

LOTTE GRS

GLOBAL RESTAURANT SERVICE

 LOTTE GRS



 LOTTE GRS





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BETTER BUSINESS



**For Growth
For Happiness
For Success**



**Global
Restaurant
Service
Partner**



LOTTE GRS

LOTTE GRS is a global leader in the restaurant and franchise market. Focusing on LOTTERIA, we have successfully launched various domestic and international restaurant brands, including ANGELINUS, Krispy Kreme Doughnuts, PLE:EATING, and concession businesses. Our boldness in opening new stores both at home and abroad, along with high sales growth, has allowed us to maintain our position as the top franchise company in South Korea. Through constant efforts to change and innovate, we provide our customers with top-quality services and values to deliver a pleasant experience. LOTTE GRS will do its best as a global restaurant service partner for growth, for happiness, and for success.

GLOBAL RESTAURANT SERVICE



LOTTE GRS



New Today,

Better

Tomorrow.

The history of LOTTE Group began with the establishment of LOTTE Confectionery (now LOTTE Wellfood) in 1967.

Expanding our business from food to various industries, such as distribution, chemical, hotel, construction, rental, and infrastructure, LOTTE Group has grown into South Korea's leading global company.

LOTTE Group strives to enhance corporate and brand value by improving the growth and profitability of its subsidiaries, upgrading its business portfolio, establishing medium- to long-term strategies, expanding brand and R&D investments, and strengthening the ESG management system.

The brand slogan, "New Today, Better Tomorrow," encapsulates LOTTE Group's vision to fulfill its responsibilities to the environment and society for a sustainable future for humanity.

Furthermore, with LOTTE Group's vision of being a Lifetime Value Creator to add value to customers' lifetimes, it contributes to the enrichment of humanity by providing products and services that are loved and trusted.

For 50 years
since 1967,

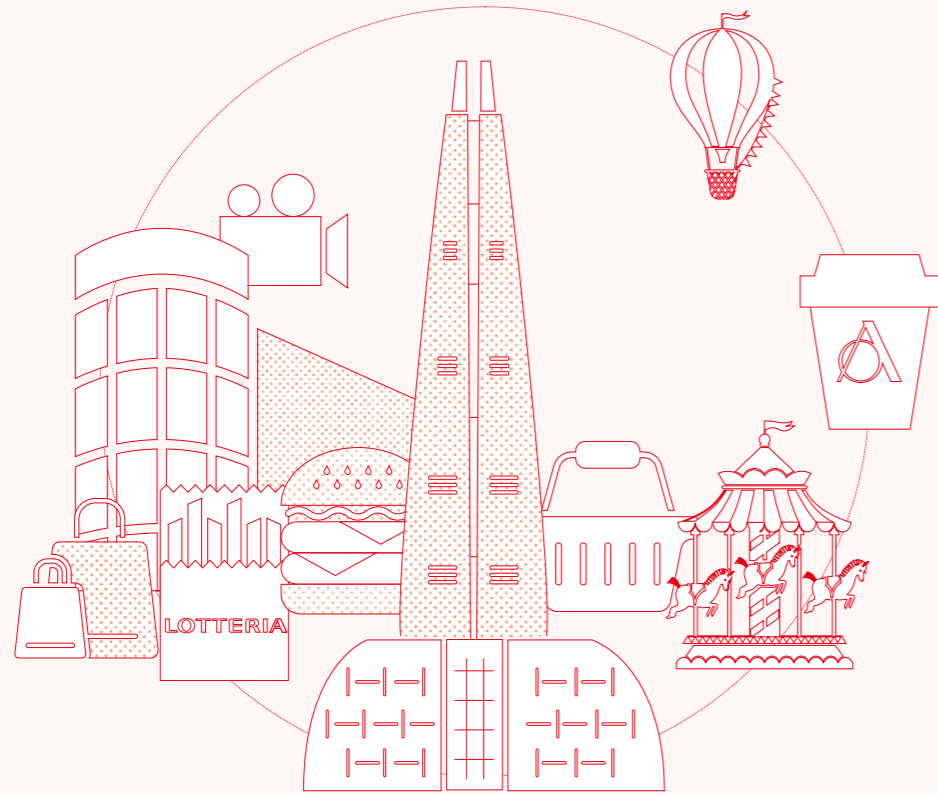
LOTTE
has never stopped
innovating and taking
on challenges
to bring happiness to
people.

Now,
for the new 100 years,
we are creating success
stories
for all of us.

Lifetime Value Creator

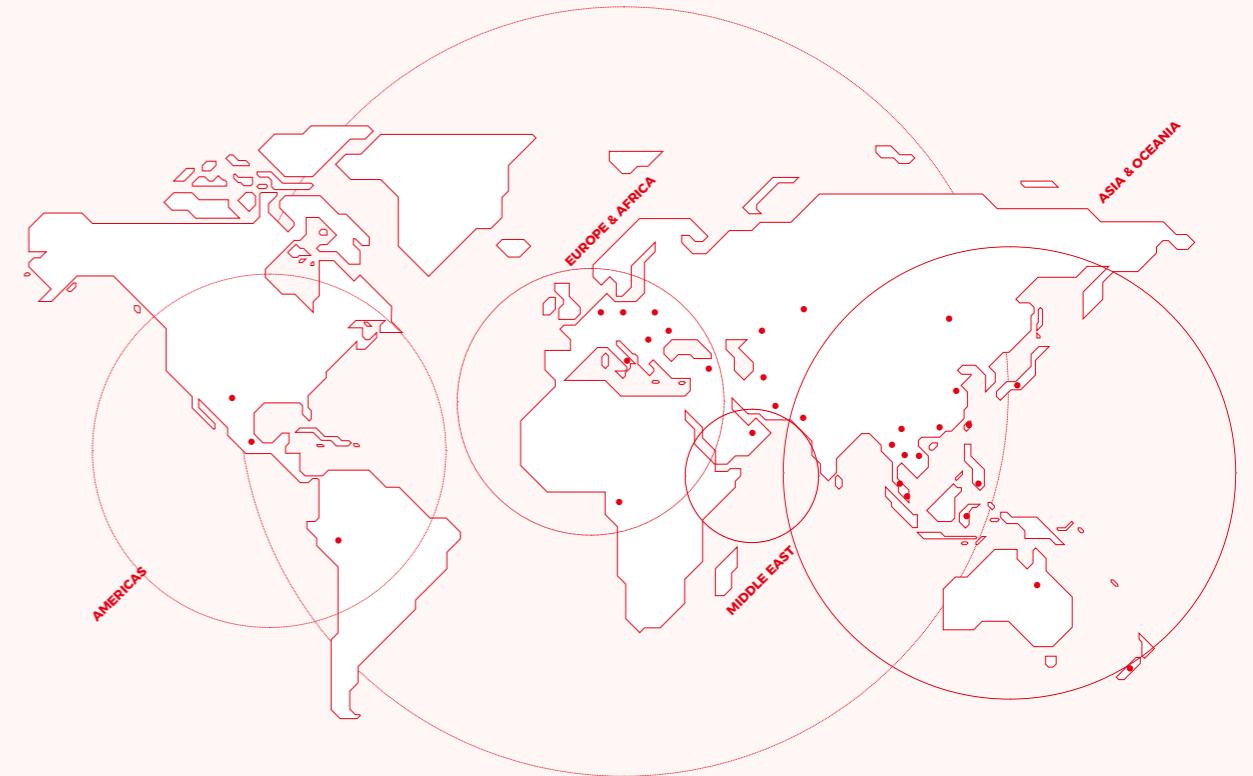
BUSINESS PORTFOLIO

LOTTE has built a successful business portfolio of 56 subsidiaries in the food, retail, chemical, hotel and construction · rental · infra, innovating human life.



GLOBAL BUSINESS

LOTTE has successfully expanded its business into more than 30 countries worldwide, including Asia, Europe, the Americas, Oceania, the Middle East, and Africa, creating dreams for humanity.



