium (EUR)	1357.38	1412.36	1475.05	4.6	1368.51	1443.10	1529.33	6.0
India (INR)	16.43	15.81	16.30	3.0	15.51	16.00	16.78	4.9
China (CNY)	191.57	184.22	189.20	2.6	186.18	184.56	199.33	8.0
Russia (RUB)	19.32	15.46	14.74	▲3.7	17.43	14.64	15.58	6.4
Singapore (SGD)	936.47	972.16	1020.35	5.1	956.81	991.51	1077.59	8.7
Myanmar (MMK)	0.68	0.62	0.65	4.4	0.61	0.63	0.69	9.5

Appendix _Current Exchange Rate

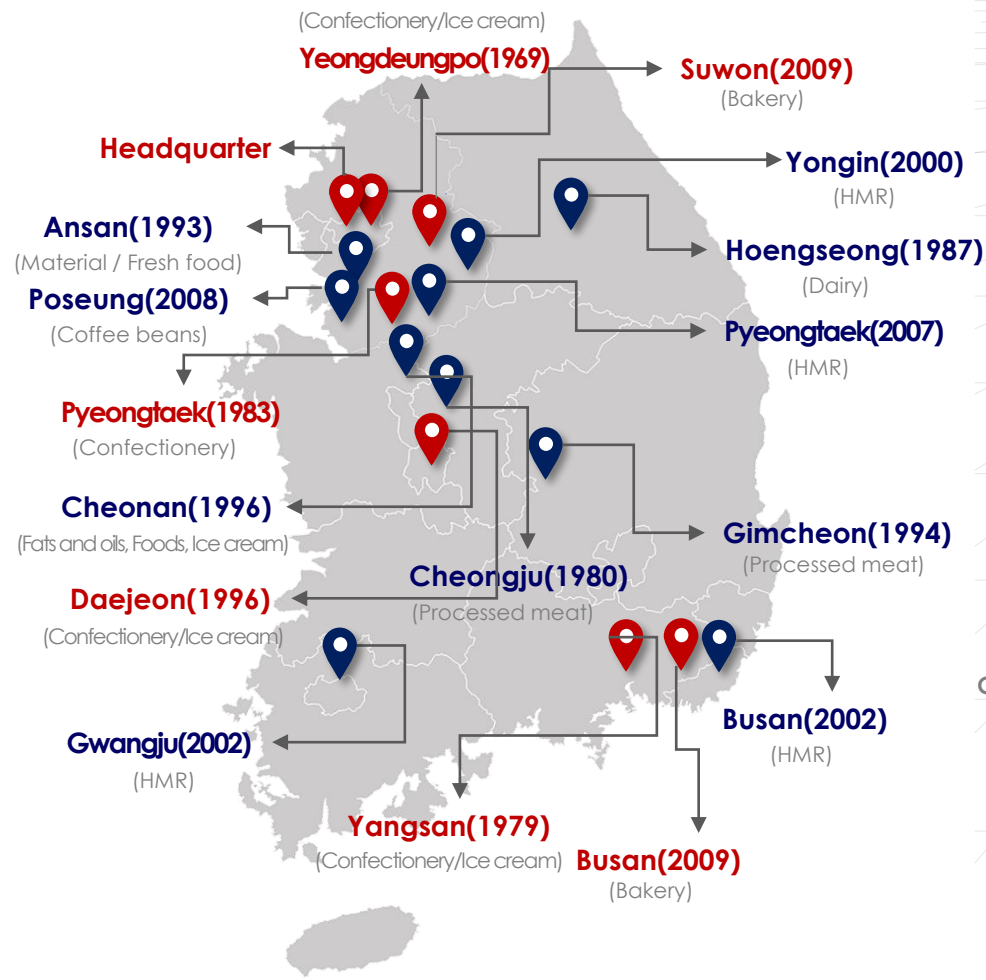
(Unit : KRW / Local currency)

Country	End of Mar.2024	End of Jun.2024	End of Sep.2024	End of Dec.2024	End of Mar.2025	QoQ (%)
Kazakhstan (KZT)	3.00	2.98	2.74	2.80	2.91	3.9
Pakistan (PKR)	4.84	4.99	4.75	5.28	5.23	▲0.9
Belgium (EUR)	1,452.93	1,487.07	1,474.06	1528.73	1587.85	3.9
India (INR)	16.15	16.65	15.76	17.19	17.14	▲0.3
China (CNY)	185.75	190.43	188.74	201.27	201.68	0.2
Russia (RUB)	14.55	16.34	13.99	13.30	17.26	29.8
Singapore (SGD)	997.67	1,022.75	1,030.37	1081.08	1092.32	1.0
Myanmar (MMK)	0.64	0.66	0.63	0.70	0.70	0.0

