

A global corporation that brings happiness to people everywhere

With a strong belief in contributing to the nation and society through commerce, Lotte officially entered the food business when it founded Lotte Confectionery in 1967. Throughout the following decade, Lotte continued to expand its food business. Then, after establishing some of the nation's top hotels and department stores, it became a leader in the domestic retail and tourism industries as well. Lotte has since extended its reach into key industries such as construction and petrochemical. In the true spirit of commerce, Lotte made bold investments in the global marketplace in the 1990s, laying the groundwork for it to become a competitive global corporation. In the past decade, it has been able to grow into one of Korea's largest conglomerates, as it has embraced a variety of industries such as foods, retail, tourism, petrochemical, construction, manufacturing, finance, and services.

A brand that provides happiness to customers all over the world and builds trust with excellent products and services – this is what LOTTE aims to be. For over 40 years since its founding, LOTTE has successfully led a variety of business sectors and persistently developed differentiated capabilities. As part of its plans for the future, in 2009 LOTTE proclaimed "Vision 2018," through which LOTTE aims to solidify its status as a global presence by establishing more developmental strategies. Even at this moment, LOTTE is making efforts to develop yet more excellent products and services reflecting the economic conditions and lifestyles of countries into which it has expanded, enhancing competitiveness in the global market. LOTTE will continue to expand in Asia, offering its superior benefits to customers there and worldwide.

WELCOME TO LOTTE

Rising to the challenge of becoming one of Asia's top 10 global corporations

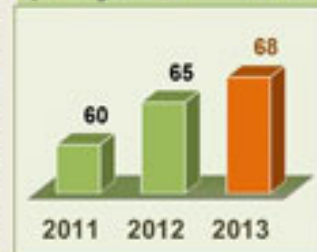
Lotte announced its Vision 2018 plan in March 2009, in which it proclaimed its intention to become a leading global corporation. Specifically, Lotte established a new vision to become one of Asia's top 10 global business groups by 2018, leading markets across Asia by strengthening core businesses and increasing overseas businesses. To help realize Vision 2018, Lotte also put management strategies and core values into place, and will select 10 tasks to carry out growth in areas including retail · finance, foods, construction · tourism, petrochemical · manufacturing, and support. In addition, Lotte has established five core missions: Vision 2018 action plans, a program for strengthening employee pride, as well as programs aimed at nurturing future talents, increasing brand management, and ensuring a deeper understanding of customers. Through the successful realization of these five goals, Lotte will establish a management infrastructure to match its status as a leading global corporation.

PROFILE

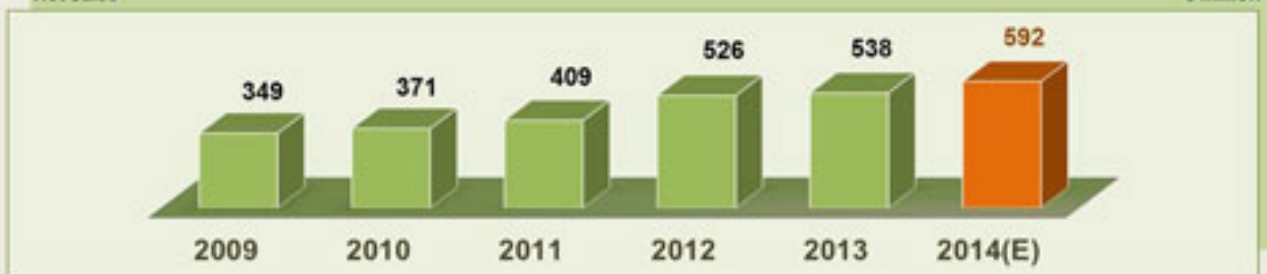
We will never forget that our most Important goal is to always meet the Needs of our customers

Lotte Liquor manufactures a wide range of popular alcohol brands, from more traditional Korean drinks like soju, rice wine, and plum wine to more modern varieties like liqueurs, wine, and whisky. The company's research center boasts some of Korea's top researchers, and its huge production facilities in Gangneung, Gunsan, and Gyeongsan allow Lotte Liquor to produce top-quality alcoholic beverages and to export them to more than 40 countries, including Japan and the U.S. Through continuous R&D efforts, the company is always making differentiated products that reflect the changing needs and desires of customers, such as people's drive to be healthy these days. In short, Lotte Liquor is committed to being a company that consistently delivers the greatest value to customers.