Food	Retail	Hotel	Chemical	Construction/Rental/infra
LOTTE Wellfood LOTTE Chilsung Beverage LOTTE GRS LOTTE Central Research LOTTE Asahi Liquor LOTTE Nestlé LOTTE People Networks	LOTTE Department Store LOTTE Mart LOTTE Super LOTTE e-commerce LOTTE Home Shopping Korea Seven LOTTE Hi-Mart LOTTE GRF FRL Korea STL Korea LOTTE Members	LOTTE Hotels & Resorts LOTTE Duty Free LOTTE World Adventure LOTTE JTB	LOTTE Chemical LOTTE Fine Chemical LOTTE INEOS Chemical LOTTE MCC LC Titan LC USA LOTTE GS Chemical LOTTE Aluminum LOTTE Energy Materials	LOTTE Construction LOTTE CM Business Division LOTTE Property & Development LOTTE Rental LOTTE Global Logistics LOTTE Innovate LOTTE Biologics LOTTE Healthcare LOTTE Ventures LOTTE Capital LOTTE Cultureworks Daehong Communications Canon Korea Fujifilm Electronic Imaging Korea LOTTE AMC LOTTE Giants LOTTE International LOTTE Foundation LOTTE Welfare Foundation LOTTE Samdong Welfare Foundation LOTTE Foundation for Arts

Americas	Europe & Africa	Middle East	Asia & Oceania
Mexico Chemical Peru Chemical U.S.A. Hotel Chemical Beverage Trading Duty Free Logistics Bio Other	Belgium Confectionary Germany Chemical Logistics Poland Chemical Slovakia Chemical Türkiye Chemical Hungary Chemical CM Construction Logistics Italy Chemical Nigeria Chemical	Arab Emirates Chemical Kazakhstan Confectionary Logistics Restaurant & Franchise Russia Hotel Confectionary Chemical Construction/Trading Thailand Chemical Rental Laos Restaurant & Franchise Cambodia Restaurant & Franchise Construction Vietnam Department Store Mart Hotel Restaurant & Franchise Cinema Chemical Construction Complex Development Logistics IT Advertising Agency Rental Duty Free CM/Property & Development Trading Venture Investment Other	Mongolia Restaurant & Franchise China Beverage Chemical Construction Manufacturing Logistics Cinema, Capital CM Other Japan Beverage Duty Free Chemical Construction Hotel Other India Confectionary Chemical Pakistan Confectionary Beverage Chemical Construction Uzbekistan Chemical Hotel Logistics Singapore Confectionary Construction Duty Free Malaysia Chemical Construction IT Capital Advertising Agency Cinema Other Myanmar Restaurant & Franchise Beverage Hotel Confectionary Philippines Beverage Logistics Construction Taiwan Home Shopping Indonesia Department Store Mart Chemical Construction Manufacturing Logistics Capital Advertising Agency Cinema Other Hong Kong Chemical Logistics New Zealand Duty Free Australia Trading Duty Free

MISSION

We constantly create Pleasant Experiences

VISION

Restaurant franchise platform company that enhances the value of customers' daily lives

MANAGEMENT POLICY

Creation of Customer experience

We deliberate on the value that customers want and try to create closer relationships with them.

Pursuit of Qualitative Growth

Construct continuous growth, outstanding products and services, and efficient systems and processes.

Core Competency Enhancement

Continuous investments to strengthen the future core competencies and hire excellent manpower to train as competent human resources.



CORE VALUE

Communication
Members recognize and respect each other's diversity, listen and sympathize with customers.

Creativity
Break down stereotypical thoughts and always look towards a new perspective to solve problems.

Challenge
They are not afraid of failure and constantly lead the way for change.

Change
In order to create better value, we pursue novelty with differentiated ideas.

Specialty
Building Customers' trust through continuous self-development and professional knowledge establishment.

Why LOTTE GRS

12 → 17 page



LOTTE GRS



Successful franchise message

“The key to franchise success was the aggressive investment and strategy of LOTTE GRS.”

LOTTERIA in Vietnam and Myanmar



Your Tasty Best Value!

LOTTE GRS is a global franchise service platform company loved by people around the world that enhances the value of customers' daily lives. The highest value we pursue lies in customer satisfaction through the best products, prompt service, clean stores, and a welcoming interior design, thereby innovating dietary culture. LOTTE GRS proudly presents a proven, unique system for store opening, operation, marketing, management improvement, and inter-franchise networking. We strive to continuously create a pleasant customer experience through research and development.

Why LOTTE GRS

12 → 17 page



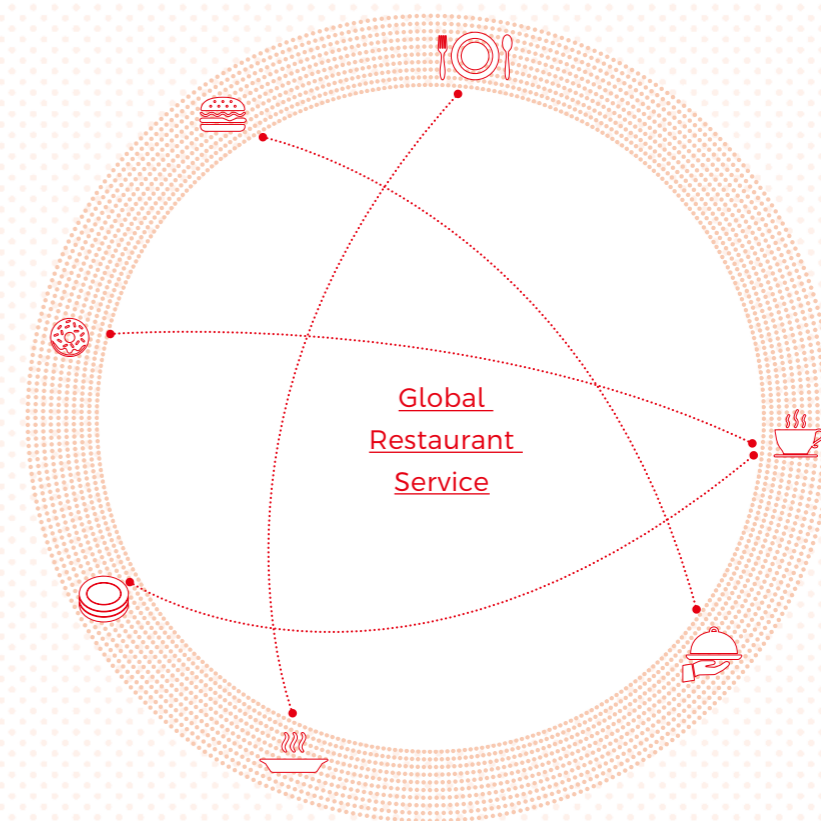
LOTTE GRS



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KOREA RESTAURANT SERVICE BEST NO. 1

Here is the history made by LOTTE GRS

Starting with the opening of LOTTERIA in 1979, the first burger restaurant in South Korea, LOTTE GRS has successfully operated approximately 1,800 stores, firmly maintaining its position as the top domestic franchise company. The company was recognized as the best franchise service company in South Korea with an AA rating (the highest rating) in 2023 by Sustainvest, a highly reputable ESG evaluation agency. LOTTE GRS also won the grand prix at the 2023 Korea Win-Win Awards (win-win collaboration program category).

