

LOTTE SHOPPING CO., LTD

Official appointment of Lotte Shopping's CEO, Lee Won Joon



Lotte Shopping is holding an extraordinary shareholders meeting in HRD Center, Yeongdeungpo on 10th (Tuesday) at 10 A.M and officially appointing Lee Won Joon as the CEO of Lotte Shopping.

CEO Lee Won Joon was nominated for CEO of Lotte Shopping in the previous extraordinary shareholders meeting held on April 23rd and has successfully been performing his duties as a CEO for the past 2 months.

After the appointment of CEO Lee Won Joon as a nominee, he has shifted the concept of what management is to Management by Principle, Management by Walking Around and

others, unfolding various activities related to them. In his inauguration speech, CEO Lee Won Joon insisted on Management by Principle which emphasizes in ethics and morals and he endeavors to present transparent business ethics through ethics management and the expansion of organizations. In addition, he is making frequent site-visits in overseas and regional stores to reinforce communication with employees and customers and he strives to improve the welfare of the employees by encouraging them to leave the office on time.

Ever since CEO Lee Won Joon entered Lotte Shopping in 1981, he had important roles including Director of Main Store ('04), Director of Merchandize Head Office ('08), Director of Business Head Office ('11), CEO of Lotte Duty Free ('12) and is being appraised as a 'Site Specialist'. The executives and employees as well as the employees of vendors are anticipating that CEO Lee Won Joon's substantial site experiences and insight on products would lead Lotte Shopping and the Department Store one step further. (END)