

# Lotte Shopping Co., Ltd.



## INVESTOR RELATIONS

February 27<sup>th</sup>, 2009

# Disclaimer

The information contained in this presentation has not been independently verified. No representation or warranty express or implied is made as to, and no reliance should be placed on, the fairness, accuracy, completeness or correctness of the information or opinions contained herein. It is not the intention to provide, and you may not rely on this presentation as providing, a complete or comprehensive analysis of Lotte Shopping Co., Ltd.'s financial or trading position or prospects. The information and opinions in this presentation are provided as at the date of this presentation and are subject to change without notice. None of Lotte Shopping nor any of its respective affiliates, advisors or representatives shall have any liability whatsoever (in negligence or otherwise) for any loss howsoever arising from any use of this presentation.

Some of the information in this presentation may contain projections or other forward-looking statements regarding future events or the future financial performance of Lotte Shopping, as defined in the safe harbour provisions of the U.S. Private Securities Litigation Reform Act of 1995. Such forward-looking statements can be identified by the use of forward-looking terminology such as “anticipates”, “approximately”, “are expected to”, “believes”, “expects”, “intends”, “may”, “seeks”, “should”, “will”, “will continue”, “would be” or similar expressions or the negative thereof or other variations thereof or comparable terminology. These forward-looking statements include all matters that are not historical facts, and actual results may differ materially. Lotte Shopping undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

Financial information presented herein are being reviewed by our independent auditor, and such figures are subject to change.

This presentation does not constitute an offer or invitation to purchase or subscribe for any securities and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or investment decision in relation thereto.

The shares of Lotte Shopping have not been, and will not be, registered under the U.S. Securities Act of 1933, as amended (the “Securities Act”), or the securities laws of any state of the United States or other jurisdiction and may not be offered or sold within the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the Securities Act and any applicable state or local securities laws.

The following presentation may not be forwarded or distributed to any other person and may not be reproduced in any manner whatsoever. Any forwarding, reproduction or distribution of this presentation in whole or in part is unauthorized and may result in a violation of the Securities Act or the applicable laws of other jurisdictions.

# 2009 Guidance

# 2009 Guidance

 Lotte Shopping Co., Ltd.  
(Unit: W bn)

	2008 Results			2009 Guidance					
	Lotte Shopping	Department Store	Discount Store	Lotte Shopping		Department Store		Discount Store	
					YOY		YOY		YOY
<b>Gross Sales</b>	<b>10,970</b>	<b>5,657</b>	<b>4,169</b>	<b>11,700</b>	6.7	<b>5,920</b>	4.7	<b>4,400</b>	5.6
<b>Operating Profit</b>	<b>769</b>	<b>639</b>	<b>111</b>	<b>800</b>	4.0	<b>640</b>	0.1	<b>130</b>	17.5
<b>Profit before tax</b>	<b>931</b>	-	-	<b>830</b>	▲10.8	-	-	-	-
<b>Net Profit</b>	<b>746</b>	-	-	<b>630</b>	▲15.6	-	-	-	-

# Capex Plan\*

 Lotte Shopping Co., Ltd.

	(unit:bnW)			
	2006	2007	2008	2009(E)
	Year End	Year End	Year End	Year End
<b>Department Store</b>	395	596	589	880
<b>Discount Store</b>	743	636	500	430
<b>Others</b>	98	206	123	130
<b>Oversea Business</b>	10	26	621	360
<b>Total</b>	<b>1,246</b>	<b>1,464</b>	<b>1,833</b>	<b>1,800</b>

\* Capex includes equity investment to subsidiaries

# Store Network Plan

## Domestic Stores

		2006	2007	2008			2009(E)				
		Year End Total	Year End Total	Opening		acquisition/ adjustments	Year End Total	Opening		acquisition/ adjustments	Year End Total(E)
				1H	2H			1H(E)	2H(E)		
<b>Department Store</b>	full-line store	20	21	-	1	-	22	-	1	-	23
	franchise store	3	3	-	-	-	3	-	-	-	3
	young plaza	1	3	-	-	-	3	-	-	-	3
	outlet mall	-	-		2	-	2	-	-	-	2
<b>Discount Store</b>		50	56	2	5	-	63	-	4	-	67
<b>Supermarket</b>		52	79	11	20	-	110	14	16	-	140

\* acquired 14 Big Mart stores, and scrapped 1store

## Overseas Stores

		2006	2007	2008			2009(E)				
		Year End Total	Year End Total	Opening		acquisition/ adjustments	Year End Total	Opening		acquisition/ adjustments	Year End Total(E)
				1H	2H			1H(E)	2H(E)		
<b>Department Store</b>	Russia	-	1	-	-	-	1	-	-	-	1
	China	-	-	-	1	-	1	-	-	-	1
<b>Discount Store</b>	China	-	**8	-	-	-	8	1	2	-	11
	Vietnam	-	-	-	1	-	1	-	1	-	2
	Indonesia	-	-	-	-	***19	19	-	-	-	19

\*\* acquired 8 CTA Makro stores in Beijing and Tianjin

\*\*\*acquired 19 Makro stores in Indonesia

# Thank You



Lotte Shopping Investor Relations