

Company Profile

LOTTE WORLD



LOTTE WORLD



- Business Overview
- History and Milestones
- Business Area
- IP based Content Business

1. Business Overview



Mission "Spreading Happiness, Sharing Memories"

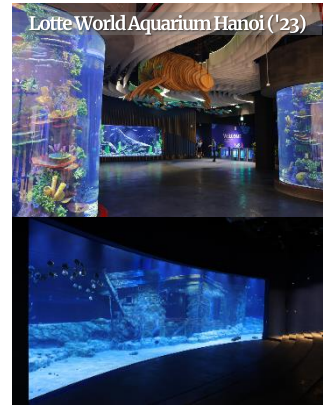
Vision "To be the leader in both on/offline themed entertainment industry"

- ❖ Top 20th theme park in 2010s (in attendance)
- ❖ Operating 6 branches in 3 different cities in South Korea, 1 aquarium in Hanoi, Vietnam.
- ❖ Expanding business area into IP-based contents






Branches in Korea



Branches Overseas



2. History and Milestones

1980 ~ 1999	2000 ~ 2019	2020 ~
<p>Aug '85 • Lotteworld Complex Construction Commences</p>	<p>Feb '01 • Parade open</p>	<p>Jul '20 • Seoul Sky 'Bridge' open</p>
<p>Sep '88 • Hotel World open</p>	<p>May '05 • Selected in the Top 10 Theme Parks (by Forbes)</p>	<p>Aug '20 • Magic Castle 'Lights Up' open</p>
<p>Nov '88 • Department Store opens Shopping Mall open</p>	<p>Dec '07 • Reaches 100 million cumulative visitors</p>	<p>Jan '21 • LALA Kids Adventure 1st branch open</p>
<p>Jan '89 • Folk Museum opens Sports Complex open</p>	<p>Jul '09 • 20th year anniversary</p>	<p>Oct '21 • Metaverse Service launches (NAVER ZEPETO)</p>
<p>Jul '89 • Ice Rink open</p>	<p>May '14 • Lotte Water Park open </p>	<p>Mar '22 • Adventure Busan open </p>
<p>Jul '89 • Lotte World Adventure open </p>	<p>Oct '14 • Aquarium open </p>	<p>Jul '23 • Lotte World Aquarium Hanoi open</p>
<p>Mar '90 • Magic Island open</p>	<p>Apr '17 • Seoul Sky open </p>	<p>Oct '93 • Listed in Guinness World Records as the <u>'Largest Indoor Theme Park'</u></p>
<p>Oct '93 • Listed in Guinness World Records as the <u>'Largest Indoor Theme Park'</u></p>	<p>Jul '19 • 30th year anniversary</p>	

3-1. Business Branches in Korea



Lotte World Adventure

- ❖ Open : July, 1989
- ❖ Location : Jamsil, Songpa-gu, Seoul
- ❖ Area : 99,000m² (Retail space)
- ❖ Facilities
 - 42 attractions in/outdoors
 - 32 Food & Beverage Stores
 - 19 Gift shops
- ❖ Features
 - Festivals updated seasonally
 - Entertainments & Shows



3-1. Business Branches in Korea



Lotte Water Park

- ❖ Open : May, 2014. ※ Grand Opening : '15.06
- ❖ Location : Gimhae-si, Gyeongsangnam-do
- ❖ Area : 76,000 m² (Retail space)
- ❖ Facilities
 - 17 types / 43EA of Pools & Rides
 - The biggest indoor/outdoor wave pool in Korea
 - The largest indoor waterpark in Korea
- ❖ Features
 - Water Festival
 - Volcano Show



3-1. Business Branches in Korea



Lotte World Aquarium

- ❖ **Open : Oct. 2014**
- ❖ **Location : Lotte World Mall**
- ❖ **Area : 11,240 m² (Retail space)**
- ❖ **Facilities**
 - The biggest main display window in Korea
 - The largest number of species in Korea
 - 55,000 creatures across 650 species
- ❖ **Features**
 - A variety of Experience and Education programs
 - Conservation activities and exhibition



