

TASTE THE FUN!
LOTTERIA™



Company Profile





Contents

1. Introduction
2. Global Business
3. Market Strategy
4. Collaboration Proposal
5. Q&A



1. Lotte GRS | History

LOTTE GRS

“No.1 Food & Beverage Franchise Company in Korea since 1979”

GLOBAL RESTAURANT SERVICE

Company Details

Operates More than 7 F&B Brands

\$880 Mn Total Sales

(As of 2025)

2,080+ Stores

(LOTTE GRS' Total number of Stores)

Brand Portfolio



QSR

1,640+ Stores
Domestic & Global franchise business



Coffee

245+ Stores
Domestic & Global franchise business



Doughnuts

125+ Stores
Master Franchisee of KKD in Korea (Asia 1st MF of KKD)



Concession Biz

13 Sties, 46 Stores
Domestic direct operation F&B brands in multi-use facilities

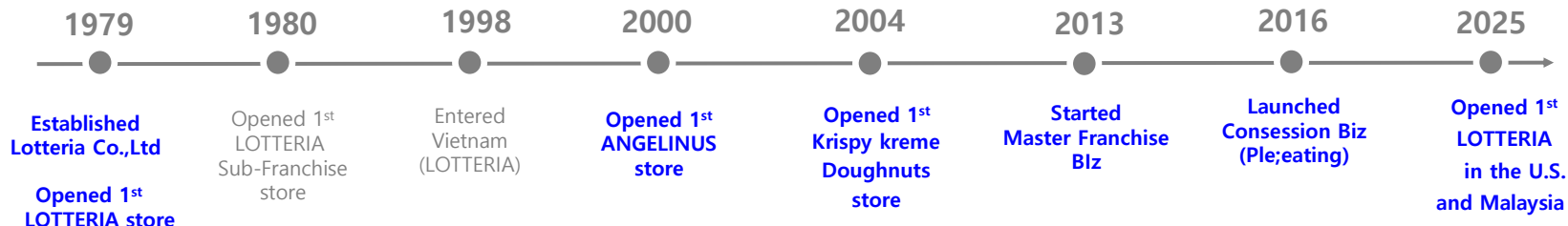
New Brand Biz

Chocolat palette. (opened 1st store)

