

**LOTTE Group makes its first entry into the live music and entertainment market:
Work commences on the construction of BEAT PARK music venue in Shin-Osaka**

**— A 1,600-capacity venue just 3 minutes on foot from Shin-Osaka Station
scheduled to open in March 2028**

Tokyo, Japan – [February 12, 2026] – LOTTE HOLDINGS CO., LTD. (Headquarters: Shinjuku-ku, Tokyo; President and CEO: Genichi Tamatsuka, “LOTTE HOLDINGS”) announces that it has decided to enter the live music and entertainment market, and commenced work on the construction of the LOTTE Group’s first concert venue, tentatively named BEAT PARK, on land it holds just a three-minute walk from Shin-Osaka Station in February 2026.

Cooperating in this project is Nomura Real Estate Development Co., Ltd. (head office: Minato-ku, Tokyo, President & CEO: Daisaku Matsuo, “Nomura Real Estate Development”), and we aim to open this facility in March 2028.



■ Background of Business Entry

Through entertainment initiatives that include running professional baseball teams in both Korea and Japan, managing the LOTTE Concert Hall (dedicated classical music venues) in Korea, and hosting LOTTE Family Concerts (K-pop festivals) attracting 20,000 attendees, the LOTTE Group has provided venues for raw, live excitement. Going forward, we will combine our cultivated expertise in fan engagement with the potential of our landholdings to make a full-scale entry into the live music and entertainment business. This project marks the first step in this new business, embodying the LOTTE Group’s “Lifetime Value Creator” vision to enrich people’s lives. By providing spaces where artists and fans can come together to share their passion, we will establish our unique presence in the market while accelerating our expertise

and developing innovative solutions for further business growth.

■ **BEAT PARK (tentative name): concept and key features**

The name BEAT PARK reflects our desire to create a venue where, with a core focus on live music that unites the heartbeat of the audience, people can enjoy food and conversation while sharing their thoughts with each other, and where the passion of artists and fans resonates.

The logo that forms the symbol of this facility was designed based on the core element of a single line conceived from the image of a sound waveform. This line traces a "path of passion" connecting the stage, the seating area, and the foyer, visualizing the physical resonance of the beat through a waveform design.

1. A three-minute walk from Shin-Osaka Station

The venue is superbly located just a three-minute walk from Shin-Osaka shinkansen station, making it easy to get to not only from the Kansai area but from anywhere in Japan. As a base that is easily accessible to artists and fans alike and offers a smooth and enjoyable experience, this venue will contribute to the vitalization of the Kansai area.

2. A capacity of approximately 1,600 to meet market needs

In consideration of the current live music market in the Osaka area, we have decided upon the highly in-demand capacity of approximately 1,600. By catering to the diverse performance needs of artists, we will continue to further energize the live music and entertainment scene.



3. An artists-first environment

By installing permanent LED screens and high-spec, versatile equipment, the venue provides an environment that fully brings out the artist's individuality and the raw power of live music. Furthermore, by providing pre-installed facilities, we reduce setup time and costs, enabling efficient and smooth operations for event organizers.

4. A music venue to Listen, Eat, Talk, Connect, and Create

We provide a multifaceted musical experience that seamlessly integrates listening, dining, conversation, social interaction, and creative expression. In the open foyer space, the venue offers original food and beverages, creating a vibrant space where artists and fans can



deepen their connection while sharing the excitement before and after the show.

■ Partnership and collaboration with Nomura Real Estate Development

The project is proceeding in collaboration with Nomura Real Estate Development. Leveraging the expertise in real estate development that the company has accumulated since its founding in 1957, Nomura Real Estate Development will ensure business stability and achieve quality improvement from structural and operational aspects. In addition, given that Nomura Real Estate Development is also engaged in the entertainment business, it is the ideal partner to accelerate this new business of the LOTTE Group on the basis of a deep understanding of live shows and entertainment, and as such, the LOTTE Group will work with Nomura Real Estate Development to create an even deeper collaboration.

■ Facility overview

Name	BEAT PARK (tentative)
Location	Nishi Awaji 1-3-7 & 1-3-8, Higashi-Yodogawa-ku, Osaka, Osaka Prefecture (3 minutes on foot from Shin-Osaka Station)
Site Area	1,727.24 m ²
Structure and Scale	Reinforced concrete (partial steel frame), four above-ground floors
Capacity	1,590 (all-standing)
Construction Start	February 2026
Completion	November 2027 (expected)
Opening	March 2028 (expected)

*This plan is current as of the present date and is subject to change.

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.