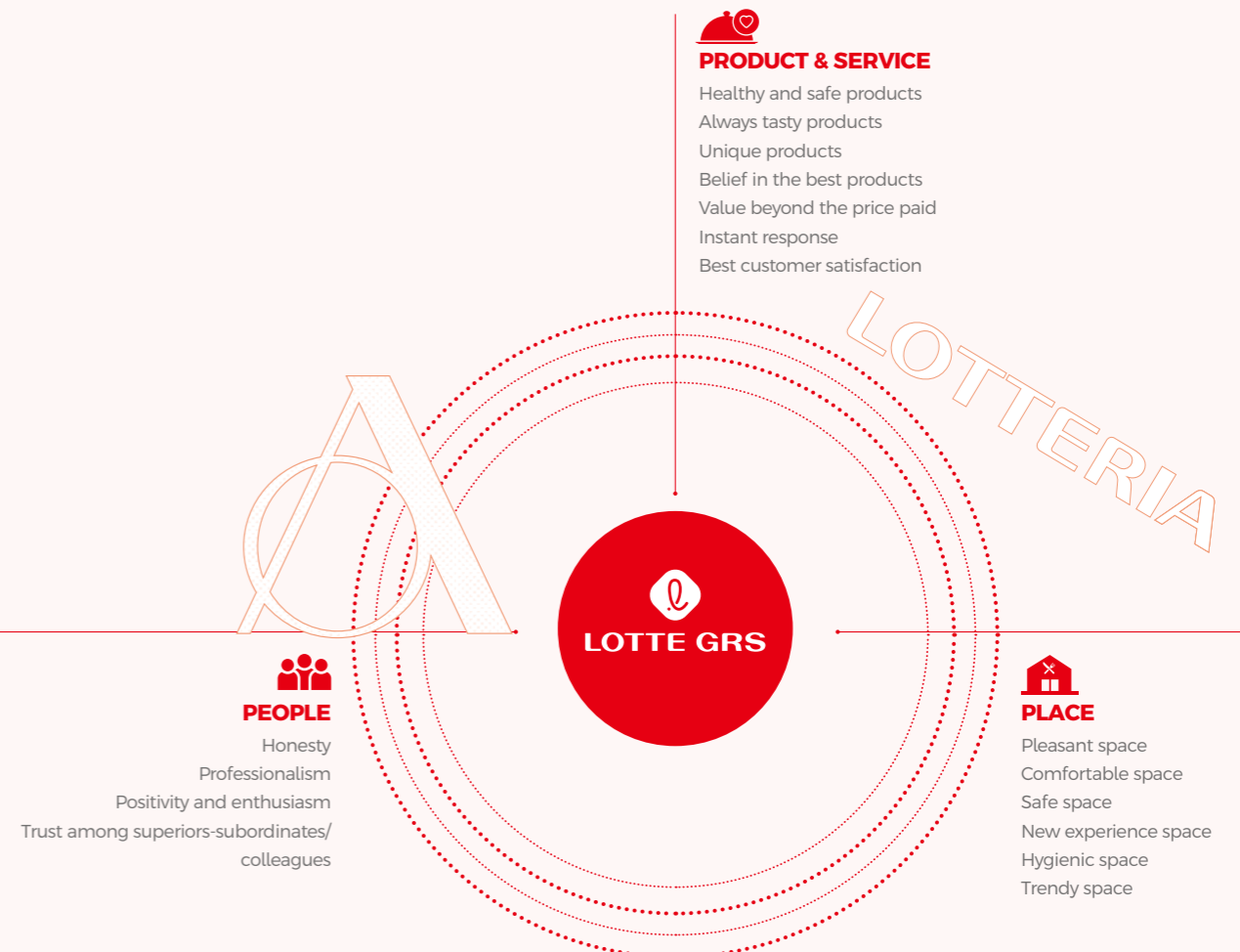
BRAND

LOTTERIA,
ANGELINUS,
Krispy Kreme Doughnuts
PLE:EATING, and more

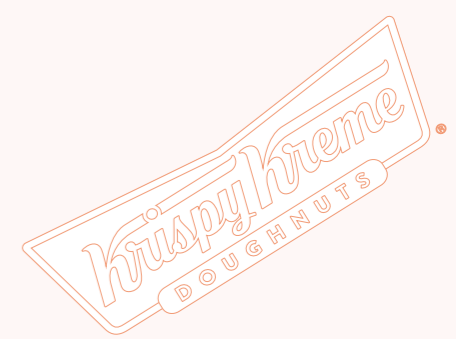
HISTORY

- 1979 Opened the first LOTTERIA store
- 1980 Opened the first LOTTERIA Sub-Franchise store
- 1992 Launched Bulgogi burger
- 1998 Expanded to Vietnam
- 2000 Opened the first ANGELINUS store
- 2002 Awarded the top place at the Korea Brand Power
- 2003 Acquired ISO 9001, ISO 14001, RVA HACCP certificates
- 2004 Acquired full management of LOTTERIA, Vietnam
- 2013 Opened the first LOTTERIA store in Myanmar
- 2014 Opened the first LOTTERIA store in Cambodia and launched a premium food court concession business
- 2015 Opened the first ANGELINUS in Kazakhstan
- 2016 Opened the first LOTTERIA store in Laos
- 2017 Announced LOTTE GRS as the new company name
- 2018 Opened the first LOTTERIA store in Mongolia
- 2019 Ranked at the top in KCSI (Korean Customer Satisfaction Index)
- 2020 LOTTERIA ranked at the top in the NCSI fast food category for 10 years in a row
- 2021 LOTTERIA ranked at the top in the K-BP'sl fast food list for 23 years in a row
- 2022 30th anniversary of the signature Bulgogi Burger
- 2023 Introduction of LOTTERIA's automated robot 'Alpha Grill'
- 2024 Opened 1st premium chocolate brand 'ChocolaPalette' (SONGRIDAN-GIL)

Always with us, LOTTE GRS,
the best franchise partner



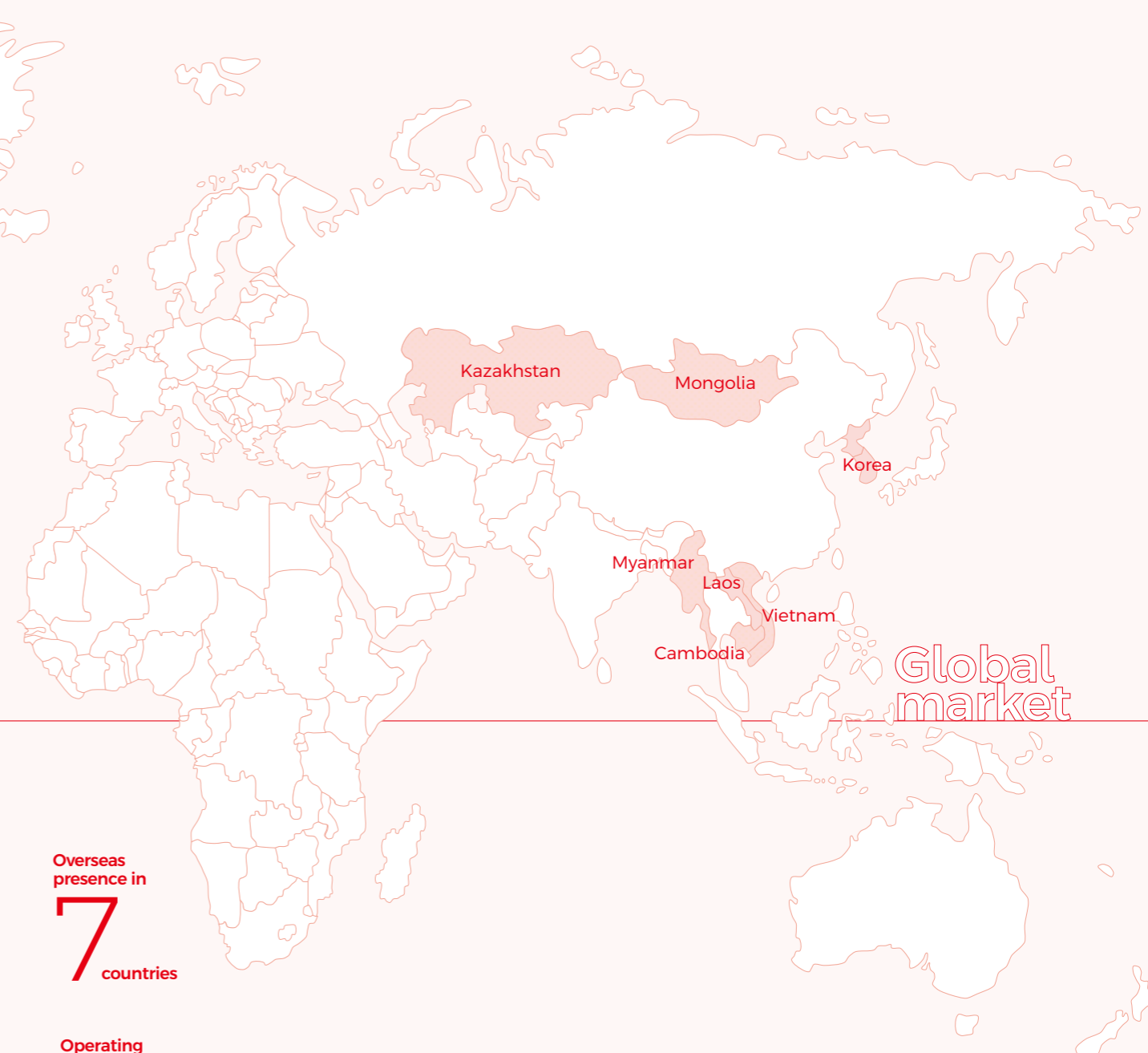
- LOTTERIA 1288 stores
- ANGELINUS 376 stores
- 128 stores
- PLE:EATING 48 stores



GLOBAL RESTAURANT SERVICE GREAT NO. 1

This is the future LOTTE GRS hopes to build together

LOTTE GRS has opened more than 300 LOTTERIA and ANGELINUS stores in Vietnam, Myanmar, Cambodia, Kazakhstan, Laos, Mongolia, the United States, and other countries. The stores have gained great popularity by developing menus tailored to local eating habits and cultures. The key to success is having over 45-year experience in the F&B franchise business and our core values of communication, challenge, creativity, professionalism, and change. We dream of becoming the best global restaurant service that captivates people's appetite worldwide.



