

**New Company, LOTTE HOTELS JAPAN, Established Through Japan-Korea  
LOTTE Group Collaboration**

**— Expanding Hotel Business with Target of 20 Hotels and 4,500 Rooms in Japan  
by 2034**

Tokyo, Japan – [September 2, 2025] – LOTTE HOLDINGS CO., LTD. (Headquarters: Shinjuku-ku, Tokyo; President and CEO: Genichi Tamatsuka, hereinafter “LOTTE HOLDINGS”) and HOTEL LOTTE Co., Ltd. (Headquarters: Seoul, South Korea; CEO: Jung Hosuck; hereinafter “HOTEL LOTTE”), a member of the LOTTE Group of South Korea, have jointly established a new company, LOTTE HOTELS JAPAN Co., Ltd. (Headquarters: Shinjuku-ku, Tokyo; President and Representative Director: Tomoya Fukui; hereinafter “LOTTE HOTELS JAPAN”), to expand their hotel business in Japan.



(Photo, from left) Genichi Tamatsuka, LOTTE HOLDINGS; Tomoya Fukui, LOTTE HOTELS JAPAN; Jung Hosuck, HOTEL LOTTE

The LOTTE Group launched its hotel business in South Korea in 1973 with the establishment of HOTEL LOTTE. Expanding globally with a focus on South Korea, it opened the LOTTE HOTEL SEOUL in 1979, then the tallest building in the country. Today, it operates 39 hotels with 14,135 rooms across seven countries worldwide. In Japan, it runs two facilities, the LOTTE City Hotel Kinshicho (Tokyo) and the LOTTE Arai Resort (Niigata Prefecture).

Since 2022, under the slogan "ONE LOTTE," LOTTE HOLDINGS has advanced a global strategy combining business synergies in Japan and South Korea. For its hotel business, the company has formed a new joint venture in both countries. In addition to its own managed hotels, LOTTE HOTELS JAPAN will actively pursue partnerships with hotel owners nationwide, primarily through the Management Contract (MC) method, to expand its business. Over the next decade, the company plans to develop 20 hotels with 4,500 rooms in Japan (including two existing hotels), focusing on major cities and tourist destinations.

The Japan Tourism Agency reports that the number of foreign visitors to Japan reached a record high of 36.87 million in 2024 (a 15.6% increase compared to 2019)\*1. Korean tourists accounted for 23.9% of these visitors, suggesting that LOTTE's brand strength in South Korea will contribute to attracting lodging guests in Japan. According to the JTA's Tourism Nation Promotion Basic Plan, the Japanese government aims to attract 60 million international visitors by 2030, suggesting that the Japanese hotel market will continue to grow.

LOTTE HOTEL JAPAN's strength lies in its extensive expertise in hotel management and formidable brand presence in Japan and South Korea. Leveraging this foundation, we will tailor HOTEL LOTTE's diverse brand portfolio (which ranges from luxury to resort hotels) for the Japanese market, introducing properties suited to the territory. We will meet our guests' diverse needs by providing new value and enriching experiences while actively building partnerships with hotel owners to pursue sustainable growth for all.

(\*1) White Paper on Tourism in Japan 2025 (Summary), Japan Tourism Agency

<https://www.mlit.go.jp/kankocho/content/001890451.pdf>

#### ■ Overview of New Company

Name	LOTTE HOTELS JAPAN Co., Ltd.
Representative	Tomoya Fukui, President & Representative Director
Location	3-20-1 Nishi-Shinjuku, Shinjuku-ku, Tokyo
Established	February 26, 2025
Capital	¥250 million

Major shareholders	LOTTE HOLDINGS CO., LTD., HOTEL LOTTE Co., Ltd.
Business description	Hotel operation and development
URL	<a href="https://lottehotelsjapan.jp/en/">https://lottehotelsjapan.jp/en/</a>

■ New Company Logo



■ Representative Profile

• Name: Tomoya Fukui

• Career:

2000: Completed master's program at University of Houston, Conrad N. Hilton College

2001: Joined The Westin Tokyo

2005: Joined JAL Hotels Co., Ltd. (currently Okura Nikko Hotel Management Co., Ltd.)

2010: Assistant General Manager and Sales Manager, Hotel Nikko Düsseldorf

2018: General Manager, Hotel Nikko Alivila

2022: President and Representative Director, LOTTE City Hotel Co., Ltd. (current position)

2024: Representative Director, LOTTE Hotel Arai Co., Ltd. (current position)

- Message from the Representative:

The value of travel is undergoing a major shift. People now seek

rich experiences where they can discover a vibrant, true self.