Operating Income \$ million



Net Sales \$ million



HISTORY HIGHLIGHT

- 1926** ● Gangneung Hapdong Brewery was established and began producing soju
- 1998** ● Re-inaugurated as Doosan Liquor BG
● Merged with Gyeongwol (soju), Baekhwa (refined rice wine), and OB (wine)
- 2004** ● Ranked first in soju exports to Japan
- 2006** ● Launched "Chum-Churum", the world's first alkaline soju
● Supported KRW 2 billion for Pyeongchang bidding for Winter Olympics
● Obtained ISO 9001 certificate (for all plants)
- 2007** ● Entered the US market with "Ku Soju"
- 2009** ● Re-inaugurated as Lotte Liquor BG
● Launched "Chum-Churum Cool" with an alcohol content of 16.8%
- 2010** ● Launched "Seol Joong Mae Sparkling"
● Ranked first in the National Customer Satisfaction Index (NCSI) survey in the liquor category for the past three years
● Received "\$ 50 Million Export Tower" award
- 2012** ● Entered the US market with "Ku Margarita"
● Launched "Funwari Gyeongwol" in Japan

PRODUCTS



Chum-Churum

- Classification: Soju
- Net Contents: 200ml, 360ml, 640ml, 1.8l
- Alcohol: 19.0%
- Package Type: Bottle, PET
- Released Date: 2006

It is the representative product of Lotte Liquor featuring smooth feeling and Typical soju flavor as well as freshness. This Word's first alkaline water based soju provides a real soju taste resulted from the alcohol deeply penetrating Between minute particles of alkaline water containing rich natural minerals.

Kyeongwol Green

- Classification: Soju
- Net Contents: 200ml, 375ml, 700ml, 1.8l, 2.7l, 4.0l
- Alcohol: 20.0%, 25.0%
- Package Type: Bottle, PET
- Released Date: 1995

Green, which has been developed to export to Japan, uses pure natural water collected from Seoraksan Mountain area. Since 2004, it's been ranked the top among the soju products sold in Japan and showing admirable sales records as a representative soju of Korea compared to other companies liquor products although the economy of Japan has been in recession.



PRODUCTS



Funwari Acerola / Funwari Citron

- Classification : RTD
- Net Contents: 375ml, 700 ml
- Alcohol : 16.0%
- Package Type : Bottle
- Released Date: 2012



Funwari is flavored soju RTD, targeting 20~40 age's female or light alc. users. The meaning of "Funwari" is softly, lightly and fluffily, describing the characteristic of softly spreading flavor. After a great number of experiments and researches to find out the ideal flavor of Acerola and Citron, we finally discovered the very essence of the fruity taste. Though the color of Funwari is crystal-like and transparent, you can experience the real fully aromatic drop of juicy Acerola and Citron flavor, lingering until you take another shot of Funwari. After hard works of a day, shower your mouth with Funwari and take an aromatic rest.

PRODUCTS



Ku Original

- Classification: Soju
- Net Contents: 750mℓ
- Alcohol: 24.0%
- Package Type: Bottle
- Released Date: 2004

Ku Soju Original is incredibly smooth premium vodka with Asian mystique distilled from sweet potatoes and with natural spring water from heart of mountains. It enjoys a lightly sweet taste with cool finish unmatched by any other soju or vodka. This healthier beverage has extra special benefit of being almost half the calorie of ordinary vodka.

Ku Mojito

- Classification: RTD
- Net Contents: 200mℓ
- Alcohol: 15.0%
- Package Type: Bottle
- Released Date: 2013



Ku Mojito is the best tasting ready-to-drink cocktail formulated specially by legendary bartenders to be enjoyed whenever, wherever, however, with whomever, served by whomever. This sophisticated RTD is blended with lime and a touch of mint, full on taste. Enjoy the True Mohito with spirit based 15% alcohol, not just a flavored imitation with less than 5%. Ours is as real as it gets.

PRODUCTS



Chung Ha

- Classification: Cold Rice Wine
- Net Contents: 300ml
- Alcohol: 13.0%
- Package Type: Bottle
- Released Date: 1986

Featuring milder, clearer and even lighter flavor resulted from the fermentation at a low temperature of only the inner part of rice grains 35% of which hulls are polished, Chung Ha has been a consistent favorite liquor product for Koreans since its introduction in 1986.