Overseas presence in
7 countries

Operating
317 stores

Direct investment in
2 countries

Master franchise operation in
5 countries

LOTTE GRS' Innovation Recognized by the World

LOTTE GRS has a proven excellent performance in quality, safety, innovation, and business management through various certifications and awards. We provide customers with the highest-quality products and services.

- Korea Win-Win Awards (win-win collaboration program category)
- LOTTERIA ranked first in national customer satisfaction
- HACCP, ISO9001, Family-Friendly Certification, ISO450001, ISO37301, ESG Sustainvest

Globally Competitive Manufacturing System in the Market

LOTTE GRS manufacturing facilities provide customers with the best possible quality and service, leveraging state-of-the-art facilities, strict quality management systems, safe and hygienic environments, and sustainable management.

- F&G Vietnam Hamburger Patty & Chicken Processing Facility
- KKD Bucheon Commissary Doughnut Factory

Why LOTTE GRS BRAND

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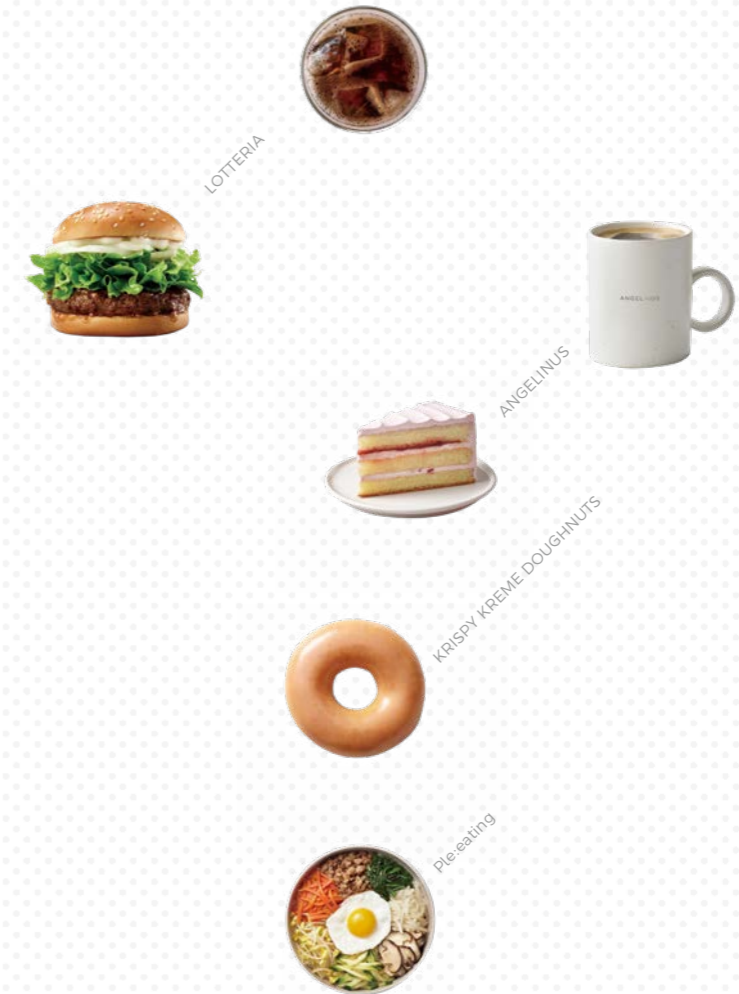


MY Favorite Restaurant

LOTTE GRS successfully operates global dining franchise brands, including LOTTERIA, South Korea's first burger restaurant; ANGELINUS, a coffee brand that delivers flavorful coffee and a peaceful atmosphere as if in paradise; and Krispy Kreme Doughnuts characterized by a soft and sweet taste. We practice customer-oriented management and innovative services to be loved by people around the world as their favorite, best global service restaurant where taste, fun, love, and happiness begin. Providing customers with experiences and enriching their lives are the values LOTTE GRS pursues.

Why LOTTE GRS BRAND

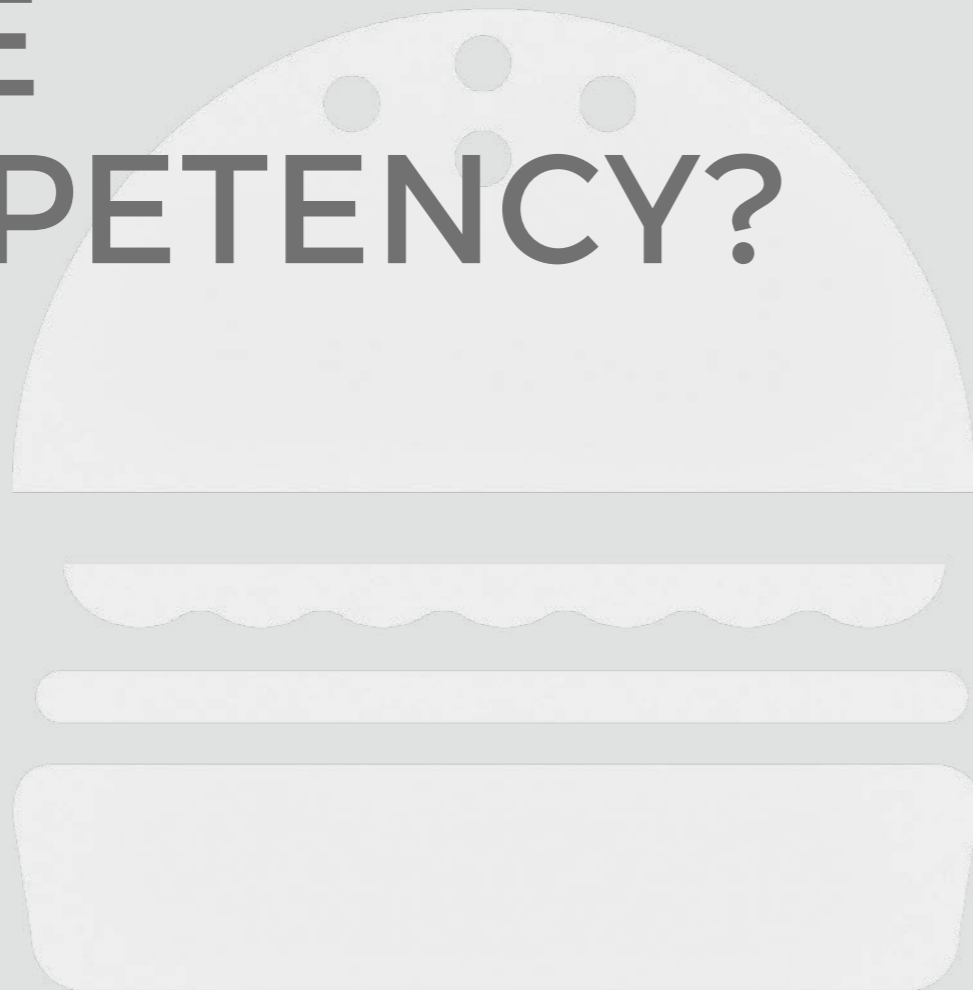
18 → 43 page



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WHAT IS LOTTE GRS' CORE COMPETENCY?



Our Excellent Partner

LOTTE GRS is a global innovation leader with 45 years of history in the restaurant and franchise market, building upon its knowledge in operating F&B brands to create synergy with about 50 specialized affiliate companies. Additionally, we are successfully leading concession and overseas investment businesses. These achievements resulted from a strong partnership with franchisees based on its proven brand power awareness and support for their success. LOTTE GRS strives to protect franchisees' rights through a fair management system and to provide specialized training programs for operation, marketing, and finance. LOTTE GRS is an excellent partner, always by your side to create the best products and services and generate stable and sustainable profits.



The Joy of Taste Delivered by Global Brands

LOTTERIA & ANGELINUS



LOTTE GRS' flagship brands, LOTTERIA and ANGELINUS, have been loved across the globe since 1998, with the first overseas store opening in Vietnam, now expanded to over 300 stores in Myanmar, Cambodia, Kazakhstan, Laos, Mongolia, the United States, and other countries. We will continue to grow as the world's leading franchise brands that bring the joy of taste to people worldwide.



Number of stores

Country	Number of stores
Vietnam	253
Myanmar	45
Cambodia	4
Kazakhstan	3
Laos	6
Mongolia	5
USA	1



Create new dietary cultures and pursue customer satisfaction



SINCE 1979

Established LOTTE GRS, opened the first LOTTERIA store

LOTTERIA, a leading player in the domestic fast-food industry, is becoming a legend in the industry through consistent management innovation, bold investments, and the development of new products that suit domestic customers' taste preferences. LOTTERIA's endless efforts for customer satisfaction continue even today, including developing menus that appeal to the taste of South Koreans, designing trendy stores that reflect rapidly changing customer preferences and desires, and serving a variety of burgers, coffee, and desserts.

