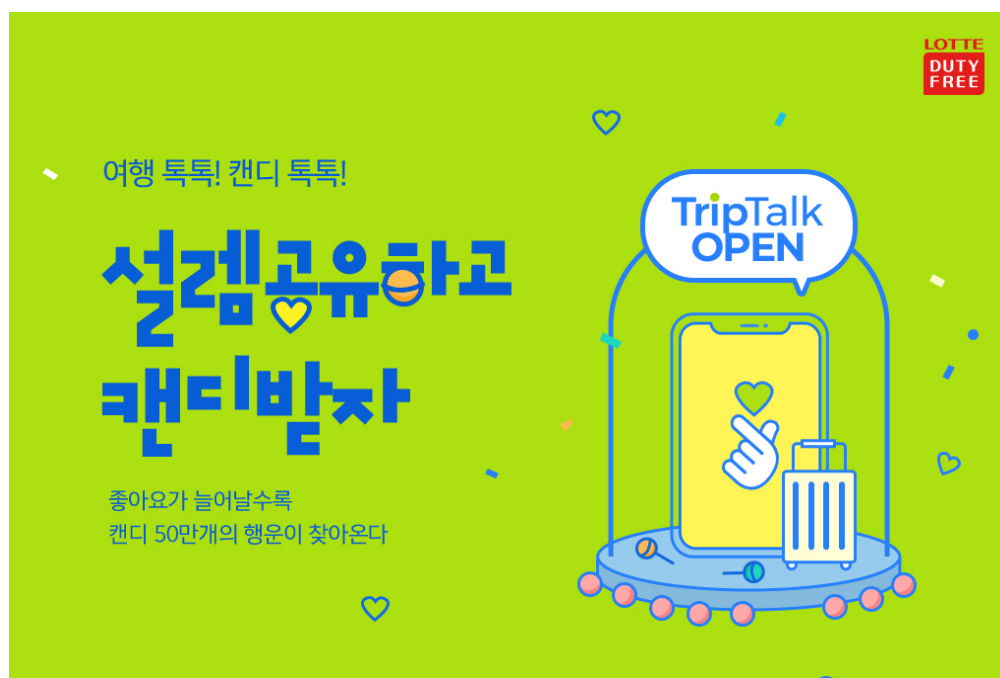


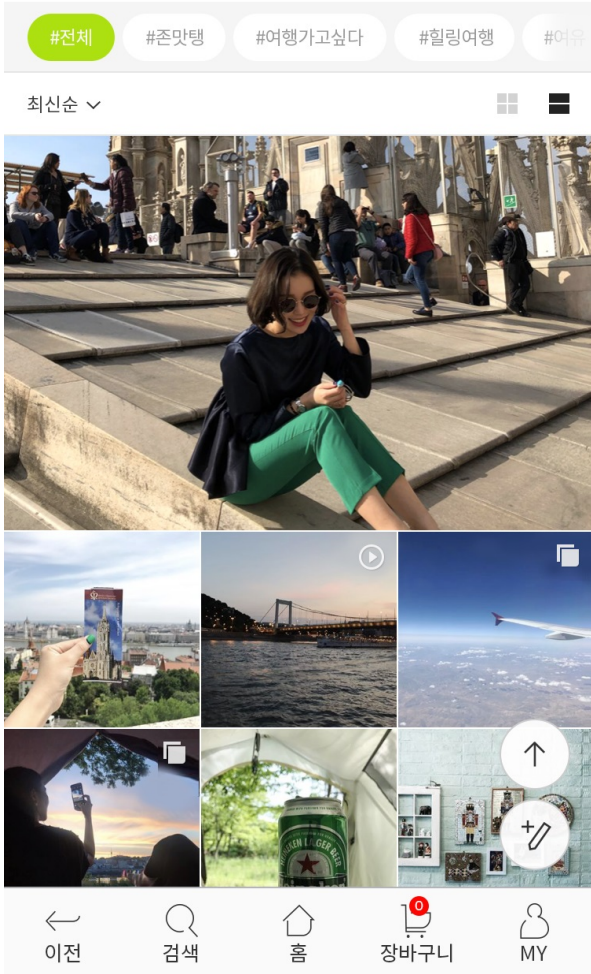
Lotte Duty Free launches travel content sharing platform TripTalk



TripTalk allows customers to share information on overseas travel, restaurants, hotels, shopping and review duty-free products

Lotte Duty Free has today announced the launch of its platform TripTalk for customers to share about overseas travel.

On TripTalk, customers can post information on travel, hotels, shopping, as well as review duty-free products. The platform also allows real-time communication between customers as they can indicate that they “like” a post. Additionally, customers can view the latest and most popular content at a glance or search using hashtags.



Customers can easily search for the latest and most popular posts on TripTalk using hashtags

Benefits of using TripTalk

Customers can access TripTalk using the QR code on the Lotte Duty Free Shop homepage or through its mobile application. To celebrate the launch of TripTalk, Lotte Duty Free will give away 500,000 candies as a prize to the customer with the most posts in September. Candies are exchangeable tokens which can be used to redeem products. One candy is equivalent to one Korean won (< US\$0.01). Additionally, customers who post a video or photo will receive a maximum of 3,000 candies a day. Customers can also click or comment on posts to earn candies.

"By opening the Trip Talk service, we are taking a step closer to the content commerce that Lotte Online Duty Free is aiming for," said Lee Jung-min, Lotte Duty Free's E-commerce Head.

"Lotte Duty Free will not only provide the best duty-free shopping environment, we will also do our best to make it an online duty-free store rich in content by creating an avenue where customers can share travel information."