

Lotte Duty Free conducts the largest online festival ever



Lotte Duty Free online festival will offer savings up to 70% off, plus numerous other discounts and deals

Lotte Duty Free announced that it will hold a large-scale online sale festival "Duty Free Sale" for a month starting on the 19th, discounting a total of over 6,000 products by up to 70%. Popular brands such as Maison Kitsuné, Swarovski, Stonehenge, and Barbour are participating in this event aimed at domestic customers.

According to recent aviation statistics from the Ministry of Land, Infrastructure and Transport, the number of international passengers in the first quarter of this year was about 15.08 million, a 53.3% increase over the same period last year, and has recovered to 95.2% of the level before COVID-19 in the first quarter of 2019. Lotte Duty Free is preparing massive online events to match the increasing demand for overseas travel.

From April 19 to May 19, the "Duty Free Sale" festival will increase the daily credit rewards up to \$6,041 and offer up to 70% off on products from a total of 486 brands. Especially, the 'Duty-Free Best Hot Deals 30' during the event will sell popular items from Lotte Internet Duty Free at the lowest prices ever.

"Enjoy the best benefits of duty-free every day for a month!" Lotte Duty Free conducts the largest online festival ever

- Lotte Internet Duty Free Shop offers up to 70% off on 486 brands and over 6,000 products
- Additional downtown store exchange rate compensation promotions to reduce the high exchange

rate shopping burden

Moreover, Lotte Duty Free has prepared additional benefits that change weekly. From April 19 to 28, using KakaoPay with a Hana Card for purchases over 50,000 won (US\$37) can enjoy an immediate discount of up to 30,000 won (US\$22.20). From April 29 to May 12, instant discounts and point accrual and other payment promotions will be sequentially opened each week. Finally, from May 13 to 19, every day at 11 AM, the first 200 customers can buy an LDF PAY 10,000 won voucher (US\$7.40) at a 10% discount on LotteON, with the discount event limited to one per person during the period.

Events for newlyweds who missed wedding benefits last year are also prepared. Lotte Duty Free will provide online benefits for STAR level to newlyweds of 2023 who haven't certified yet, with additional partner point usage, and completion of delivery within the allowed departure period, which could earn up to an additional 15 dollars in internet duty-free store credits. More details about the event can be found at Lotte Internet Duty Free Shop.

Furthermore, Lotte Duty Free downtown stores are running an exchange rate compensation promotion until May 1 for customers feeling the burden of high exchange rates and prices, offering up to 100,000 won (US\$74) of LDF PAY if the store exchange rate for 1 dollar exceeds 1,320 won (US\$0.98), including the maximum benefit of up to 1,640,000 won (US\$1,213.60) including the existing giveaway event.

Jeongmin Lee, the head of channel operations at Lotte Duty Free, said, "We are preparing a large-scale shopping festival for domestic customers who are facing high exchange rates as they travel abroad," and "Lotte Duty Free will continue to offer a variety of benefits so that customers can access popular duty-free goods at reasonable prices."