Now, LOTTERIA is transforming itself from a fast-food store to a café-style eatery and attempting more innovative changes with a new image as a quick-service restaurant (QSR).

Leading the domestic food-related industry's development and building upon its achievements, LOTTERIA is captivating local tastes in many countries across the globe. The beginning of LOTTE GRS, South Korea's leading multi-brand restaurant franchise, is marked by its pioneering leadership spirit and willingness to take on challenges. We will continue to share our delicious joy with the world through our LOTTERIA brand, loved by people around the world.

Brand Name LOTTERIA | Year of Establishment 1979 | Key Business Hamburgers | www.lottegrs.com



1992

Opened the 100th LOTTERIA store
Launched the industry's first Bulgogi burger

1994

Exceeded KRW 100 billion top-line revenue

2000

Opened the 500th LOTTERIA store

2004

Launched the industry's first premium beef bulgogi burger

2012

Opened the 1,000th LOTTERIA store in South Korea

2024

Ranked first in the fast food sector of K-BPI (Korea Brand Power Index) for 26 consecutive years

An Excellent Choice!



LOTTERIA

Reasons for Success with LOTTERIA



Brand Value

- Creating dining trends for a sustainable future
- Providing maximum satisfaction to customers



Brand Differentiation

- Developing recipes using fresh ingredients tailored to Asians
- Creating comfortable spaces loved by family and friends
- Friendly and attentive services that make you want to come back



Product Concept

- QSR captures deep Asian flavors and nutrition
- Bulgogi burger, Shrimp burger, Chicken burger

Happiness is always with you at
LOTTERIA



What are the signature products most beloved for over 45 years?

LOTTERIA burgers, always by your side



BULGOGI BURGER



SHRIMP BURGER



BONELESS CHICKEN



HOT CRISPY CHICKEN BURGER



CHICKEN FILLET



NATURAL CHEESE STICK



SEASONING POTATO



TORNADO STRAWBERRY

LOTTERIA



What are the burgers of people's choice made with recipes that suit your taste?

LOTTERIA burgers, always by your side

 LOCAL MENU 

Vietnam



FISH BURGER



CHICKEN SOUP



APPLE PIE



BEEF EGG CHEESE RICE

BEEF RICE

TERIL-CHICKEN RICE

Myanmar



HONEY CHICKEN RICE



MALA CHICKEN RICE



CHICKEN RICE



KOREA CHICKEN



MINI HONEY



MINI MALA CHICKEN



SUPER HOT

LOTTERIA

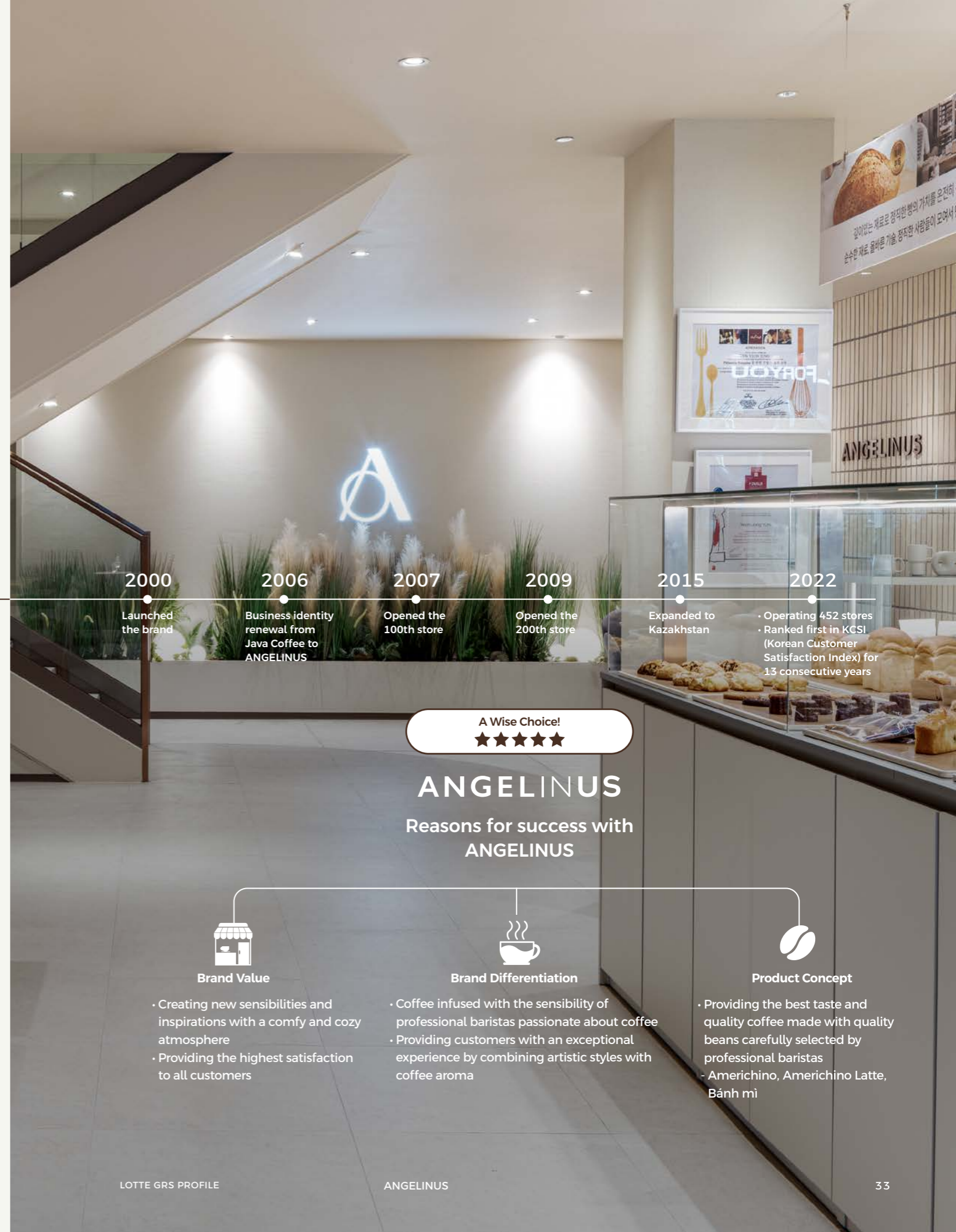
An emotional brand conveying
best quality and culture

ANGELINUS

SINCE 2000
Opened the first ANGELINUS store

ANGELINUS is a café brand that uses only carefully selected coffee beans. It leads the espresso coffee market and the development of coffee culture in South Korea. Its growth has been sustained since its launch in 2000. Always striving to provide customers with the best flavor, we work hard to provide high-quality products and services to our customers through systematic management of quality, distribution, and store management. ANGELINUS is an emotional brand with the best quality and culture, offering special moments with values of freedom through trendy spaces. We hope to provide customers with a moment of relaxation amid their busy daily routines, where they can enjoy a cup of coffee served by our professional baristas and convey values of coffee culture.

Brand Name ANGELINUS | Year of Establishment 2000 | Key Business Coffee | www.lottegrs.com

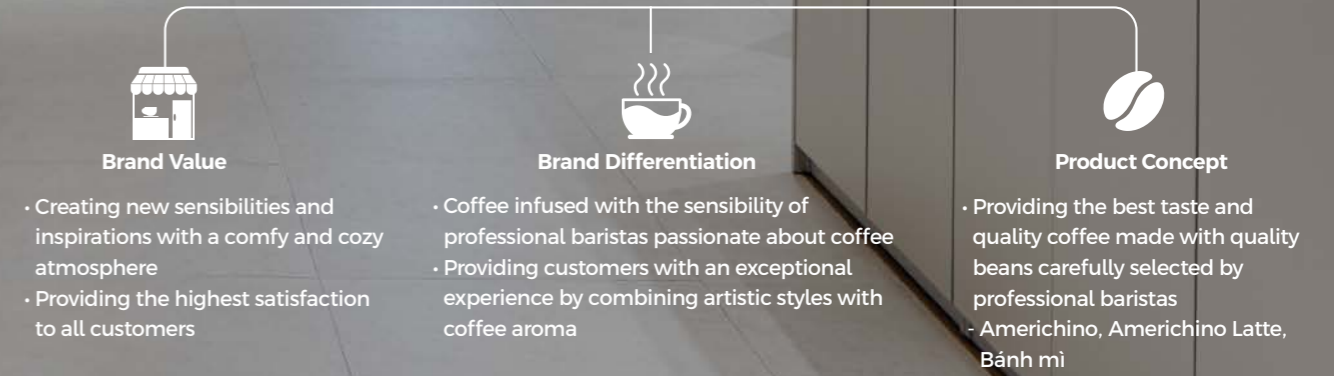


- 2000**
Launched the brand
- 2006**
Business identity renewal from Java Coffee to ANGELINUS
- 2007**
Opened the 100th store
- 2009**
Opened the 200th store
- 2015**
Expanded to Kazakhstan
- 2022**
Operating 452 stores
Ranked first in KCSI (Korean Customer Satisfaction Index) for 13 consecutive years

A Wise Choice!
★★★★★

ANGELINUS

Reasons for success with ANGELINUS



Refreshing relaxation is always by your side at
ANGELINUS



ANGELINUS
 Signature Coffee
 Americhino,
 Americhino Latte

What are
 the signature
 products
 loved for nearly
 30 years?



