

# Lotte Shopping Co., Ltd.



## INVESTOR RELATIONS

March 2010



ESSENTIAL

WIN-WIN

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Lotte Shopping Co.,Ltd

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# 2010 Guidance

Lotte Shopping Co.,Ltd

(Unit: W bn)

	2009 Results			2010 Guidance					
	Lotte Shopping	Department Store	Discount Store	Lotte Shopping		Department Store		Discount Store	
				YOY	SSS +3.9	YOY	SSS +1.0	YOY	
<b>Gross Sales</b>	<b>12,017</b>	<b>6,148</b>	<b>4,445</b>	<b>13,400</b>	11.5	<b>6,685</b>	8.8	<b>4,940</b>	11.1
<b>Operating Profit</b>	<b>876</b>	<b>677</b>	<b>168</b>	<b>980</b>	11.8	<b>717</b>	6.0	<b>211</b>	25.4
<b>Profit before tax</b>	<b>940</b>	-	-	<b>1,030</b>	9.6	-	-	-	-
<b>Net Profit</b>	<b>716</b>	-	-	<b>780</b>	8.9	-	-	-	-

\* GS Retail is not included

	(unit:bnW)				
	<b>2006</b>	<b>2007</b>	<b>2008</b>	<b>2009</b>	<b>2010(E)</b>
	Year End	Year End	Year End	Year End	Year End
<b>Department Store</b>	395	596	589	624	1,151
<b>Discount Store</b>	743	636	500	407	504
<b>Others</b>	98	206	123	155	115
<b>Oversea Business</b>	10	26	621	893	530
<b>Total</b>	<b>1,246</b>	<b>1,464</b>	<b>1,833</b>	<b>2,079</b>	<b>2,300</b>

\* Capex includes equity investment to subsidiaries. GS Retail is not included

# Store Network

Lotte Shopping Co.,Ltd

## Domestic Stores

		2006	2007	2008	2009	2010(E)			Year End Total(E)
		Year End Total	Year End Total	Year End Total	Year End Total	Opening		GS Retail	
						1H(E)	2H(E)		
<b>Department Store</b>	full-line store	20	21	22	23	-	*	3	26
	franchise store	3	3	3	3	-	-	-	3
	young plaza	1	3	3	3	-	-	-	3
	outlet mall	-	-	2	3	1	-	-	4
<b>Discount Store</b>		50	56	63	69	3	6	14	92
<b>Supermarket</b>		52	79	110	190	30	30	-	250

\* Open 1 new store, and scrap 1 store.

## Overseas Stores

		2006	2007	2008	2009	2010(E)			Year End Total(E)
		Year End Total	Year End Total	Year End Total	Year End Total	Opening		acquisition/ adjustments	
						1H(E)	2H(E)		
<b>Department Store</b>	Russia	-	1	1	1	-	-	-	-
	China	-	-	1	1	-	-	-	-
<b>Discount Store</b>	China	-	**8	8	****79	5	8	-	92
	Vietnam	-	-	1	1	1	2	-	4
	Indonesia	-	-	***19	***19	1	2	-	22

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

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

\*\*\*\*acquired 68 Times stores in China.(including 11 supermarket)