

## HISTORY

## 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

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.



1958

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

LOTTE took its place on this brand-new media (television) 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.



1964

## 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*.



1964

*Ghana Milk Chocolate*

1972

## Ice cream manufacturing and sales

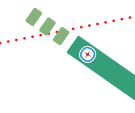
At the time, ice cream was made using milk fat. Bucking that trend, we launched *Italiano*, an ice cream that used vegetable fat for a refreshing and invigorating flavor that met the tastes of Japanese people.



1997

*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.



## 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.

1981

*Yukimi Daifuku*

1983

*Choco Pie*

1984

*Koala's March*

2003

*Coolish*

## 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

1970 Candy manufacturing and sales  
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.  
2022 Dari K Co., Ltd. joined as a subsidiary company

## Product Launch History

1957 *Green Gum*

1964 *Ghana Milk Chocolate*

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*>