Crispy on the outside, juicy
 on the inside
 Made to order
 Hot Sandwich
 Bánh mì, a meal in itself

BÁNH MÌ SANDWICH

ANGELINUS
 coffee and bakery
 always
 by your side



CAKE & DESSERT

ANGELINUS



BAKERY

Where would you find small pieces of happiness in everyday life with comfort and coziness?

ANGELINUS
always
by your side

Concept Keyword
Hygge

A Danish word for comfort and coziness, which means happiness coming from small pleasures in everyday life. ANGELINUS is designed with a brand concept of elevating the value of everyday life.



HALL



FACADE

The arched ceiling design and coral color direct customers' attention to the counter, and the neutral-colored finish creates a fresh and bright atmosphere.



ANGELINUS

The soft color tones, accentuated with terracotta tiles and green color, are harmonized with greenery and lighting effects to provide a cozy atmosphere.



Happiness through Doughnuts



SINCE 2004

LOTTE GRS was the first in Asia to open a store of the global doughnut brand Krispy Kreme Doughnuts in December 2004 in Shinchon, South Korea. Today, Krispy Kreme Doughnuts Korea is greatly loved by customers for its flagship products: original glazed doughnuts and espresso coffee. Krispy Kreme Doughnuts Korea sells sweet and fresh cloud-like doughnuts at over 100 stores nationwide. Doughnuts are added with freshness and softness as Krispy Kreme Doughnuts sells only doughnuts produced the same day. We will strive to become a national brand that accelerates sales growth with a sweet and happy taste.

Brand Name Krispy Kreme Doughnuts | Year of Establishment 2004 | Key Business Doughnuts | www.lottegrs.com



2004	2005	2006	2009	2014	2015	2017	2020	2023
Opened the first store on December 16 The Hot Now neon sign in Asia was lit on Dec. 16	Opened Sogong store and 3 other stores	Myeongdong store	Gangnam store	Opened Wonhyoro Commissary	Krispy Kreme greets customers with warm, fresh doughnuts at over 100 stores nationwide.	Opened Bucheon Commissary, Launched DFD(Delivered Fresh Daily)	Opened Gimhae Bonghwang store(First post store)	250 point of access

A Fun Choice!
★★★★★



Reasons for Success with KRISPY KREME DOUGHNUTS



Brand Value

- Quality, taste, experience, community, and nostalgia
- Providing the highest satisfaction to all customers



Brand Differentiation

- Providing customers with freshly-made doughnuts with Hot Light signals
- Premium doughnut experience with high-quality ingredients, glazed sweet taste, and happy memories.



Product Concept

- The most amazing doughnuts on the planet every day
- Original Glazed

A warm happiness is always with us at



What doughnuts are
fun,
fresh,
and warm?

Krispy Kreme
Doughnuts
always
by your side

Fresh!

Fun!

Warm!

KRISPY KREME DOUGHNUT



Design the taste! Custom place to design your everyday pleasure

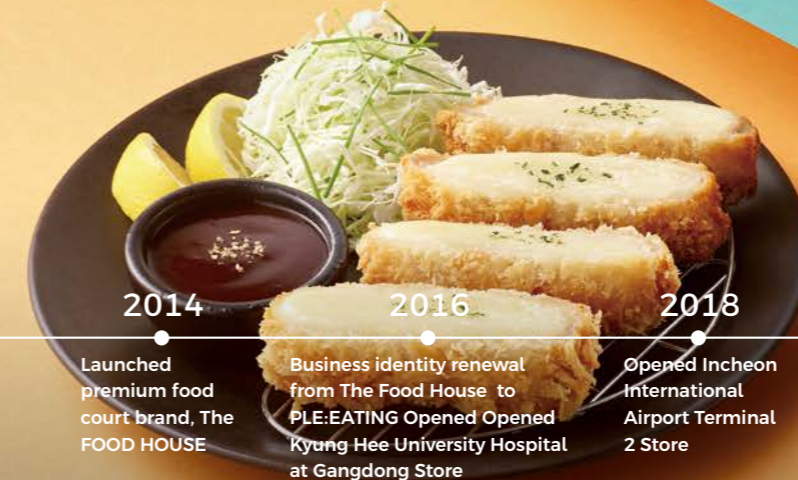
PLE:EATING



SINCE 2014

Launched in 2014, LOTTE GRS' brand The FOOD HOUSE is a personalized place with pleasure, taste, culture, and relaxation that caters to the diverse preferences of our customers. IN 2016, we renewal as PLE:EATING, and have grown through differentiated strategies, designing the joy of everyday life that is relaxing, comfortable, and inspirational beyond the experience of eating and drinking together. LOTTE GRS operates and manages in a retail shop format by branding different types of food, including Korean, Chinese, Japanese, and snack food. Brands like Sodam Dining, Byeolmiga, Ho Ho Gatz, Hanspoon, and Asian Cook are stationed to satisfy the diverse tastes of people of all ages. We are creating new sources of revenue by expanding concession businesses, including hospitals, airports, and stations. PLE:EATING is growing into a global food brand by expanding stores, diversifying brands, reinforcing competitiveness through digital innovation, and expanding its businesses to overseas markets. We will strive to become a popular attraction for everyone to visit and increase sales by delivering pleasure, taste, culture, and relaxation.

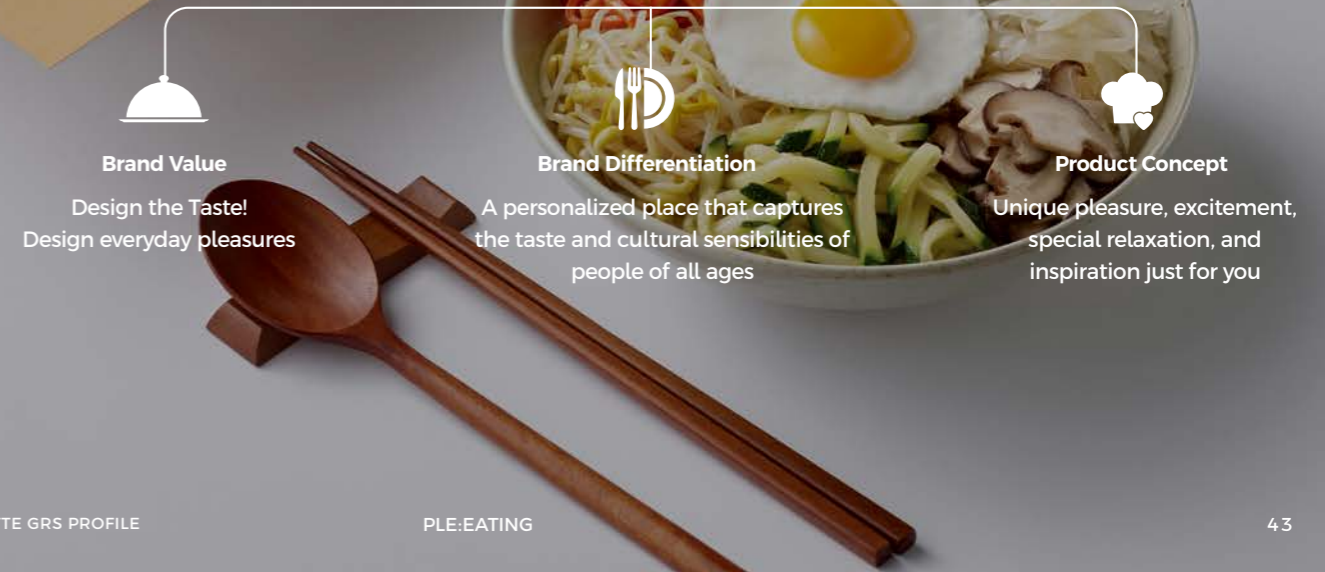
Brand Name PLE:EATING | Year of Establishment 2014 | Key Business Cultural Dining Space



