

The IR Credibility Index 2015

KOSPI : 023530

Lotte Shopping

IR Credibility

N/A

2014 Market Average

KOSPI : 88.6%

KOSDAQ : 70.5%

2014 Result

N/A %

VS

IR Activeness

A

2014 Market Average

KOSPI : 5.7 Times

KOSDAQ : 2.3 Times

2014 Result

11 Times

VS

IR Fairness

A

2014 Market Average

KOSPI : 77.2%

KOSDAQ : 85.1%

2014 Result

100 %

VS

Assessment Methodology

1. Target Pool: A total of 1,769 listed companies of KOSPI and KOSDAQ (as of December 31, 2014) (excluding KONEX)
2. Data Collection Period: From January 1, 2014 to December 31, 2014
Guidance of Credibility was assessed upon fiscal year end
3. Assessment Method:
 - 1) Credibility: The reliability of the company information that provided to the investors in a form of guidance and its accomplishment ratio. (excluding non-financial guidance)
 - 2) Activeness: The responsibility for executing official IR activities on a regular and sustainable manner (excluding non-official IR activities)
 - 3) Fairness: The responsibility for providing corresponding IR materials based on IR Activeness. The company should disclose its IR information on a timely manner to the public (Public IR materials: DART Disclose, Company Website, Company Provision, etc.)