두루머스 (opened 1st store)
DO THE HANDBA TO THE STACK

STANBRU (opened 1st store)
STAND BY YOUR GUT

History



Global Business

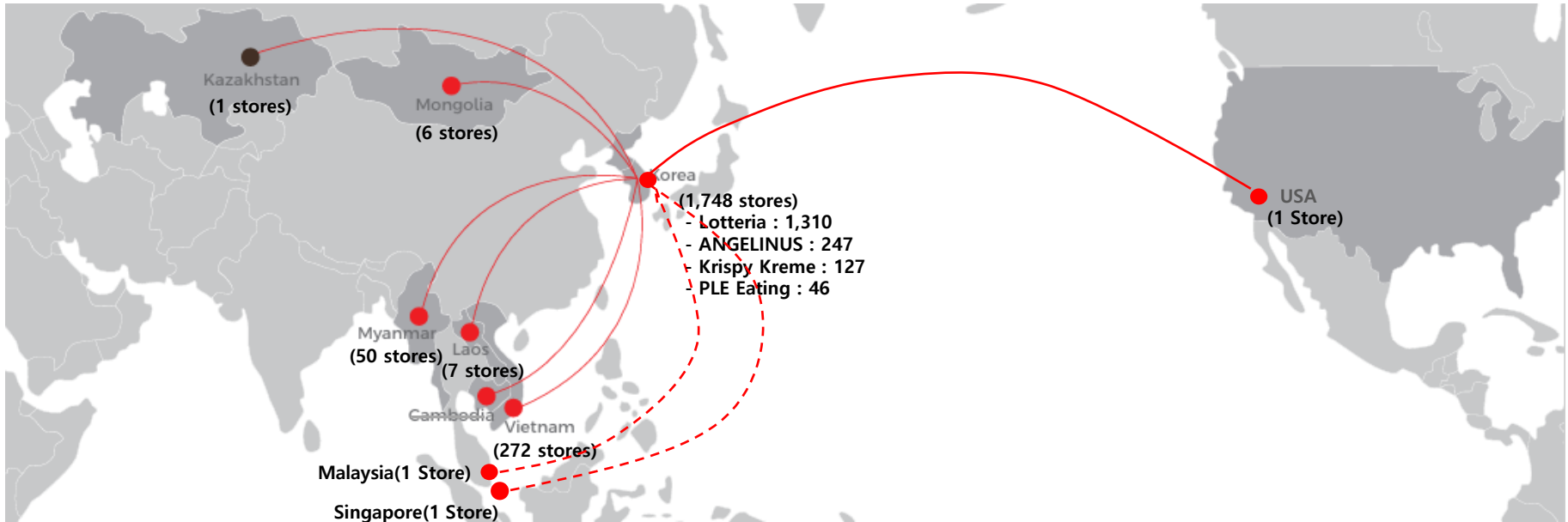
8 countries

excluding Korea

- Direct Investment in 2 Countries
- Master Franchise operations in 6 Countries

324 Stores

excluding Korea

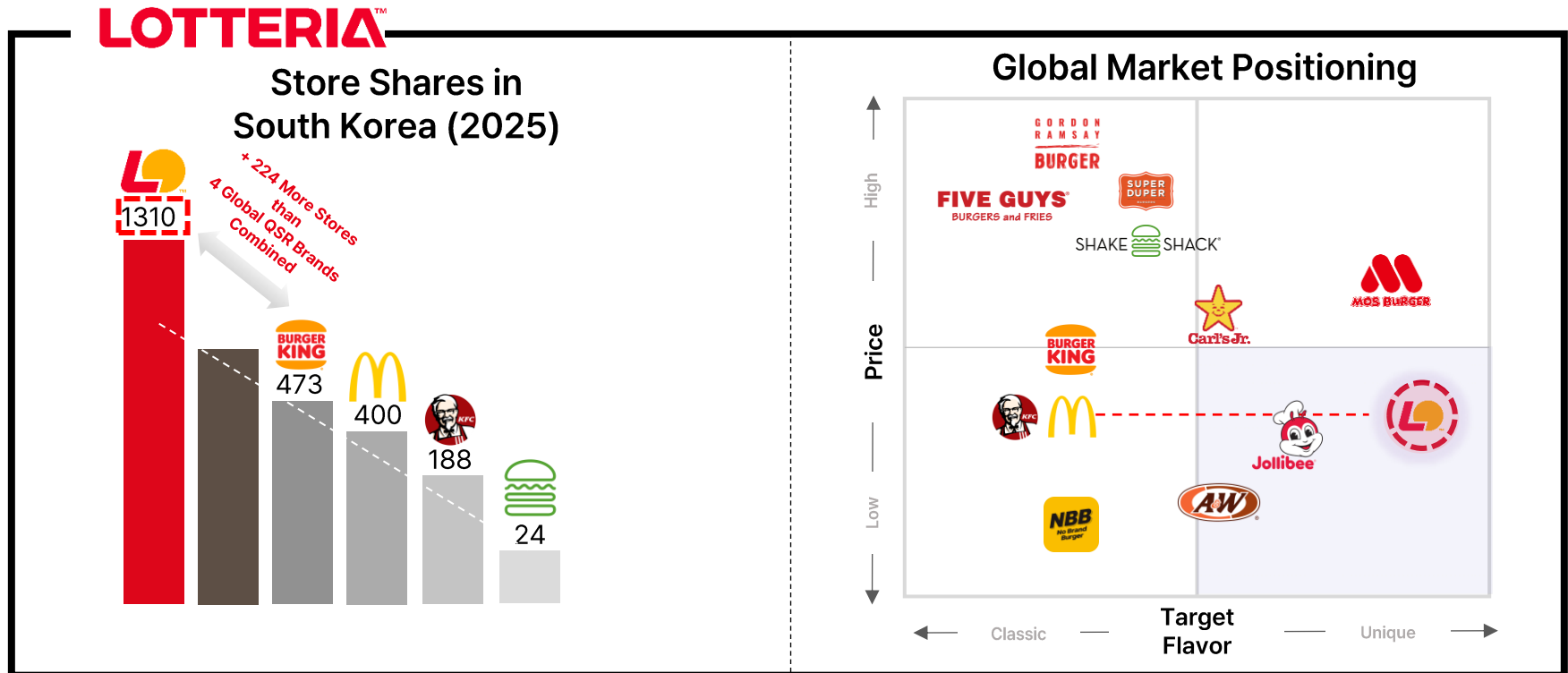


Country	Korea	Vietnam	Myanmar	Kazakhstan	Laos	Mongolia	USA	Malaysia	Singapore
Type	Direct Investment	Direct Investment	Master Franchise	Master Franchise	Master Franchise	Master Franchise	Direct Investment	Master Franchise	Master Franchise
Year	'1979	'1998	'2013	'2015	'2016	'2018	'2025	'2025	'2026
Brands	LOTTERIA ANGEL IN US Krispy Kreme PLE Eating, etc.	LOTTERIA	LOTTERIA	ANGELINUS	LOTTERIA	LOTTERIA	LOTTERIA	LOTTERIA	LOTTERIA

Global Vision

“Expanding our global business with **Excellent Partners** abroad”

2. Lotte GRS | Core Brands



SEGMENTATION

Young Generations

Young Fast-Food Lovers
Seeking
Unique and Affordable Meals

TARGETING

K-Culture Fans

Who Crave Authentic
Korean-inspired
Fast-Food

POSITIONING

Tasty, Fun, and Unique

Innovative Asian-Focused
QSR Leader

2. Lotte GRS | Core Products

| Main Burger Line



Ria's Bulgogi