- 2014** Launched premium food court brand, The FOOD HOUSE
- 2016** Business identity renewal from The Food House to PLE:EATING Opened Kyung Hee University Hospital at Gangdong Store
- 2018** Opened Incheon International Airport Terminal 2 Store
- 2019** Opened Incheon International Airport Terminal 1 Store
- 2022** Opened LOTTEWORLD Busan Store
- 2023** Opened the Japanese specialty restaurant 'Mukoku' at Incheon Airport Terminal 1

A Happy Choice!
★★★★★

PLE:EATING Reasons for Success with PLE:EATING



Concession business F&B brand operation and management in multi-use facilities, such as airports and hospitals

LOTTE GRS' concession business, an F&B brand operation and management in multi-use facilities, such as airports and hospitals was launched in 2014. Since the renewal of PLE:EATING brand in 2016, the business has expanded significantly to Kyung Hee University Hospital at Gangdong, SRT stations (Suseo, Dongtan, and Jije), Inje University Haeundae Paik Hospital, Incheon Intl. Airport (Terminals 1 and 2), Gimpo Intl. Airport, Jeju Intl. Airport, Gimhae Intl. Airport, and F&B operations for leisure facilities, such as hotels and amusement parks. Our capabilities for store management and brand operation have been recognized based on accumulated operational know-how from years of experience in the restaurant business. LOTTE GRS concession business leverages LOTTE Group's global network and brand awareness to create new business revenue through the diversified expansion of the concession business while strengthening its brand competitiveness.

Enhancing capabilities through
concession business expansion



PLE:EATING at Gimpo Airport



PLE:EATING at T1, Incheon Intl. Airport



Mukyoku at T1, Incheon Intl. Airport



PLE:EATING at
3F International
Terminal, Gimhae
Intl. Airport



LOTTE City Hotel Jeju
C' café



Hyoja Gomtang at
Gimhae Intl. Airport



PLE:EATING at Kyung Hee Univ.
Hospital at Gangdong



PLE:EATING at Jeju National University Hospital



PLE:EATING at
World Busan



Osaek Myeonjeon at
LOTTE Department
Store Gwangbok



Lounge.L at T2, Incheon Intl. Airport



PLE:EATING

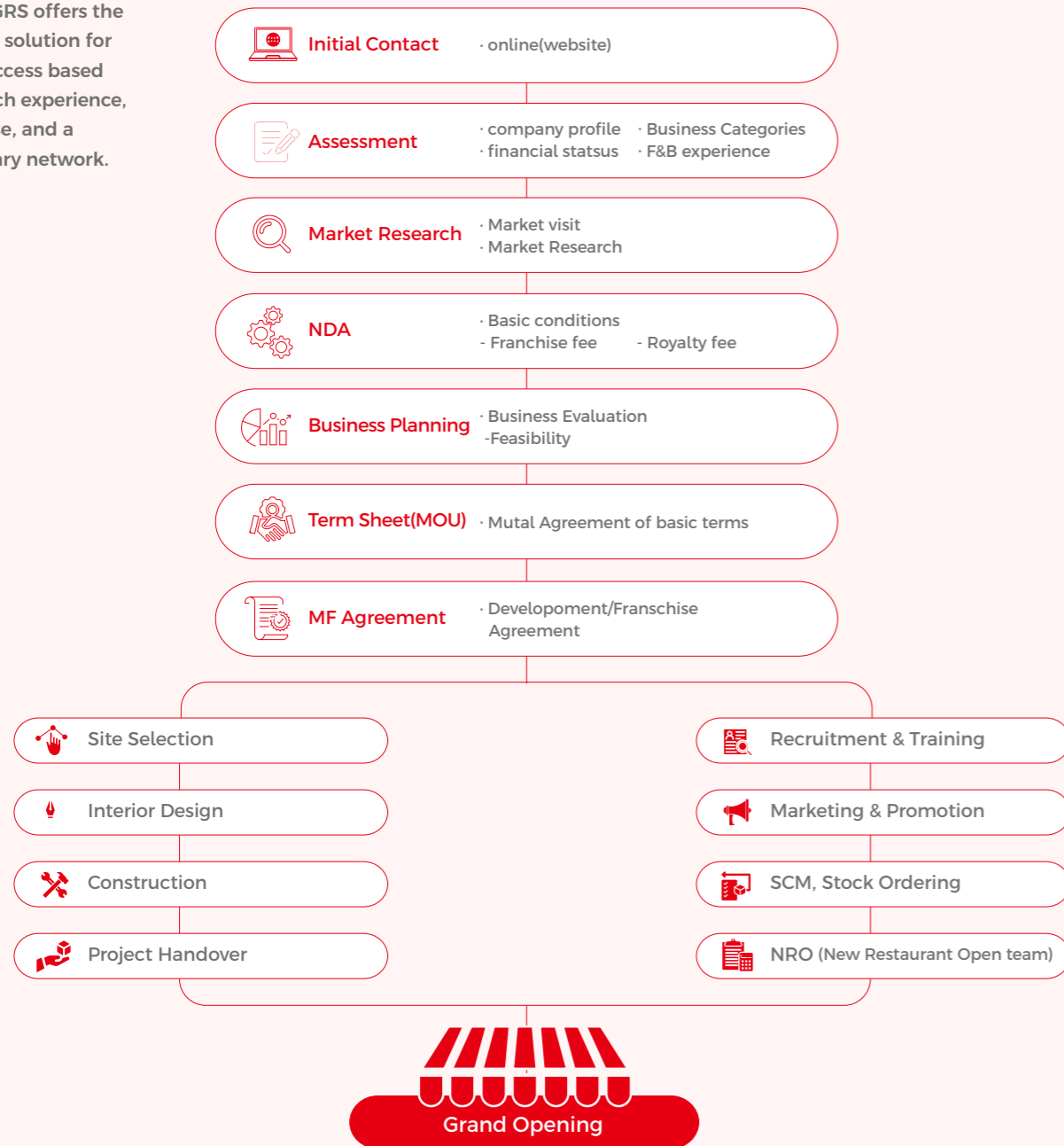
Always by
your side

Customized
solutions,
LOTTE GRS

LOTTE GRS offers the
optimal solution for
your success based
on its rich experience,
expertise, and a
subsidiary network.