3-1. Business Branches in Korea



- ❖ Open : Apr. 2017
- ❖ Location : Lotte World Tower
- ❖ Area : 6,280 m² (Retail Space)
- ❖ Facilities

* '17 Guinness World Record

123F	Premium Lounge
118F	Highest sky deck in the world*
120F	Sky terrace
E/V	Longest double deck E/V*

- ❖ Features
 - The highest observation deck in South Korea
 - A landmark where culture and art co-exist



3-1. Business Branches in Korea



Lotte World Adventure Busan

- ❖ Open : Mar. 2022
- ❖ Location : Gijang, Busan
- ❖ Area : 109,091 m² (Retail Space)
- ❖ Facilities
 - 15 Attractions (Giant Series: Digger, Splash, Swing)
 - 11 Food&Beverage stores
 - 10 Gift shops
- ❖ Features
 - Parade and stage show
 - Seasonal Contents

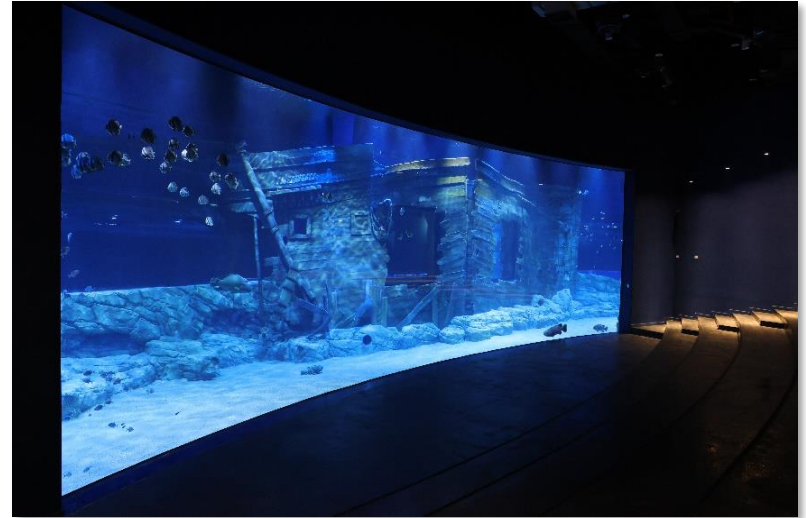


3-2. Business Branches Abroad



Lotte World Aquarium Hanoi

- ❖ **Open** : July. 2023
- ❖ **Location** : Lotte Mall West Lake Hanoi
- ❖ **Area** : 9,090 m² (Retail space)
- ❖ **Facilities**
 - The largest curved acrylic tank in Southeast Asia
 - The biggest indoor aquarium in Hanoi
 - The largest touch tank in Vietnam
- ❖ **Features**
 - Diverse Interactive and Educational programs
 - Sections using unique cultural characteristics of regions across Vietnam



4. IP- Based Content Business

Content Competencies as a theme park company

1 Possessing various character IPs for each business site

2 Having own content planning/producing capabilities



■ Lotte World Characters

	Basic LOTTY	THE GOOD VIBE LOTTY	LOTTY FRIENDS	MORIS & BORIS
Image				
Releasing Date	1989	2021	2021	2023
Main Target	All ages	MZ generation	Kids under age 7	MZ generation
Usage	Main character of Lotte World Adventure	Pop-up store	Educational contents(Youtube) Kids cafe	'Don't Worry Moris' café Instagram Channel

■ Content Business Area

1	Character Merchandise	· MD production · Expanding sales channels
2	Licensing	· Character licensing business
3	Pop-up Store	· Own character/external IP pop-up
4	Contents Production	· 'Lotty Friends' animation
5	Performance Business	· Kids musical
6	Metaverse/NFT	· Naver Zepeto, The Sandbox · LOTTY Art NFT



