

# LOTTE SHOPPING CO., LTD

News Release: IMMEDIATE RELEASE

## Lotte Shopping 2013 AR APP

Lotte Shopping is a global retail company that operates a wide range of businesses in South Korea and abroad, including Lotte Department Store, Lotte Mart, Lotte Super, Lotte Cinema, Himart, Lotte Home Shopping, Lotte Card, and 7-Eleven.

This annual report outlines the company's management results for 2013. It includes information about the company's capabilities and performance, and how it provides customers with the ultimate in service by combining a broad mix of products and channels under a concept called Brilliant Convergence.



The eight icons that make up the report's Intro show readers how the company's business divisions are interrelated, while the Brilliant Convergence section utilizes touch and slide functions to let them see how the company's products, services, and channels are all "converged." Readers can access more information about the company in other sections, including the CEO's Message, Board of Directors, At a Glance, Facts and Figures, Business Overview, and Social Responsibility.

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KOSPI: 023530

<http://www.lotteshopping.com>

[APP Store for iPad]

<https://itunes.apple.com/app/id900345889?mt=8> (eng)

<https://itunes.apple.com/app/id900361204?mt=8> (kor)

[Google Play store]

<https://play.google.com/store/apps/details?id=air.com.lotteshopping.LSAR2013> (eng)

<https://play.google.com/store/apps/details?id=air.com.lotteshopping.LSAR201> (kor)

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Lotte Shopping (KOSPI: 023530) is a leading global retail corporate with assets of KRW 38,973 billion and operations worldwide. Lotte Shopping operates a wide variety of businesses, ranging from department stores, hypermarkets, supermarkets, finance, consumer electronics, convenience stores and home shopping. Lotte Shopping was incorporated in Dow Jones Sustainability Index World Sector since 2009 and was named the Supersector Leader in the retail category. Information about Lotte Shopping is available at [www.lotteshoppingir.com/eng/index.jsp](http://www.lotteshoppingir.com/eng/index.jsp).