Appendix Locations

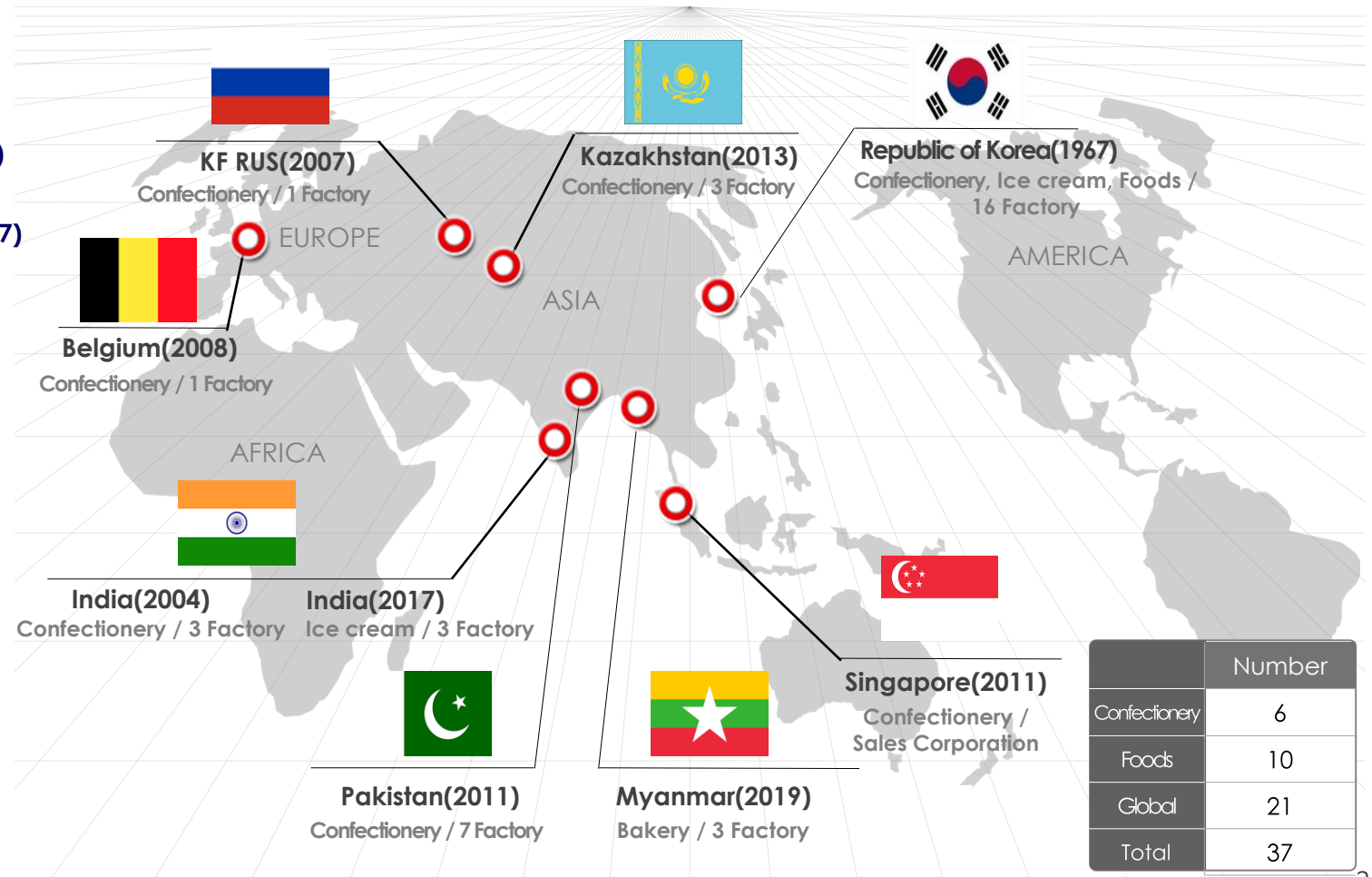
Domestic

Headquarter : 10, Yangpyeong-ro 21-gil, Yeongdeungpo-gu, Seoul
 Factory : Confectionery 6 (Yeongdeungpo, Daejeon, Yangsan, etc.)
 Foods 10 (Cheonan, Hoengseong, etc.)