FRANCHISE APPLICATION PROCEDURE

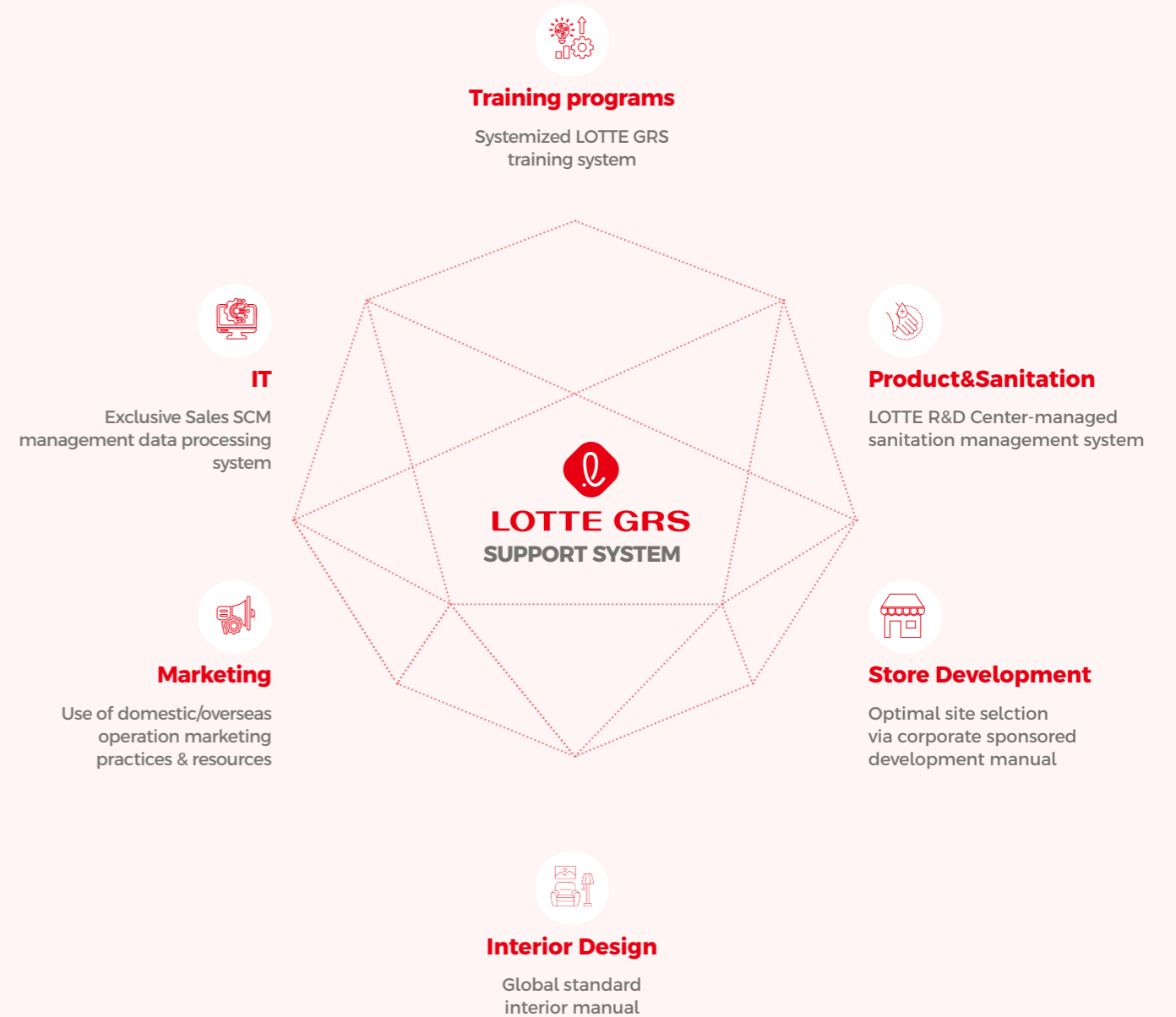
Business Process for Success



Master Franchise Opportunity

E-mail : grsfranchising@lotte.net | Tel : +82-2-709-6914 | www.lottegrs.com

SUPPORT SYSTEM





Education



In 1980, LOTTE GRS established the first 'Training Center' in the Korean restaurant industry. In 2017, LOTTE GRS expanded and re-opened the training center as LOTTE GRS University, and in 2024, as LOTTE GRS Academy to further accelerate the development of high-quality food service staffs domestically and internationally along with the company's growth. LOTTE GRS Academy is not only leading educational trends in the domestic restaurant industry, but also is providing on-site management-oriented education with systematic infrastructure. It offers lecture halls, computer labs, and accommodations, as well as the best pilot shops for each brand, to foster talented personnel with global competitiveness.

R&D



The LOTTE GRS Product Development Team and LOTTE Group R&D Center are working together on taste, quality, and hygiene, and they are constantly striving to create a new food culture and pursue customer satisfaction.



LOTTE F&G Food&GRS Vietnam Manufacturing System & Logistics

Local production in Vietnam and global franchise supply

LOTTE GRS produces the best products safely, employing high-quality materials, high-tech machinery, and skilled technicians. Through constant quality control and innovative technology, we deliver fresh products quickly to our global franchise distributors.



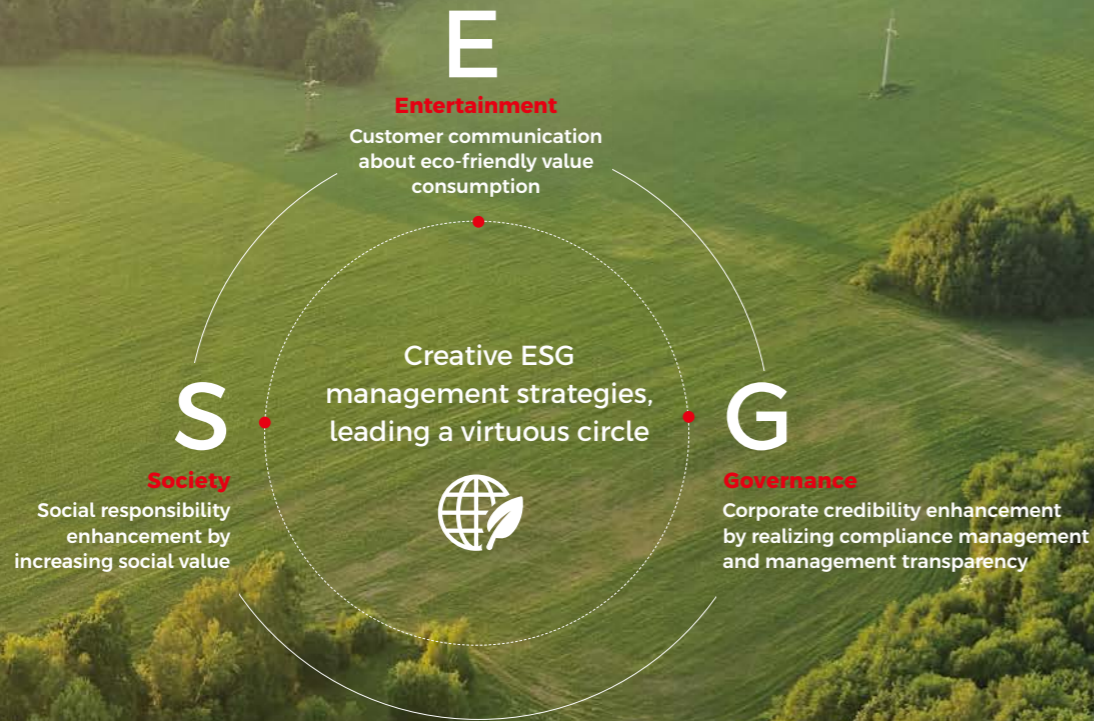
LOTTE F&G Factory in Long An

LOTTE F&G VIETNAM CO., LTD

Located in Long An Province, LOTTE F&G Vietnam is a food manufacturing factory with 100% Korean investment. With high-quality materials, high-tech machines & high-skilled staff & workers, we are pleased to supply to the QSR industry both in Vietnam and other countries.


Taking steps toward the future with customers, society, and the planet LOTTE GRS Green Step

As a creative company leading a virtuous circle, LOTTE GRS will achieve sustainable growth through diversity, inclusion, transparency, fairness, effort, and improvement by taking steps toward the future with customers, society, and the planet.



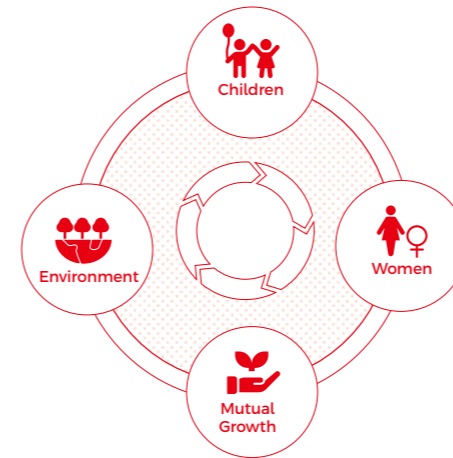
Winner of Best of South Korea award at the American 2023 ARC (Annual Report Competition) Awards
· LOTTE Group's 2021 Sustainability Report

Rated AA (the highest rating) in 2023 by Sustainvest

 Korea Shared Growth Award
 National customer satisfaction

Rated AA
HACCP | ISO9001 | ISO45001 | ISO37301
Family Friendly Certifications

Making the World a Better Place



For the past 40 years, LOTTE GRS has committed to returning corporate profits to society by focusing on 'Children', 'Women', 'Mutual Growth', and 'Environment' as its main areas of activities. LOTTE GRS has continued its efforts to help vulnerable groups in society such as single-parent families, starving children, low-income youths and college students, the elderly living alone, the disabled, and multicultural families. Additionally, LOTTE GRS has constantly worked towards mutual growth with small businesses, neighborhood businesses, partners, and franchisees. In particular, the Charlotte Volunteer Group, composed of LOTTE GRS employees, has actively engaged in various volunteer activities to create a warmer world.

Social Contribution



LOTTE GRS has grown over the past 45 years- For the past 40 years thanks to the unwavering love and attention of its customers. Therefore, LOTTE GRS is striving to give back love and make the world a better place. In particular, LOTTE GRS is actively engaged in sharing initiatives for socially vulnerable neighbors such as children, teenagers, and single mothers.



LOTTE GRS

Always by your side, growing together, creating happy relationships, and generating synergy for success through taste and warmth.