Burger



Ria's Shrimp
Burger



Ria's Hot Crispy
Burger



Jeonju Bibim Rice
Burger

| Main Sides



Natural Cheese Stick



Shake Shake Potato



Squid Ring



Chicken

2. Lotte GRS A Fresh, Youthful, and Evolving Burger



NATPOLIMATFIA MOZZARELLA BURGER

The Winner of 'Culinary Class Wars'



RIA'S BULGOGI POTEN BURGER & SHRIMP CRUNKIM BURGER

Dev. with World-Class Chef Joseph Lidgerwood
Blending Korean Traditional Ingredients



SQUID ALIVE BURGER

Limited Edition Squid and Beef burgers,
In spicy and garlic flavors



RICE VEGETABLE BULGOGI BURGER

Korean Vegetable Fried Rice Buns with
Bulgogi Patty



GANG JEONG BURGER

Massive Patty Coated in Sweet-Spicy Korean
Gangjeong Sauce Served on Bulgalbi-sized Buns



KING TONKATSU BURGER

Burger Made with
Massive Korean Pork Cutlet Patty

2. Lotte GRS | A Fresh, Youthful, and Evolving Sides and Desserts



JíPái HAbANERO & JíPái ORIGINAL

Chinese-style Fried Chicken
Made with Crispy Fried Chicken Breast.



CHEONGJU CRAZY DUMPLING

Spicy Korean Dumpling



LONG CHEESESTICK

Stretchy, Crispy, Golden,
Irresistibly Cheesy Delight



POTATO TWIST

Spiral-cut, Crispy, Seasoned, Crunchy Potato



RED BEAN SHAVED ICE (Patbingsu)

