



1Q 2007 Earnings Results

April 25, 2007

Lotte Shopping Co., Ltd.



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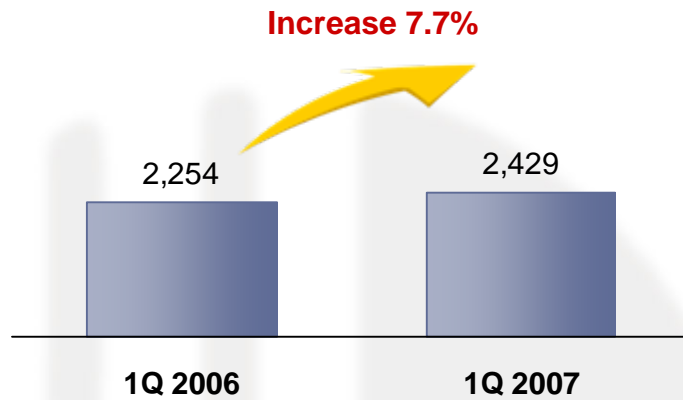
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1Q 2007 Earnings Results

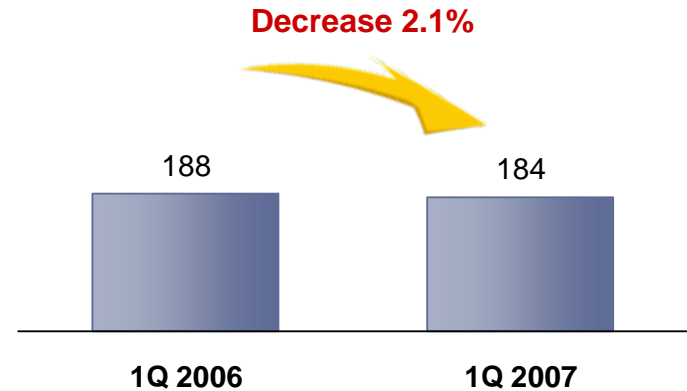
INVESTOR RELATIONS

Gross Sales

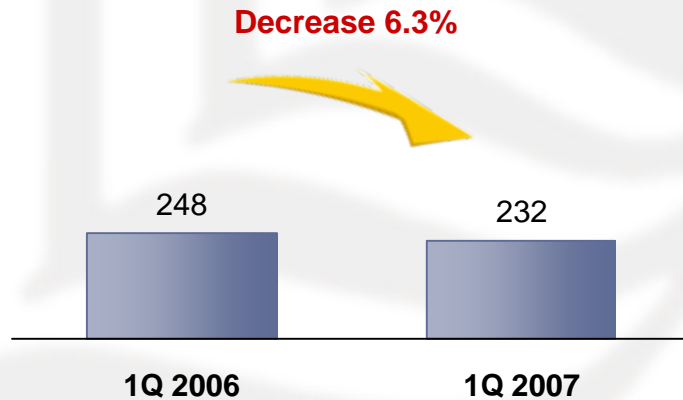
(Unit: W bn)



