



Our Vision for LOTTE's 100th Anniversary



LOTTE CO., LTD. will celebrate its 100th anniversary in 2048.

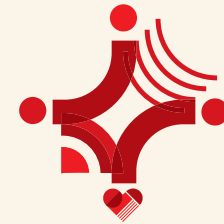
Amid ongoing global upheavals, we reflected on how we should adapt to an uncertain future—what we should do to survive and what we aspire to be.

This discussion led us to organize our centennial goals into three sustainability visions built upon Our Purpose.



LOTTE Purpose

- To create a happier future
- by connecting people
- through original ideas
- and uplifting experiences.



3 Sustainability Visions



Evolving Our Brand Tailored to Customers for a Happier Future

A happier future we envision for the year 2048 is one that supports psychological and physical well-being of people and a sustainable future in harmony with the environment and society. The future we envision is a world where every product and service our customers choose ultimately contributes to their happiness. To make it happen, we are embarking on a challenge to explore new value while transforming every aspect of our value chain into a sustainable one.



Connecting People, Creating a Sustainable Planet

For us to survive in 2048, our business must adopt sustainability practices in harmony with the environment. However, our business doesn't operate in isolation—we work with many stakeholders across the value chain, and collaboration is essential for this transformation. To achieve this, we will lead the way in connecting and engaging stakeholders, learning from one another, and driving the shift toward sustainable business.



Becoming a Company with Diverse Talent and Continuous Innovation through original ideas

As healthy life expectancy will continue to increase, people's lifestyles are likely to undergo constant changes. Changes in the way we work will make the global labor market increasingly fluid. To continue our growth through innovation, we should be the company where diverse talent can thrive and fully realize their potential, even in the future leading up to 2048. We will continue our efforts to make LOTTE a company that people want to work for and feel proud to have been a part of.