

THE HISTORY OF “LOTTE-NOVATION”

The history of LOTTE CO., LTD. began in 1948, with the manufacturing and sales of chewing gum in Tokyo, and the Company welcomed its 70th anniversary in 2018. Since our founding, we have maintained three important LOTTE Values, “User Oriented,” “Originality,” and “Quality.” Based on these values, we have taken on the task of “LOTTE-novation,” constantly creating new value.

1948

Founding

Everyday sweet life



During the postwar period, when goods were scarce and those that were available were of poor quality, Takeo Shigemitsu (Kyukho Shin) found LOTTE with hopes of providing better items to the people. This hope lives on in the LOTTE Group Philosophy. LOTTE is named after “Charlotte,” the heroine of Goethe’s “The Sorrows of Young Werther,” and in our name we bear her same spirit, to be loved by everyone by enriching their lives, and to create products that everyone loves.



1957

Launch of Green Gum



1964

LOTTE Begins Chocolate Manufacturing and Sales

Back then, chocolate with a light, “American” flavor was popular. Taking a different direction, we invited Swiss chocolate experts to give birth to the rich, smooth *Ghana Milk Chocolate*. While continuing to evolve with proprietary technologies (such as the micro-grind manufacturing method that pursued a melt-in-your-mouth quality), sales increased through original promotions such as “Mother’s Day *Ghana*” and *Ghana* became the No. 1 chocolate brand in Japan (sales volume)*.

* Source: INTAGE Inc. FY2019 SRI Data



1958

LOTTE Uta no Album (LOTTE Album of Songs) Begins Broadcast

Broadcast television started its popularity in the latter half of the 1950s. LOTTE took its place on this brand-new media as a company sponsor for “*LOTTE Uta no Album* (LOTTE Album of Songs),” a music feature show. As a result of this program, our corporate message reached a wide audience.



Corporate History

- 1948 LOTTE CO., LTD. founded in Ogikubo, Suginami ward of Tokyo
- 1950 Head office and factory relocation to Hiyakunincho, Shinjuku ward of Tokyo

- 1958 Broadcast of *LOTTE Uta no Album* (LOTTE Album of Songs)
- 1964 Chocolate manufacturing and sales

Product Launch History

1957 *Green Gum*

1964 *Ghana Milk Chocolate*

1984
Launch of *Koala's March*



1981
Launch of *Yukimi Daifuku*



1972

LOTTE Begins Ice Cream Manufacturing and Sales

At the time, ice cream was made using milk fat. Bucking that trend, we launched *Italiano*, an ice cream that used vegetable fat for a refreshing and invigorating flavor that met the tastes of Japanese people. From then, we developed *Yukimi Daifuku*, *Soh*, and *Coolish* brands utilizing unique, home-grown technology. After acquiring LOTTE SNOW CO., LTD. in 2002, we became the No. 1 company for ice cream in Japan (value of sales)*.

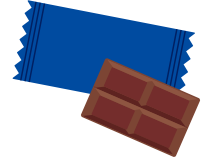
* Source: INTAGE Inc. FY2019 SRI Data



1983
Launch of *Choco Pie*



Present



LOTTE-novation

Utilizing the technology and expertise cultivated to date, and rooted in the three LOTTE Values infused with our founding spirit, we continue to take on the task of "LOTTE-novation" to create new value that will enrich people's lives.

For instance, in 2015 we launched *Nyusankin Chocolat*, lactic-acid bacteria covered in chocolate that utilizes proprietary manufacturing methods to keep the bacteria alive and stable. In this way, we have been able to provide new value to society by allowing people to enjoy the benefits of lactic-acid bacteria anytime, anywhere. In addition, as an example of a product that addresses Japan's aging society, in 2017 we launched *Ha Ni Tsukinikui Gum* <Kiokuryoku Wo Iji-suru Type> (Gum that Is Less Likely to Stick to Teeth <Memory Health Maintenance Type>), which utilizes ginkgo biloba extract as it has been reported to help preserve memory in middle-aged and older people.

1997

Launch of *Xylitol Gum*

In the 1970s, research began on xylitol, which captured attention for its role in Finnish dental health. Once xylitol was licensed as a food additive in 1997, we launched *Xylitol Gum*, and were the first food company to do so. This chewing gum offered value in the way of maintaining healthy teeth and by helping address dental cavities as a social issue. In 2015, we continued this approach by launching *Xylitol Oratect Gum*, which maintains gum health. Today, *Xylitol Gum* is the No. 1 chewing gum brand in Japan (value of sales)*.

* Source: INTAGE Inc. FY2019 SRI Data

2003
Launch of *Coolish*



1970 Candy manufacturing and sales
1971 LOTTE ORIONS baseball team (currently CHIBA LOTTE MARINES)
1972 Ice cream manufacturing and sales
1976 Biscuit manufacturing and sales
1978 Head office and factory relocation to Nishi-Shinjuku, Shinjuku ward of Tokyo
1988 THAI LOTTE CO., LTD.

1993 PT. LOTTE INDONESIA
1996 LOTTE VIETNAM CO., LTD.
2002 LOTTE SNOW CO., LTD.
2008 Mary Chocolate Co., Ltd. joined as a subsidiary company

2010 LOTTE Wedel sp. z o.o. joined as a subsidiary company
2018 70th anniversary of LOTTE CO., LTD.

1974 *Crunky Chocolate*
1979 *Pie no Mi*
1981 *Yukimi Daifuku*
1983 *Choco Pie*
1984 *Koala's March*

1994 *Toppo*
1997 *Xylitol Gum*
1999 *Soh*
2003 *Coolish*

2015 *Nyusankin Chocolat*
2017 *Ha Ni Tsukinikui Gum* <Kiokuryoku Wo Iji-suru Type>