

LOTTE
DEPARTMENT STORE

100-721, 서울특별시 중구 소공동 1번지
1 Sogong-Dong, Joong-Gu, Seoul, 100-721 Korea
Tel. 02 771 2500 Fax. 02 2118 6627

To: Market Control (sgxnet.services@sgx.com)
Singapore Exchange Trading Limited (the "SGX-ST")

Date: March 20, 2015

Ladies and Gentlemen:

We, Lotte Shopping Co., Ltd., hereby authorise the Market Control officer at the SGX-ST to file with the SGX-ST on our behalf the announcement attached hereto as Annex A. Please contact the person whose contact information is attached hereto as Annex B for any matters concerning the announcement, including any fees related thereto.

Sincerely,



[Hyon, KV]
Lotte Shopping Co., Ltd.

Annex A

LOTTE SHOPPING CO., LTD.

US\$500,000,000

Zero Coupon Convertible Bonds Due 2016 (the "Notes")

March 20, 2015

ANNOUNCEMENT OF ADJUSTMENT OF CONVERSION PRICE

On March 20, 2015, the shareholders of Lotte Shopping Co., Ltd. (the "Company") approved the distribution of a cash dividend of Won 2,000 per share of the Company to all shareholders of record as of December 31, 2014. Pursuant to Clause 6.3 of the Trust Deed, dated July 5, 2011 (the "Trust Deed"), between the Company and the Bank of New York Mellon, as Trustee, the Company hereby notifies the holders of the Notes that the Conversion Price for the Notes has been adjusted from Won 650,000 to Won 647,979 in accordance with Condition 6.3.4 (ii) as a result of the cash dividend. The new Conversion Price of Won 647,979 has become effective retroactively to immediately after the record date, December 31, 2014. Capitalized terms used but not otherwise defined herein will have the meanings ascribed to them in the Trust Deed.

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LOTTE SHOPPING CO., LTD.

JPY32,500,000,000

Zero Coupon Convertible Bonds Due 2016 (the "Notes")

March 20, 2015

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Annex B

CONTACT INFORMATION

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