

LOTTE HOLDINGS CO., LTD. Launches Content Business**— Pop-up stores and PR events in Japan and South Korea starting summer 2024**

Tokyo, Japan – [July 3, 2024] – LOTTE HOLDINGS CO., LTD. (Headquarters: Shinjuku-ku, Tokyo; President and CEO: Genichi Tamatsuka, hereinafter “LOTTE HOLDINGS”) is launching its content business. This initiative will broadly expand the appeal of Japanese and Korean content through collaborations with pop-up stores, food products, and various entertainment services.

■ Background

The LOTTE Group operates in various fields under the corporate mission: We enrich people’s lives around the world by providing superior products and services that our customers love and trust. Japan currently boasts a wealth of appealing content, including popular characters, while Korean entertainment, such as K-pop, enjoys global popularity. Therefore, we decided to collaborate with the content business to further invigorate the market by combining our food, tourism, and distribution businesses in Japan and South Korea.

Moving forward, we will actively promote the development of attractive intellectual property (IP) businesses between Japan and South Korea.

■ Initiatives**Case 1 : BELLYGOM – Expansion of Korean IP to the Japan Market**

Born on April 1, BELLYGOM is a character owned by our group company, LOTTE HOMESHOPPING CO. LTD. It features a big body and cute expressions. Its name combines the English word "belly" and the Korean word "gom," meaning "bear."

Through collaborations with videos, K-pop idols, and cosmetics brands, BELLYGOM has gained significant popularity among teenage and young adult women worldwide. As the master licensee for the Japanese market, our company plans to open pop-up

stores and hold PR events in the summer of 2024 to introduce BELLYGOM to fans of Korean culture and cute characters.

<Official Website>

Korean YouTube channel

<https://www.youtube.com/@bellygomtv>

Japanese official homepage

<https://bellygom.jp/>

Japanese Instagram

<https://www.instagram.com/bellygom.japan?igsh=MW56ZTR5aWU3d3Z1cw==>

Japanese X

https://x.com/bellygom_japan?s=21



(Photo, from left) Mr. Lee Bo Hyun, Head of Content Division, LOTTE HOMESHOPPING;
Genichi Tamatsuka, President and CEO, LOTTE HOLDINGS

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Case 2: BONOONO – Expansion of Japanese IP to the Korean Market

Originally from Japan, BONOONO (by Mikio Igarashi/ published by Takeshobo) is also popular in South Korea. On May 8, 2024, the company signed a character licensing agreement with Eiken Co., Ltd., the producer of the BONOONO anime and

manager of its copyrights. In collaboration with Lotte World (Hotel Lotte Co., Ltd.), which operates theme parks and other facilities in South Korea, preparations are underway to open pop-up stores and introduce café menus at LOTTE Group-owned facilities in South Korea in autumn 2024.

About BONOONO

BONOONO is a highly popular comic series created by Mikio Igarashi. It has been serialized since 1986 in Manga Life Original (published by Takeshobo) and is still ongoing, with cumulative sales exceeding 9.5 million copies. BONOONO has seen diverse adaptations, including films, TV anime, games, and merchandise. The second TV anime series began in 2016 and is currently airing successfully on Fuji Television (every Saturday at 5:22 a.m.). Its popularity has remained unwavering since its serialization began, and it continues to be loved by people of all ages and genders, primarily in Japan and South Korea.

BONOONO Official Website: <https://www.bonoanime.jp/>

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©Mikio Igarashi/Takeshobo, Fuji Television, Eiken



(Photo, from left) Genichi Tamatsuka, President and CEO of LOTTE HOLDINGS, and Mikio Igarashi, creator of BONOONO

3. Japan-Korea joint IP development

LOTTE Cultureworks Co., Ltd., which handles film production, distribution, and theater operations in South Korea, is exploring live-action adaptations of Japanese novels and manga. In 2023, LOTTE Cultureworks Co., Ltd. produced a drama adaptation of the novel *Pale Moon* (by Mitsuyo Kakuta), which gained attention after being selected for the Cannes International Series Festival.

About LOTTE HOLDINGS CO., LTD. (<https://lotte-hd.com/>)

Starting with its core confectionery and ice cream businesses, LOTTE HOLDINGS has expanded into a wide range of business fields, including professional baseball team management, real estate, finance, corporate venture capital, hotels, and healthcare. Looking ahead, LOTTE HOLDINGS aims to drive further innovation in its core food business while pursuing new growth opportunities by leveraging business synergies between Japan and South Korea.

The LOTTE Group began its operations in 1948 with the manufacturing and selling of chewing gum in Tokyo, Japan. Today, with headquarters in both Japan and South Korea, the LOTTE Group operates across more than 30 countries and regions worldwide, spanning businesses including food, retail, finance, biopharmaceuticals, healthcare, data centers, hotels and resorts, entertainment, and construction. Guided by its vision as a "Lifetime Value Creator," the LOTTE Group is committed to delivering sustainable value throughout every moment of people's lives.