

**Sign a master license agreement for content IP business “BONOBONO”**

**- Accelerate business expansion in South Korea for popular Japanese manga character -**

Tokyo, Japan – [September 24, 2025] – LOTTE HOLDINGS CO., LTD. (Headquarters: Shinjuku-ku, Tokyo; President and CEO: Genichi Tamatsuka; hereinafter “LOTTE HOLDINGS”) has signed a global master license agreement, primarily focused on South Korea, with Eiken Co., Ltd. (Headquarters: Arakawa-ku, Tokyo; President and CEO: Yukio Takada; hereinafter “Eiken”). Eiken handles the animation production and copyright management of the popular Japanese manga BONOBONO (created by Mikio Igarashi/published by Takeshobo), which is also well-received in South Korea.



©MIKIO IGARASHI/TAKESHOBO

Characters of Lotte World  
Collaboration illustration with Lotty & Lorry



©M I/T,F,E

Collaboration event at Lotte World Aquarium (Seoul)

**■Background of agreement signing**

**1. Character license agreement signed in May 2024**

- Leveraged LOTTE Group's capabilities to expand popularity

Since signing the character licensing agreement with Eiken in May 2024, we have collaborated with LOTTE World Co., Ltd., a group company that operates theme parks and other facilities in South Korea, to hold a total of five BONOBONO events in the country. More than 60,000 people attended the event at LOTTE World Mall, which is operated by the company. Promotional activities using subway cars and social media

also garnered significant attention.



Pop-up store, Pop-Up EP.1:  
An-nyeong! BONOBONO: Search for the Shells  
(September 11 to 22, 2024)

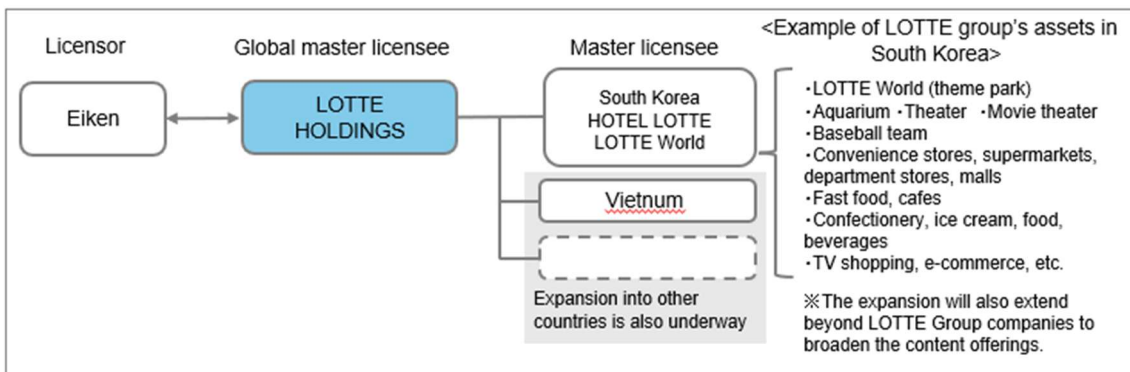
## 2. Master license agreement signed in June 2025

- Toward further business expansion

After various initiatives were positively received over the course of about a year, a global master license agreement centered on South Korea was signed with Eiken on June 27, 2025. Consequently, in South Korea, in addition to holding events utilizing LOTTE's assets as before, LOTTE World will serve as the main point of contact in South Korea and will also conduct licensing activities. Furthermore, we will promote BONOBONO in countries outside of South Korea, such as Vietnam, in collaboration with local LOTTE Group companies and external partner companies.

