

LOTTE SHOPPING CO., LTD.
US\$500,000,000
Zero Coupon Convertible Bonds Due 2016 (the “Notes”)

March 18, 2016

ANNOUNCEMENT OF ADJUSTMENT OF CONVERSION PRICE

On March 18, 2016, 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, 2015. 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 647,979 to Won 645,572 in accordance with Condition 6.3.4 (ii) as a result of the cash dividend. The new Conversion Price of Won 645,572 has become effective retroactively to immediately after the record date, December 31, 2015. Capitalized terms used but not otherwise defined herein will have the meanings ascribed to them in the Trust Deed.