Baekwha Soobok

- Classification: Rice Wine
- Net Contents: 180ml, 700ml, 1000ml, 1.8l
- Alcohol: 14.0%
- Package Type: Bottle
- Released Date: 1945



Cheongju is Korea's oldest traditional rice wine and Baekwha Soobok is the most famous Cheongju in Korea. Rightly brewed using rice grains around 30% of which hulls have polished, this product is being loved by people as a daily liquor used in the most common events such as our ceremonial occasions (coming-of-age, marriage, funeral, and ancestor worship), drinking, cooking, cosmetic treatment, etc.



PRODUCTS



Seol Joong Mae

- Classification: Plum Wine
- Net Contents: 375ml
- Alcohol: 14.0%
- Package Type: Bottle
- Released Date: 1997

Plums are visible.

Seol Joong Mae features the flavor and taste of natural plums softly coming out from the superior quality fruit contained in the liquor bottle. The Plums in the bottle have been manually gathered in the most famous plum production regions, Gwangyang and Suncheon. Check out the premium grade plums and enjoy the reliable pure plum wine.

Seol Joong Mae Gold

In Seol Joong Mae Gold, the pure gold has been added to give the beverage special and exclusive attributes. The soft taste and deep flavor of this product is the result of the filtration of crude liquid which have been leached at a low temperature, below -8°C for over 10 days, to keep its freshness.



Pure gold dust is visible.

Seol Joong Mae Sparkling

- Classification : Sparkling Plum Wine
- Net Contents: 300mℓ
- Alcohol : 10.0%
- Package Type : Bottle
- Released Date: 2010



Seol Joong Mae Sparkling is a carbonated plum wine fermented from Korean plum. It enjoys a lightly sweet, refreshing, and transparent taste. Seol Joong Mae Sparkling was awarded a gold medal of "Monde-Selection" in Belgium, 2010.



Remix Sparkling Lemon / Berry Mix / Peach

- Classification: RTD
- Net Contents: 300mℓ
- Alcohol: 7.0%
- Package Type: Bottle
- Released Date: 2011

Remix Sparkling is a wine-based product crafted from natural fruits of lemon, berry, and peach.

- Lemon Type – With full bouquet and taste of fresh lemon
- Berry Type – Good for health and woman's skin care
- Peach Type – Sweet and smooth taste with delicate aroma

With Remix Sparkling, enjoy refreshing taste and aroma of various fruits.

Scotch Blue / 17y / 21y / 30y

- Classification : Whisky
- Net Contents: 350ml, 450 ml, 500ml, 700ml,
- Alcohol : 40.0%
- Package Type : Bottle
- Released Date: 1997



Scotch Blue is the very authentic Scotch whisky, made of skillfully blended pure malt and grain whisky. The Scottish master blenders exquisitely selected and blended the best undiluted whisky, producing the special taste and fruity softness.

SUN SET, SCOTCH SHINE

글래스고 선술집에 빈 자리가 없는 건, 스카치를 부르는 가로등 불빛 때문이다



Mt.Seonun Bokbunja

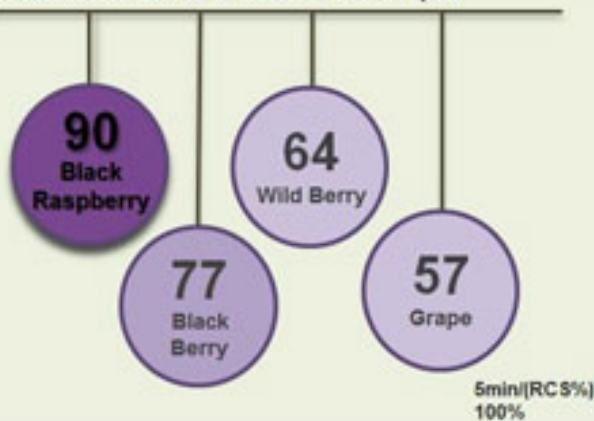
- Classification : Black Raspberry Wine
- Net Contents: 375ml
- Alcohol : 16.0%
- Package Type : Bottle
- Released Date: 1995



