

Code of ethics and conduct

R-70-HF-02

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Department in charge: Ethical Management Section

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Code of ethics and conduct

It is our objective that LOTTE INNOVATE Co., Ltd. (henceforth referred to as 'the company') jumps up to a leading digital platform company by creating values for various interest parties such as customers, officers and employees, **and** shareholders and playing a key role in the development of society and economic. We establish the code of ethics and conduct for this and shall use this as the standards for our acts and value Judgement in all business activities.

Article 1 [Customers]

- ① We shall respect our customers' diverse opinions and will make efforts to create value for our customers.
- ② We shall make efforts to be able to provide the best products and services needed by our customers.
- ③ We shall protect our customers' assets and information at the same level with the assets and information of our company.

Article 2 [Shareholders]

- ① We will do our best to raise the value of our stocks with faithful business operation through creativity and innovation.
- ② We shall respect a shareholder's legitimate request and proposal and share the business performance with our shareholders.
- ③ We shall comply with the laws and regulations and the principles related to business administration and shall maintain and provide financial condition and business performance transparently.

Article 3 [Officers and employees]

- ① The officers and employees shall thoroughly comply with the internal and external regulations and the applicable laws and regulations.
- ② The officers and employees shall respect each other and shall foster an atmosphere enabling them to work voluntarily and enthusiastically.
- ③ We shall make efforts to strengthen individual competitiveness and shall maintain our honor and dignity.

Article 4 [Partner company]

- ① We shall make efforts to provide the partner companies with equal opportunity and do business with them fairly so that we benefit from each other.
- ② We shall not make any wrongful request or receive any money and valuables or entertainment using our superior status.

Article 5 [Society]

- ① As a member of our community, we shall comply with the laws and regulations of our community and respect its tradition and culture.
- ② We shall contribute to the development of our society by actively participating in the corporate philanthropic activities suiting to the characteristics of the community.

Supplementary Provisions

Article 1 [Effective date]

This regulation shall be effective from April 01, 2024.

Article 2 [Interim measures]

The items conducted before the enforcement of this regulation shall be considered as being implemented according to this regulation.

Article 3 [Related company rule]

Document number	Name of company rule
G-70-HF-01	Guidelines for the practice of ethical management by the officers and employees
R-70-HF-04	Integrity practice regulation

However, the "Code of Ethical Business Conduct" of the Lotte Group shall be followed for other matters which are not prescribed in this regulation.