Korean Traditional Dessert Made from
Shaved Ice Garnished with Red Bean Paste



TORNADO ICE CREAM

Swirled, Creamy Soft-Serve in
3 Different Flavors

3. Lotte GRS | Promotion

| TV Commercials



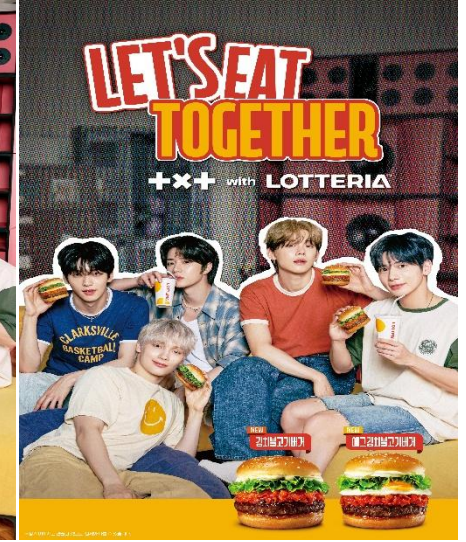
Son Heung Min



Lee Byung Hun



Tomorrow X Together



| Event Marketing & Pop-Up Store



Ria's Burger Art Museum

October, 2024



Burger Music Live 2023

September, 2023



Bulgogi Lab 9222

September, 2022



Jeon-Ju Bibim Pop-Up Store

February, 2023

3. Lotte GRS | LOTTERIA's Store Concept & Design

Exterior

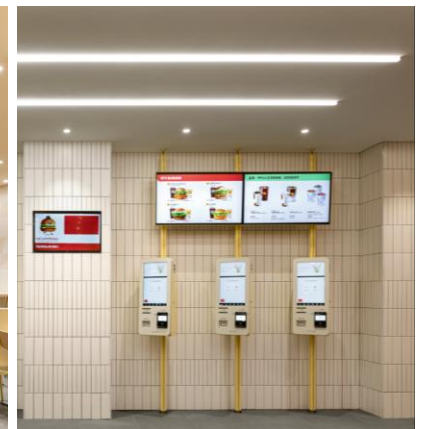


Seoul Nat'l Univ. Branch



Yangjae Branch

Interior



Direct Investment

Vietnam



USA (LA, Fullerton)



■ Master Franchise

| Myanmar



| Laos



| Mongolia



| Malaysia



Master Franchise

Singapore



※ Opened in Singapore in Feb 2026.

4. Lotte GRS | Core Competency

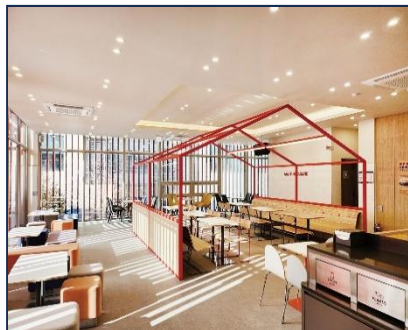
Experience

Proven
Managements

Synergy

Global Footprints

Korea's No.1 Food & Beverage Franchise Company



47 Years of Industry-
Leading **Franchise**
Expertise with Trusted
Partners

No.1 Food & Beverage Franchise
Company in Korea

Extensive Management
and Operational
Expertise Across
Diverse F&B Brands

Operating more 4 Brands

Synergy With
Specialized
Lotte Group's Affiliates.

Our Affiliated Company Holds
Shares, Ensuring a Stable and
Sustainable Shareholder Structure.