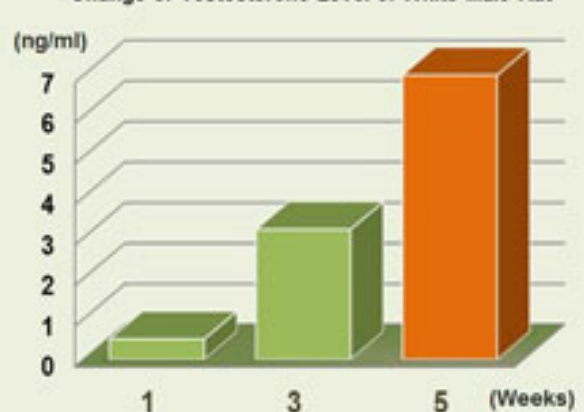
Mt.Seonun Bokbunja is Korean traditional healthy liquor, made of Korea-origin Black Raspberry, Bokbunja - purple colored, sweet taste and abundant with fruit flavor. The place of origin, Mt.Seonun has a perfect climate for cultivation of the berry, located at the seashore with high humidity and less fluctuation of temperature in winter season. Bokbunja is especially known for its efficacy for improvement of sexual ability. The meaning of Bokbunja itself is 'overturn a toilet'. Try the deep and dark berry wine and be strong and energetic tonight.

Efficacy of Bokbunja

Antioxidant Effect of Berries and Grapes



Change of Testosterone Level of White Male Rat



PRODUCTS

Walmae Rice Makgeoli

- Classification: Rice Wine
- Net Contents: 350mℓ, 700mℓ, 1000mℓ
- Alcohol: 3.0%, 6.0%
- Package Type: Can, Bottle
- Released Date: 1996



As the first carbonated Makgeoli in Korea, Walme Rice Makgeoli is completely matured at a low temperature and sterilized in cutting edge facilities. The sediment accumulated at the bottom of the bottle contains healthful ingredients of rice that have anti-cancer effects. The newly launched Ginseng Makgeoli contains actual 6-year-old ginseng powder, for your more energetic life. Keep cool and shake the bottle to enjoy the great taste of the Makgeoli.

Korean Ginseng Wine

- Classification: Ginseng Wine
- Net Contents: 700mℓ
- Alcohol: 28.0%, 35.0%
- Package Type: Bottle
- Released Date: 1972



This product is premium grade Korean ginseng wine, containing an actual 4-years old ginseng inside. The production method to distill the whole part of ginseng from its root for a long period of time allows the efficacy of ginseng to be fully melted into the product keeping the traditional flavor and taste following ancient recipe. Composed of 100% natural ingredients, this liquor doesn't contain any chemical additives at all.

Mirim

- Classification: Cooking Wine
- Net Contents: 200ml, 500ml, 900ml, 1,800ml
- Alcohol: 14.0%
- Package Type: PET
- Released Date: 1987



Mirim is rice fermented cooking wine. Since 1987, Mirim has been the finest premium cooking wine in Korea, as it is popularly used in many Korean gourmet meals of fashionable restaurants. The secret of Mirim, making food more tasty and delicious, is based on its ingredients: alcohol, removing unnecessary smells and making sauces easily permeate into the food; organic and amino acid, making the taste and flavor deepest. Adding a cup of Mirim, make your table the high-class cuisine.



PLANT / R&D



Lotte Liquor R&D Center

- Year of Establishment : 1983
- Registered Patents :
19 Patents including
- Method for preparing soju using alkaline water (Registration No. 618329)
- Improved method for producing rice wine (Registration No. 465653)
- Continuous dip-in using starchy raw material (Registration No. 093649)



Gunsan Plant

- Year of Establishment : 1945
- Area : 126,300m²
- Major Products :
Refined rice wine
- Production Capacity :
80,000 kℓ per year
- No. of Employees Approx. : 140



Gangneung Plant

- Year of Establishment : 1926
- Area : 55,967m²
- Major Products : Soju
- Production Capacity :
203,742 kℓ of soju per year
- No. of Employees Approx. : 150



Gyeongsan Plant

- Year of Establishment : 1976
- Area : 184,285m²
- Major Products : Wine
- Production Capacity :
140,000 Bottles/Day (based on
"Seoljoongmae" production)
- No. of Employees Approx. : 30

LOTTE LIQUOR NETWORK

Lotte Liquor is becoming a top-tier liquor company through the philosophy and vision of the Lotte Group, which aims to be an "Asia Top 10 Global Group" by 2018

For the past 50 years, the Lotte Group has strengthened its competitiveness by focusing on its core strategic business groups and concentrating on its strengths, while pursuing new and innovative ideas. It has become a top-rate business group that represents Korea, through various approaches: achieving complete customer satisfaction earned by providing the best products and services; true innovation harmonizing tradition and the cutting edge; global management at home and abroad; a sound financial structure; and an independent, advanced management system.

