

Lotte Duty Free ranks first across Korea's top brand evaluations



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Lotte Duty Free Shop has been recognized for its efforts to improve customer convenience and shopping service and ranked first across all three major domestic brand evaluations (K-BPI, NBCI, NCSI) within the duty free sector.

The National Customer Satisfaction Index (NCSI), announced this month, is a brand evaluation index for customers who have experience using the company's products or services. In the case of the duty free sector, the investigation was not conducted for the past two years due to the impact of COVID, but was resumed this year.

A face-to-face survey was conducted on customers between the ages of 20 and 59 who had visited the duty free shop and purchased products over \$100 (USD) within the last six months, and Lotte Duty Free took first place with 81 points.

Lotte Duty Free also ranked first in the Korean Brand Power Index (K-BPI) announced in March. Lastly, in September the retailer received the top score in the National Brand Competitiveness Index (NBCI), achieving a record of winning the award for nine consecutive years until this year.

This year, in order to improve customer convenience and improve shopping services, Lotte Duty Free added a 1:1 inquiry registration function for non-member customers, conducted service improvement training for staff at customer contact points and distributed sales practice guides to

employees at overseas branches.

Plus, social value was created through various ESG activities such as the expanded introduction of electric vehicles for bonded transportation, implementation of smart receipts and start of construction of additional solar power generation facilities at the integrated logistics center.