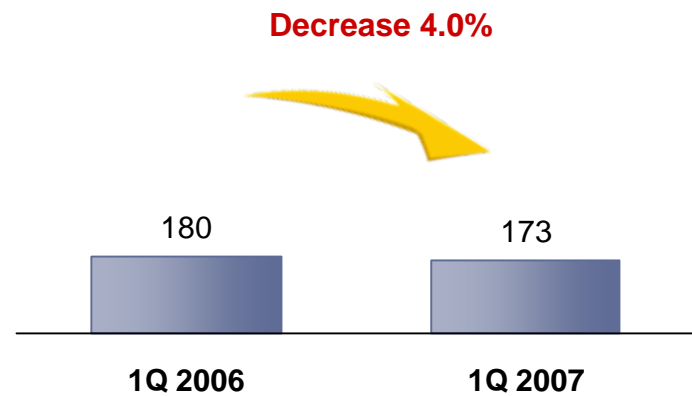
Operating Profit



Ordinary Profit



Net Income



Business Division - Department Store

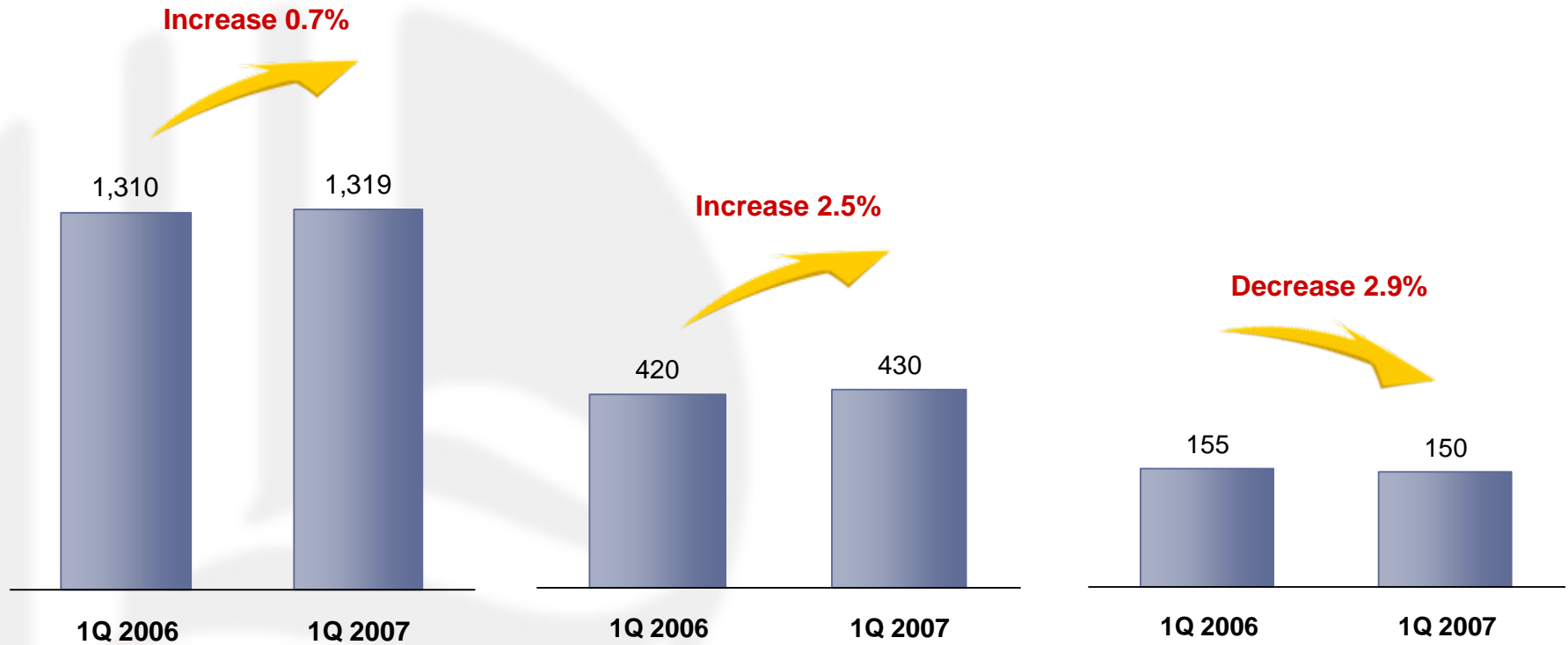
INVESTOR RELATIONS

(Unit: W bn)

