

LOTTE HOLDINGS Invests in SMALL PLANET, a Comprehensive Content IP Producer
— Moving from a Strategic Business Alliance to a Capital Alliance to Further Accelerate Synergies Between the Two Companies

Tokyo, Japan – September 7, 2026 – LOTTE HOLDINGS CO., LTD. (Headquarters: Shinjuku-ku, Tokyo; President and CEO: Genichi Tamatsuka, “LOTTE HOLDINGS”) announces that, with the aim of strengthening its content intellectual property business, it subscribed to a third-party allotment of new shares by SMALL PLANET CO., LTD. (Headquarters: Hachioji, Tokyo; Representative Director: Hiroki Yoshino; “SMALL PLANET”) on September 1, 2026, acquiring a 20% stake in the company.

In January 2026, LOTTE HOLDINGS signed a memorandum of understanding (MOU) with SMALL PLANET toward a strategic business alliance¹ and has since explored opportunities for collaboration in “business expansion in the Asia region,” “joint promotion of new merchandise and experiential events,” and “the creation of high-value-added business models.” During this period, cross-group projects leveraging the strengths of both companies were launched. Given the strong synergies and growth potential identified through these initiatives, LOTTE HOLDINGS decided to make the investment in order to fully establish a collaborative framework under a capital and business alliance.

Through this capital alliance, the two companies will combine the business foundations and fields of operation of the LOTTE Group in Japan and South Korea with SMALL PLANET’s extensive expertise spanning the entire content IP business value chain, from upstream to downstream, to further accelerate business development in Japan and overseas. By leveraging their synergies, the companies will also pursue a broad range of initiatives, including supporting content with global expansion potential and providing event planning and management services, thereby providing new experiential value to fans of characters in Japan and around the world.

¹ Reference press release: “Signing of a Memorandum of Understanding Toward a Strategic Business Alliance with SMALL PLANET, a Comprehensive Content IP Producer” (January 29, 2026) https://lotte-hd.com/news/news_file/file/20260129.pdf

Examples of Collaboration Between the Two Companies

1. Collaboration Between “The Powerpuff Girls” and the Chiba Lotte Marines

In conjunction with its annual summer event, “BLACK SUMMER WEEK,” the Chiba Lotte Marines began offering collaboration items featuring the globally popular IP The Powerpuff Girls in May 2026.

In partnership with Warner Bros. Discovery Global Consumer Products, the licensor, SMALL PLANET took the lead across the entire process, from contracting through design, resulting in an appealing merchandise lineup that helped enhance the team’s event.



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2. Optimizing Cost and Quality for Promotions by LOTTE CO., LTD. (Confectionery and Ice Cream Business)

As one example, for a campaign for LOTTE’s “Kajitte!” hard gummy candy, SMALL PLANET handled the planning, design, and production of promotional items (plush keychains). By fully leveraging its in-house designers’ ability to faithfully reproduce three-dimensional designs and its proprietary manufacturing network, SMALL PLANET achieved both high quality that maximized the appeal of the character and a rapid supply system. The two companies plan to continue collaborating on LOTTE promotions and merchandise production.
Note: This campaign has ended.



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3. Strengthening Licensing and Distribution for BELLYGOM

BELLYGOM is a popular character developed by LOTTE HOMESHOPPING in South Korea. LOTTE HOLDINGS entered into a master license agreement for Japan in March 2024. SMALL PLANET has now joined as a licensee in Japan, and plans are underway to develop new products and expand in-store merchandising and other initiatives.



Booth at the 19th Licensing Japan

SMALL PLANET CO., LTD. - Company Overview

Company name	SMALL PLANET CO., LTD.
Representative	Representative Director: Hiroki Yoshino
Address	2-2-13 Koyasu-machi, Hachioji, Tokyo, 192-0904, JAPAN
Established	July 5, 1990
Capital	JPY 50 million
Employees	362 (as of May 15, 2026)
Business activities	Planning, manufacturing, and wholesale of merchandise featuring well-known characters from Japan and overseas, and acquisition of overseas licensing rights
URL	https://smallplanet.co.jp/

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.