

Lotte Duty Free to launch digital payment platform LDF Pay



Lotte Duty Free has replaced its existing prepaid membership card with LDF Pay, a convenient digital payment platform that allows its members to pay online and in stores

Lotte Duty Free (LDF) CEO Lee Kap has announced that the company will launch LDF Pay, a new digital payment platform, on May 27.

LDF Pay is part of LDF's loyalty program and it replaces the retailer's existing prepaid membership cards. The new digital payment platform allows LDF members to pay online and make in-store purchases.

When used in stores, members can tell the staff that they want to pay via LDF Pay and the amount will be automatically deducted. Members can also keep track of their LDF Pay balance via their phone and redeem it whenever they want. Customers can register as VIP members offline or online. Once registered, they can instantly use the payment platform and receive rewards.

Commenting on the new payment platform, Kim Jung-Hyun, the head of LDF's marketing division said: "Lotte Duty Free has introduced a beneficial payment method called LDF Pay for the first time in the industry."

To celebrate the launch of LDF Pay, LDF is running a promotional campaign from May 27 to June 5. During this period, LDF physical stores will hold events that give away LDF Pay KRW15,000 (US\$12.60) to foreign tourists who spend more than KRW100 (US\$0.08). A maximum of KRW 160,000 (US\$134.50) will be given for each purchase from May 27 to June 30.