Gross Sales

Gross Profit

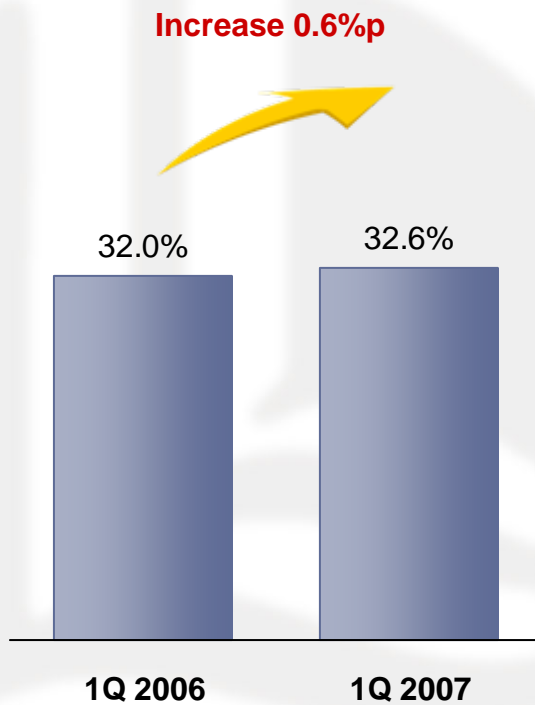
Operating Profit



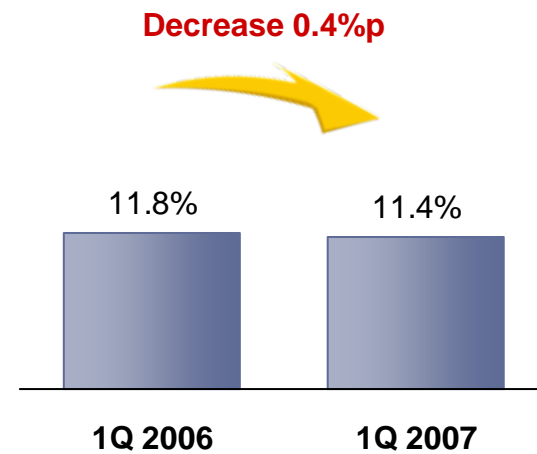
Business Division - Department Store

INVESTOR RELATIONS

Gross Profit Margin



Operating Profit Margin

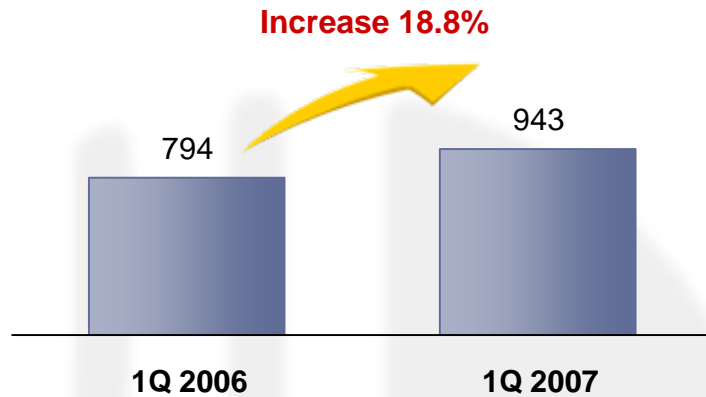


Business Division - Discount Store

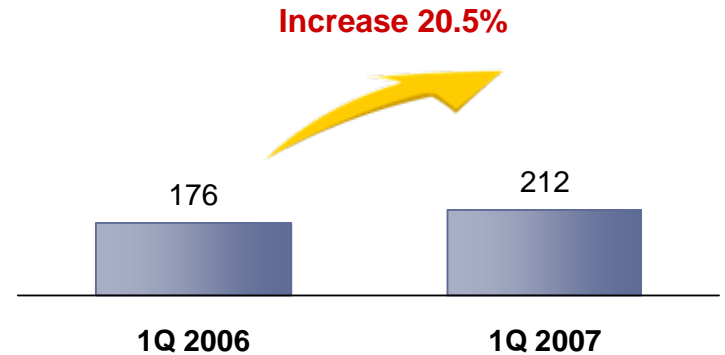
INVESTOR RELATIONS

(Unit: W bn)