### ■ Business structure for BONOBONO's content IP operations

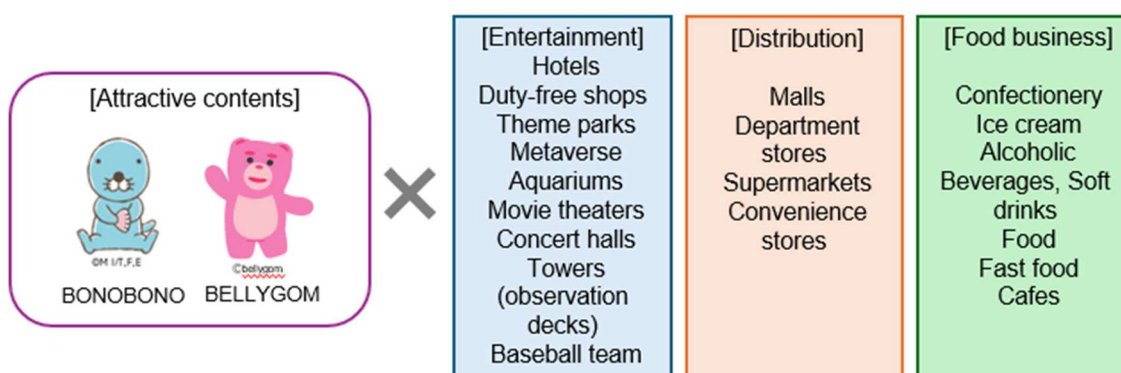
LOTTE Group, operating in both Japan and South Korea, leverages the trust built over many years in Japan and its extensive global business assets and customer touchpoints centered in South Korea to establish a business structure for globally distributing Japan's appealing content.



## ■Future strategy for the content IP business

- Growth strategy leveraging the capabilities of Japan-Korea Lotte

Japan boasts a wealth of appealing content, including popular characters, while Korea's entertainment content, such as K-pop, enjoys global popularity. By combining the untapped potential of content from both countries with the strengths of Lotte Group's diverse businesses, which operate globally with a focus on Japan and South Korea, we aim to boost market vitality and expand our business.



\*BELLYGOM is an original character developed by LOTTE HOMESHOPPING Co., Ltd. of South Korea since 2018. LOTTE HOLDINGS Co., Ltd., which is strengthening Japan-Korea collaboration under the slogan "ONE LOTTE," signed a master licensee agreement in Japan in March 2024 and is expanding its activities.

## ■BONOBONO's expansion into South Korea

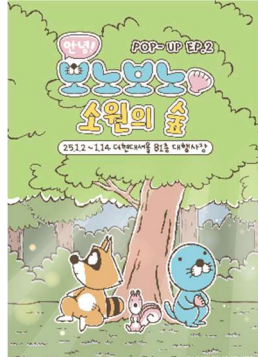
BONOBONO aired on South Korea's animation channel Tooniverse in 1996, gaining popularity and leaving a deep impression on Generation MZ as a nostalgic anime. Through its new anime series broadcast since 2016, it has also become a beloved character offering comfort to young people in their teens and twenties. Particularly, the book "I'm glad you lived like BONOBONO" (by Kim Shin Hoi), published in 2017 and selling over 100,000 copies, caused a major sensation in the Korean publishing market, leading BONOBONO to experience a second golden age within South Korea.

In May 2024, LOTTE Group signed a character licensing agreement with Eiken and LOTTE HOLDINGS. Then, in September of the same year, South Korea's first independent large-scale pop-up store opened at Lotte World Mall in Jamsil. Building on the success of that event, which attracted over 60,000 visitors, we have held five more

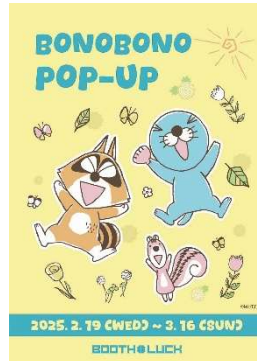
collaborative events. This led to the signing of a global master licensing agreement centered on South Korea.



Jamsil, Seoul  
Lotte World Mall  
September 11-22, 2024



Yeouido, Seoul  
The Hyundai Seoul,  
January 2-14, 2025



Jamsil, Seoul  
Booth Rack Adventure  
Store, February 19-  
March 16, 2025



Jamsil, Seoul  
Lotte World Aquarium,  
April 11-June 1, 2025



Busan  
Lotte World Adventure  
Busan, June 13-August  
31, 2025

#### ●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/>

BONOONO Official X: [https://x.com/BONOONO\\_nokoto](https://x.com/BONOONO_nokoto)

BONOONO Official Instagram: [https://www.instagram.com/BONOONO\\_nokoto/](https://www.instagram.com/BONOONO_nokoto/)

BONOONO Official Facebook: <https://www.facebook.com/1986BONOONOnokoto>

©Mikio Igarashi/Takeshobo, Fuji Television, Eiken

**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.