

LOTTE HOLDINGS Launches Wellness Business Strategy Department**— Expanding business scope through group collaboration**

Tokyo, Japan – [September 26, 2024] – LOTTE HOLDINGS CO., LTD. (Headquarters: Shinjuku-ku, Tokyo; President and CEO: Genichi Tamatsuka, hereinafter “LOTTE HOLDINGS”) announces its establishment of the Wellness Business Strategy Department effective September 21, 2024.

This strategy department targets the wellness market, which encompasses nutrition management, mental health, and fitness. Driven by increased consumer awareness of physical and mental health, this market has grown to ¥45 trillion* and is expected to continue expanding. LOTTE Group owns several wellness brands, including Xylitol, health functional gum, ZERO, Cacao no Megumi, and Nodoame throat lozenges. LOTTE Group also holds hundreds of technologies and patents related to the health benefits of chewing, as well as those related to xylitol, cocoa, mint, and quince. We are positioning this venture as a key growth strategy to expand existing domains and launch new products and services by leveraging LOTTE Group's assets and fostering the co-creation of new value with startups and external organizations. By providing valuable solutions in the wellness market, we intend to address societal challenges related to consumers' physical and mental well-being.

*Source: Global Wellness Institute

Alongside the establishment of this strategy department, LOTTE CO., LTD. (Shinjuku-ku, Tokyo; President and Representative Director: Hideki Nakashima) renamed its Daily necessities Sales Department, which handles daily necessities such as heat packs, as the Wellness Sales Department within the Sales Division. This reorganization aims to strengthen customer-centric sales approaches through group collaboration.

LOTTE Group upholds the unified group vision of being a "Lifetime Value Creator," committed to providing continuous value throughout every moment of people's lives.

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.