Consistently Expanding
Global Footprint Through
Investment,
Master Franchise

Operating in Emerging
Markets Across Southeast
and Central Asia

4. Lotte GRS | Support System

Training Programs

Systemized LOTTE GRS Academy training system



Product & Sanitation

LOTTE R&D Center-managed sanitation management system



IT

Exclusive Sales SCM management data processing system



Store Development

Optimal location selection via corporate-sponsored development manual



Marketing

Use of domestic/overseas operation marketing practices & resources



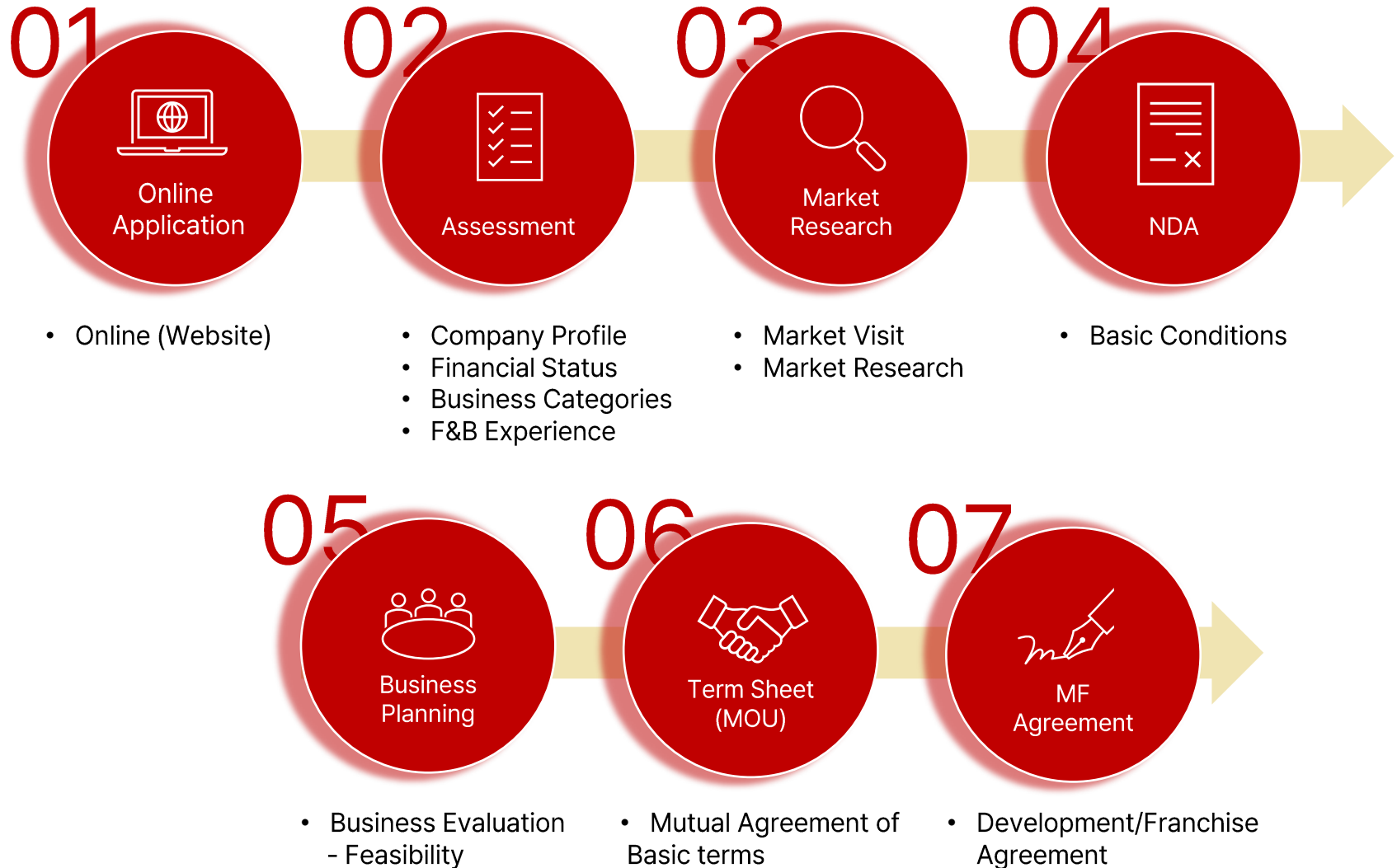