As one of the Lotte Group members, Lotte Liquor shares the Group's corporate philosophy and vision, and will continue as a top-tier liquor production company. By reinforcing our distribution network and our customer satisfaction management, based on our accumulated technologies and expertise in core business areas, we will realize our vision for "Winning 1's Way by 2018", and lead the liquor market.

FOODS & BEVERAGE

- Lotte Confectionery eng.lotteconf.co.kr
- Lotte Chilsung Beverage www.lottechilsung.co.kr
- Lotte Liquor BG
www.lotteliquor.com
www.lotte.co.kr/eng/02_bussiness/food4.jsp
- Lotte Asahi Liquor www.lotteasahi.co.kr
- Lotte Samkang www.lottesamkang.com/eng
- Lotteria www.letteria.com/eng
- Krispy Kreme Doughnuts www.krispykreme.co.kr
- T.G.I. Friday's www.tgif.co.kr
- Lotte Ham
www.lotteham.co.kr/eng/en_introduction.php
- Lotte Fresh Delica www.freshdelica.co.kr
- Lotte Boulangerie www.boulangerie.co.kr
- Lotte Pharm www.lottepharm.co.kr
- Welga www.welga.com
- Lotte Merchandizing Service Center
www.lottehp.com
- Kirin www.kirin.co.kr

DISTRIBUTION

- Lotte Department Store
www.lottesshopping.com/english
- Lotte Mart www.lottemart.com
- Lotte Supermarket www.lottesuper.co.kr
- Lotte Cinema www.lottecinema.co.kr
- Lotte.com www.lotte.com
- Lotte Home Shopping www.lotteimall.com
- Korea Seven www.7-eleven.co.kr
- FRL Korea www.uniqlo.co.kr

TOURISM

- Lotte Hotel www.lottehotel.co.kr
- Lotte City Hotel www.lottecityhotel.co.kr
- Lotte Duty Free www.lottedfs.com
- Lotte World
www.lotteworld.com/global_eng/main.asp
- Lotte Corporation www.lottecorp.com
- Charlotte Theater www.charlottetheater.co.kr
- Lotte Hotel Busan www.lottehotelbusan.com
- Lotte Jeju Resort www.lottejejurest.com/eng
- Lotte Buyeo Resort www.lottebuyeorest.com
- Lotte JTB www.lottejtb.com

SERVICES, RESEARCH, SUPPORT

- Lotte Data Communication Company
www.ldcc.co.kr
- Lotte International
www.lotteintl.com/eng/index.asp
- Daehong Communications
www.daehong.com
- Lotte Asset Development
www.lotte-develop.com/eng/default.aspx
- Lotte Logistics www.llo.co.kr/english/index.asp
- Lotte R&D Center www.lotternd.com
- Lotte Economic Research Institute
www.leri.co.kr
- Lotte Human Resource Development Center
www.lottesacademy.co.kr
- Lotte Scholarship-Welfare Foundation
www.lottefoundation.or.kr
- Lotte Giants www.giantsclub.com
- Lotte Sky Hill C.C www.skyhill.co.kr
- Lotterus www.lotterus.ru

PETROCHEMICAL, CONSTRUCTION, MANUFACTURING

- Honam Petrochemical english.hpo.co.kr
- KP Chemical www.kpchem.co.kr
- KP Chemtech www.kpchemtech.co.kr
- Daesan MMA www.dmma.co.kr
- Lotte Engineering & Construction
www.lotteecn.co.kr/eng/main.aspx
- Lotte E&C CM Division cmis.nproject.com
- Cannon Korea Business Solutions
www.canon-bs.co.kr
- Korea Fujifilm www.fujifilm.co.kr
- Lotte Aluminum www.lotteal.co.kr/index_eng.asp
- Lotte Engineering & Machinery MFG
www.lottelem.co.kr

FINANCE

- Lotte Card www.lottecard.co.kr
- Lotte Insurance
www.lotteins.co.kr/eng/index.jsp
- Lotte Capital www.lottecap.com
- KIBank www.lotteatm.co.kr
- MYb
www.myb.co.kr/english/main/eng_main.asp