Overseas

Overseas : 7 Nations (Kazakhstan, Pakistan, Belgium, India, Russia, Myanmar, Singapore)
 Factory : 21 (Kazakhstan 3, Pakistan 7, Belgium 1, India(Conf) 3, India(Ice) 3, KF RUS 1, Myanmar 3)



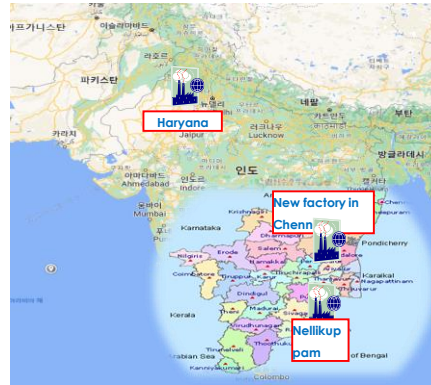
	Number
Confectionery	6
Foods	10
Global	21
Total	37

Appendix_Status of Major Overseas Subsidiaries

Market Status

Key Points

LOTTE INDIA (Confectionery)



First Overseas Confectionery Subsidiary

Acquisition date: May '04

Establishment Type : M&A

Ownership: 98.9%

Number of Employees: 590

Number of factories: 3

- ✓ Future economy power recording the world's 1st largest population of 1.4 Bn and 5th highest GDP (\$3.4 tn)
- ✓ Joined the global top 5 economies, improved productivity and consumption power
- ✓ Expected to record around 10% CAGR sustained by continuously growing domestic market
- ✓ Expand the market position of the LOTTE brand and strengthen the competitiveness of the core channel (TT)

- Acquired Parry's Confectionery ('04)
- Operated mainly in Chennai (South) and Haryana (North)
- Selling existing candy products and Choco Pie and Spout (chewing gum) nationwide
- Ranked No. 1 in Choco Pie Market Share, Introduced 3rd Choco Pie line (Oct. '23)
- Consolidated market leading position and sustained growth expansion

HAVMOR (Ice Cream)



First Overseas Frozen Confectionery Subsidiary

Acquisition date: Dec. '17

Establishment Type : M&A

Ownership: 100%

Number of Employees: 860

Number of factories: 3

- ✓ Forecast to rise as the world's 3rd largest economy by 2027
- ✓ Category-wide growth derived from population growth and income improvement
- ✓ Rising consumption trend with less seasonal influence, stronger purchasing power
- ✓ High potential for the expansion of the ice cream market → Nationwide expansion in the mid-to-long-term

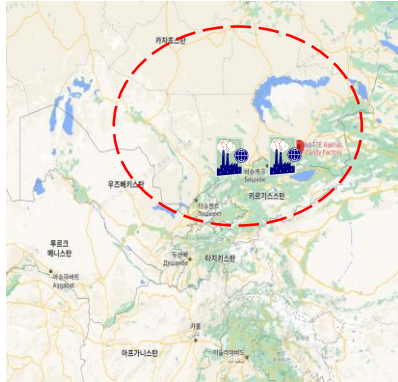
- Acquisition of Havmor ('17)
- A major production area for raw dairy products adjacent to the consumption area
- Selling ice cream products across the country mainly in Western Gujarat
- Plan to boost productivity and sales through the construction of a new factory in Pune (June. '24)

Appendix_Status of Major Overseas Subsidiaries

Market Status

LOTTE RAKHAT JSC

Overseas subsidiary recording highest sales



Acquisition date: Nov. '13

Establishment Type : M&A

Ownership: 95.57%

Number of Employees: 3,787

Number of factories: 3

- ✓ An economy with a population of about 20M people and a GDP of about \$220.6 bn.
- ✓ Growing backed by the development of natural resources, enlarging consumer market
- ✓ Attracting a large number of companies by actively unfolding investment inducement policies due to the Russia and Ukraine dispute → High potential domestic market expansion and market growth

- Acquired Rakhat, No. 1 chocolate company in sales ('13)
- Selling chocolates, biscuits, and candies in the southeast of Kazak
- Expand exports and e-commerce targeting CIS countries such as Russia beyond the domestic market
- Endeavor to expand mid- to long-term MT market (Domestic / Russia)

KF RUS



The first subsidiary entered into the CIS region

Established: Mar. '07

Establishment Type : Newly established

Ownership: 100%

Number of Employees: 332

Number of factories: 3

- ✓ A country recording the world's 9th largest population (140M), and 8th largest GDP (\$2.24 Tn).
- ✓ High market potential in the CIS region (Kazakhstan / Russia)
- ✓ Favorable response to K-Food products (sweets, drinks, ramen, etc.)
- ✓ Choco Pie Market Position Securing growth engines through self-flux and productivity improvement