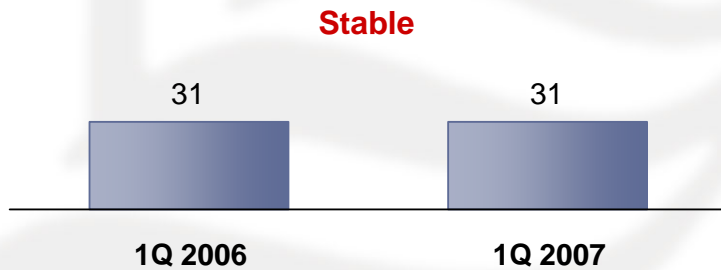
Gross Sales



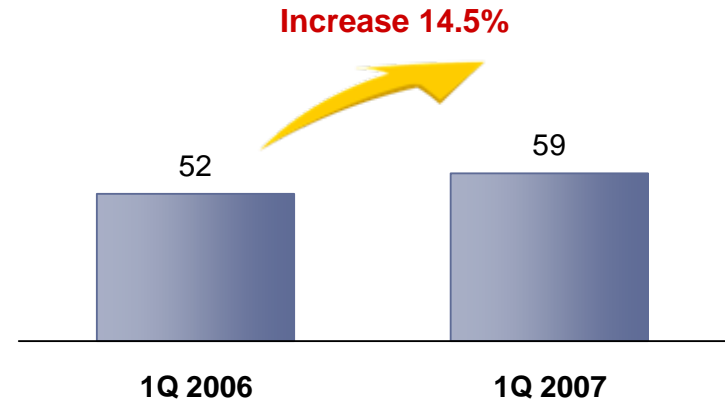
Gross Profit



Operating Profit



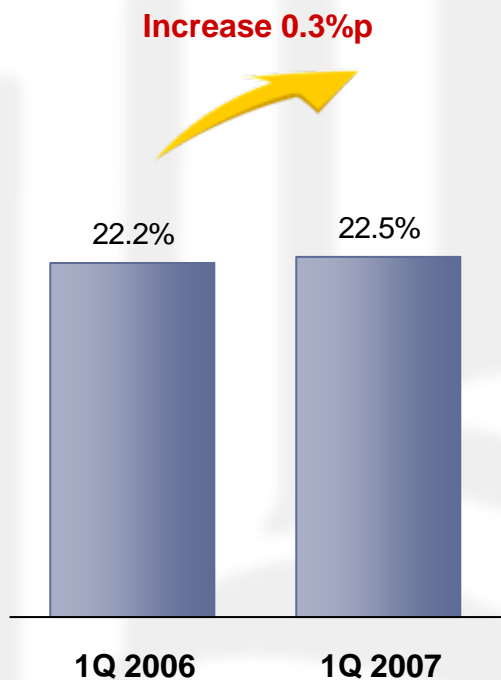
EBITDA



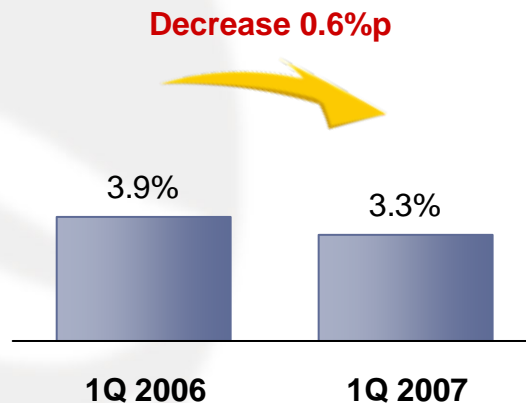
Business Division – Discount Store

INVESTOR RELATIONS

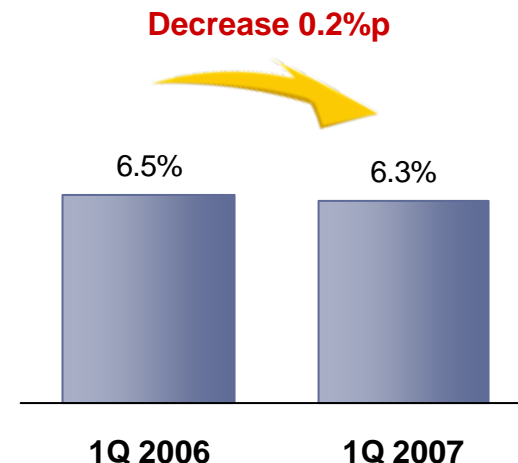
Gross Profit Margin



Operating Profit Margin



EBITDA Margin



New Store Openings

INVESTOR RELATIONS

Department Store

Young Plaza - Cheongju



- Open : Feb. 23, 2007
- Selling area : 6,100 m²

Discount Store

Gwangju Wordcup



- Open : Jan. 17, 2007
- Selling area : 29,900 m²
 - LotteMart : 10,900 m²
 - Shopping mall : 19,000 m²

Gunsan



- Open : Feb. 23, 2007
- Selling area : 13,700 m²

Supermarket

BigMart Acquisition



- Acquisition date : Mar. 16, 2007
- Location : Honam province, Southwest of Korea
- Number of stores : 14 stores
- Average selling area per store : 1,620 m²
- Acquisition cost : Approximately 80 bn KRW

1Q 2007 Earnings Results - Summary

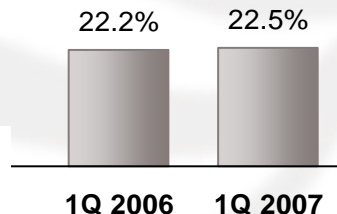
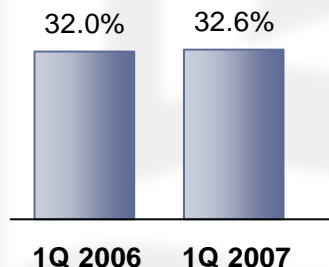
INVESTOR RELATIONS

(Unit: W bn)	Lotte Shopping		Department Store		Discount Store	
	2006 1Q	2007 1Q	2006 1Q	2007 1Q	2006 1Q	2007 1Q
Gross Sales	2,254	2,429	1,310	1,319	794	943
(Net Sales)	(2,201)	(2,357)	(1,281)	(1,274)	(780)	(929)
Gross Profit	642	697	420	430	176	212
Operating Profit	188	184	155	150	31	31
Ordinary Profit	248	232	-	-	-	-

Gross Profit Margin

Department Store

Discount Store



Operating Profit Margin

Department Store

Discount Store