Interior Design

Global standard interior manual



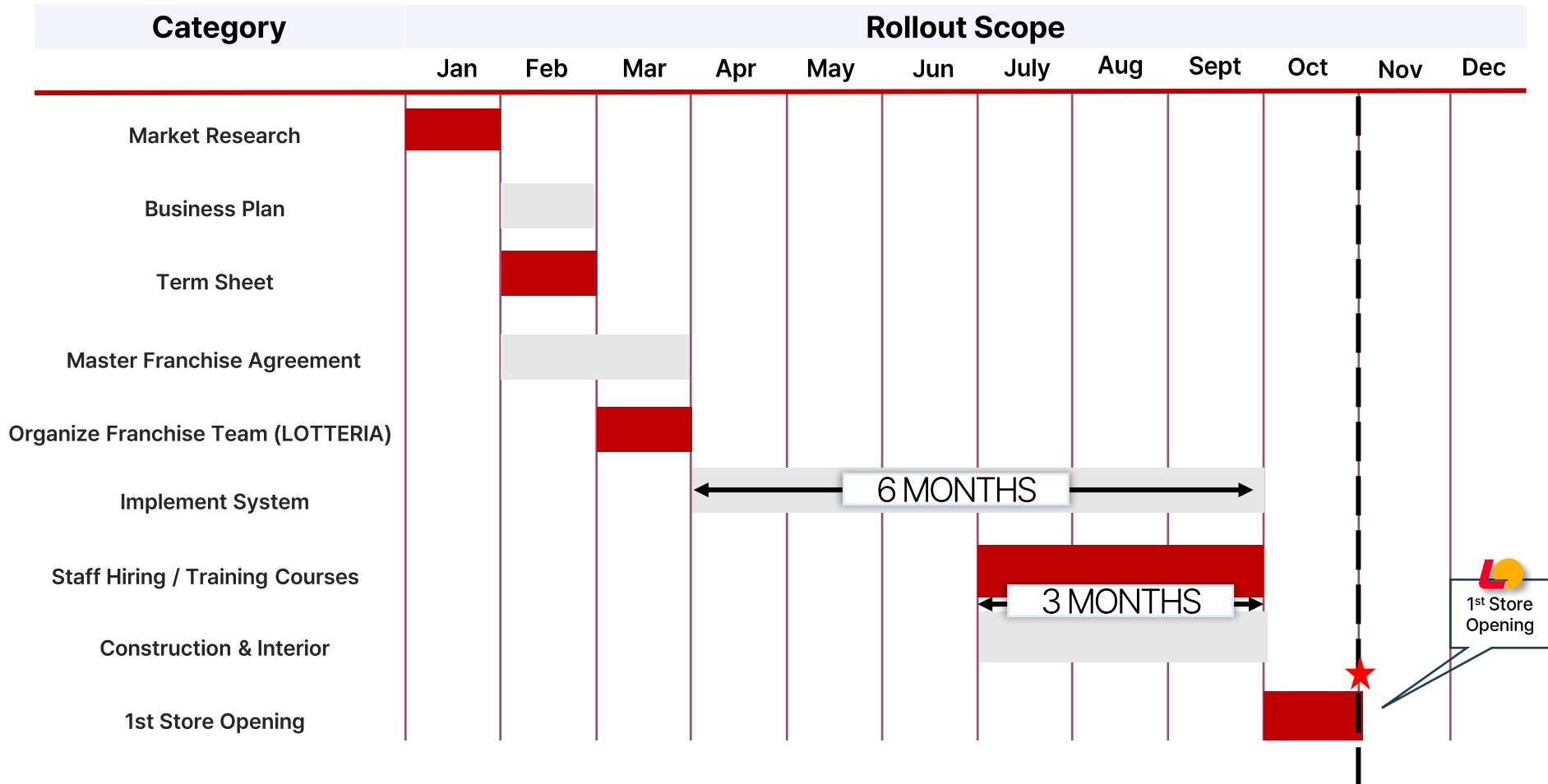
GRS
SUPPORT SYSTEM

4. Lotte GRS | Business Process



4. Lotte GRS | Timeline Scope and Business Proposal

Partner with **LOTTERIA** : Korea's No. 1 Burger Franchise and Unlock Strategic Master Franchise Opportunities!




* The Months listed above represent sequential order (e.g., Month 1, Month 2, Month 3) rather than specific calendar months

Thank You

Sign Up For Master Franchise Opportunity

 Email : grsfranchising@lotte.net

 Tel : +82-10-9093-0695

 Website : lottegrs.com



