

A Happier Future We Envision

A happier future we envision is one that supports psychological and physical well-being of people and a sustainable future in harmony with the environment and society.

To realize our sustainability visions and create a happier future, we defined our new goals leading up to our 100th anniversary in 2048.

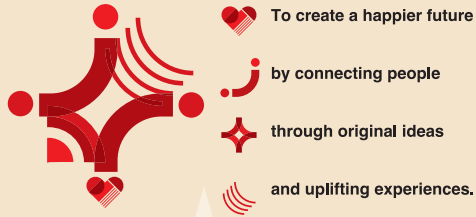
LOTTE MIRAI CHALLENGE 2048 is about to begin.



Journey to a Happier Future

Our 6 materiality themes and goals (LOTTE MIRAI CHALLENGE 2048) that we have renewed this time aims to build a happier future through the realization of our sustainability visions, which as defined in our Purpose.

LOTTE Purpose



Sustainability Visions



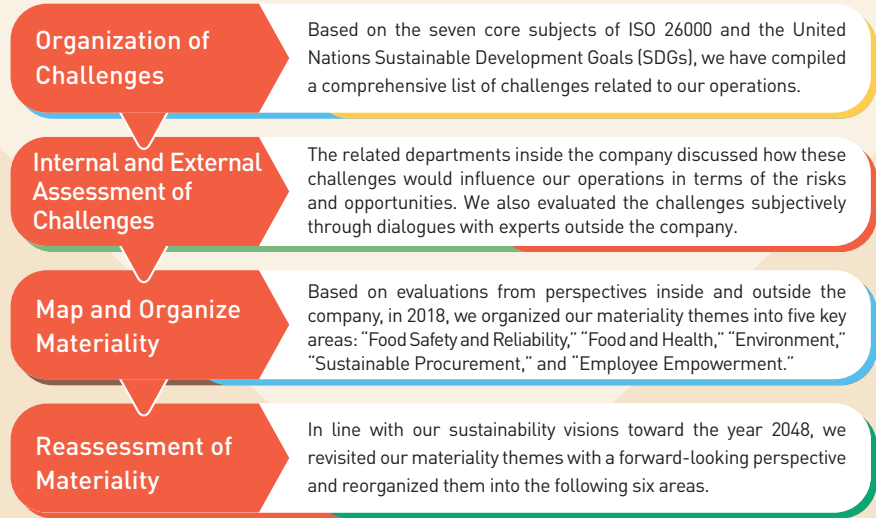
LOTTE MIRAI CHALLENGE 2048
Goals to Achieve by the 100th Anniversary

6 Materiality Themes and Targets



6 Materiality Themes

Materiality Identification Process



* KAMUKOTO means "Mastication" or "Chewing" in English, which contains the movement of the muscles around the mouth and tongue used for eating. KAMUKOTO has many benefits for the body, such as increasing cerebral blood flow and activating brain functions.