Grounded in local communities and Japanese culture, our goal is to

create a hotel filled with "Ichigo-ichie" (once-in-a-lifetime

encounters) and serendipity —those delightful, unexpected

discoveries. As LOTTE, beloved by generations as the "Everyday

Sweet Life," we will now provide heartwarming and memorable stays with hotels as our

next stage.



■ Brand Strategy

LOTTE HOTELS JAPAN upholds the luxurious brand identity and legacy of HOTEL LOTTE by offering a diverse portfolio of resort, lifestyle, and luxury hotels tailored to the Japanese market. The company aims to enhance LOTTE's brand value



by providing guests with experiences that promote well-being during their stay. These experiences include physical wellness with original beauty supplements and health foods developed by the LOTTE Group, mental wellness with hot springs and tranquil spaces, and social connection wellness with activities like local exploration and agricultural experiences.

■ Role and Value of New Company

Hotel development
<ul style="list-style-type: none"><li>• Formulation of development strategies</li><li>• Selection of candidate sites and land for hotel development</li><li>• Proposal of suitable brands tailored to area characteristics and guest targets</li><li>• Proposal of business schemes (new development, rebranding, conversion, etc.)</li><li>• Supporting operational and design aspects up to hotel opening</li></ul>
Hotel operation support
<ul style="list-style-type: none"><li>• Establishment and implementation of operational standards</li><li>• Support for human resource development and training</li><li>• Sales and marketing support</li><li>• Implementation of revenue management (financial and management support)</li><li>• Conducting quality audits and brand maintenance activities</li><li>• Support through HOTEL LOTTE programs (including customer satisfaction activities)</li></ul>

● Value Proposition

1. Optimal partnership through the MC (Management Contract) approach

With our MC approach, hotel owners retain ownership of the property while LOTTE HOTELS JAPAN handles all operational aspects. This allows owners to leverage the

LOTTE Group's specialized operational expertise and brand presence to ensure stable hotel management. We act as true partners committed to business success, working toward maximizing long-term profitability, rather than acting as a mere outsourcing contractor.

## 2. Synergy effects with LOTTE's brand presence in Japan and South Korea

LOTTE's brand presence and recognition in these countries, gained through global business expansion, can be leveraged to drive customer traffic to new hotels launching in Japan. In addition to HOTEL LOTTE's highly acclaimed hospitality—featuring luxurious and tranquil designs, art and music experiences that engage all five senses, and comprehensive wellness facilities including spas and gyms—we offer unique services only possible through the LOTTE Group. These include original beauty supplements, health foods, and sweets, all of which are designed to deliver premium, authentic experiences enhanced with that extra something special, showcasing the best of both Japan and South Korea.

## 3. Premium service combining global expertise in hotel operations

With over 50 years of experience since the founding of HOTEL LOTTE, and the refined hospitality cultivated through operations in seven countries worldwide, we combine this with Japan's uniquely attentive service. From a global perspective, we provide services tailored to Japanese guests, catering to inbound and domestic demand alike.

### ■ Hotels Operating in Japan

#### 1. LOTTE Arai Resort (Myoko City, Niigata Prefecture)

<https://www.lottehotel.com/arai-resort/en>

Set on a vast site of about 3.3 million square meters, this wellness mountain resort features four buildings with a total of 257 guest rooms, a ski area with 14 courses, a spa, hot springs, and various other activities. Guests can enjoy winter



sports surrounded by snowy landscapes in winter and fresh air and beautiful mountain views in the green season.

## 2. LOTTE City Hotel Kinshicho (Sumida Ward, Tokyo)

<https://lottecityhotel.jp/en/>

Boasting an exceptionally convenient location with direct access to Kinshicho Station on the Tokyo Metro Hanzomon Line, and it's just a 1-minute walk from JR Kinshicho Station,



this hotel is the perfect base for exploring Tokyo. Guests can enjoy rooms with beautiful views of the Tokyo Skytree® and breakfast options that focus on health and beauty, ensuring the best "Gorgeous Morning" possible.

### **About HOTEL LOTTE Co., Ltd. (<https://www.hotellotte.com/en/main>)**

HOTEL LOTTE operates three core businesses: hotel, duty-free, and theme park operations. Its hotel business is South Korea's largest hotel group and operates diverse brands, including resort, lifestyle, and luxury hotels, across seven countries worldwide. Its duty-free business operates 17 stores, including seven in South Korea, as well as locations in Japan, the United States, Vietnam, Australia, and Singapore. HOTEL LOTTE is aiming to become the world's number one duty-free retailer. In the theme park business, the company has expanded to encompass the entire tourism and leisure industry, including theme parks, aquariums, and observation decks, as well as the digital content domain, since opening Korea's first theme park, "LOTTE World Adventure," in 1989. It now leads the field of "online and offline theme parks."

### **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.