- Established sales corporation ('07), established production corporation ('08) → Integrated corporation ('12)
- Crunchy candy, Choco Pie, etc.
- Expanded CAPA with the addition of 3rd Choco Pie's production line (Nov.'21)
- Benefited from reflexive profit as Russia-Ukraine dispute caused global companies to withdraw
- Growing fueled by continuous sales expansion, stabilizing raw material prices, and improving product productivity

GUYLIAN

The first overseas subsidiary in Western Europe



Established: Jul. '08

Establishment Type : M&A

Ownership: 51.00%

Number of Employees: 192





























Number of factories: 1





























- ✓ A country with a population of 11.69 M and a GDP of \$578.6 Bn, located in the heart of Europe.
- ✓ Sales targeting duty-free channels around the world with Europe as the focal point
- ✓ Unique brand value facilitates category expansion and access to potential markets

- Operating a sales subsidiary in Europe (UK, Germany) other than Belgian HQ
- Brand : mainly chocolate products such as Seashell, Seahorse, etc.
- Expand channels through premium brand differentiation and brand realignment
- Secure profitability by discontinuing low-profit PB products and improving sales by channel


Key Points

Appendix_Overview of Main Products

	Line-up	Brand / Product				Note
Confectionery	Gum, Candy	 Xylitol	 Zorum Bunchuk	 Herb Candy	 Malang Cow	
	Chocolate, Biscuit	 Pepero	 Ghana	 LotteSand	 Magaret	
	Pie, Snack	 Chocopie	 Mon cher	 Kokkal Corn	 Seafood	
Ice Cream	Bar, Pencil	 Crunch Bar	 Screw Bar	 Snow Ice	 Papico	
	Cone, Cup	 Worldcone	 GooGoocone	 Fanfare	 Double Bianco	
	Home	 Goo Goo	 Selection	 Prime	 Joanna	
Bakery	Mass produced, Bread, Pastry, etc	 Character	 Castella	 Bread	 Pastry	

	Line-up	Brand / Product				Note
Fats&Oils	Processed oil, Shortening, Margarine, Butter, etc	 Falm oil	 Shortening	 Margarine	 Butter	
Food Materials	Roasted coffee, RTD(Ready to drink), Set, etc	 Coffee beans	 Drip coffee	 Set	 Can	
	Additives, Chocolate, Processed food materials	 Additives	 Chocolate	 Whipped Cream	 Nuts	
	Seasoning food, Agricultural products, Food ingredients, etc	 Ketchup	 Mayonnaise	 Sauce	 Food ingredients	
Dairy	Milk, Dairy products, Baby food, etc	 Milk	 Easy Protein	 Yogurt	 Vegetable juice	
Processed Meats	Ham, Sausage, Fish and meat, Set, etc	 Ham	 Ham	 Sausage	 Canned ham	
HMR	Frozen food, Dumpling	 Park Cutlet	 Mandu	 Tteokgalbi	 Curry	

Appendix_Overview of Main Products

법 인		주요 LINE-UP	BRAND / 제품				비 고
	Kazakhstan (Rakhat)	Choco, Biscuit, Candy	 Kazakhstanski	 Tomyris	 Yablachiko	 Agerim	
	Pakistan (Kolson)	Snack, Pasta, Biscuit, Gum	 Slanty	 Pasta	 Macaroni	 Choco Pie	
	Belgium (Guylian)	Chocolate (Guylian brand, Private brand)	 Guylian Seashell	 Master's Selection	 Opus	 Guylian Bar	
	India Conf. (Lotte India)	Pie, Candy, Gum	 Choco Pie	 Cacao Pie	 Coffee Bite	 Fruto Pie	
	India Ice. (Havmor)	Ice Cream (Bulk, Bar, Cone, Cup, etc.)	 Vanilla	 Zuubar	 World Corn	 Lotte Krunch	
	(KF-RUS)	Pie, Candy, Pepero	 Choco Pie	 Cacao Pie	 Banana Pie	 Strawberry Pie	
	Myanmar (L&MM)	Bakery (Mass-produced bread, Artisan bread)	 Sponge Cake	 Cup Cake	 Pound Cake	 Square Bread	
	Singapore (S.E.A)	Sales Corporation (Import and sales of domestic product)	 Pepero	 Choco Pie	 Custard	 Chic-choc	