



2025 4Q earnings release

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The Place Where Home Appliances Become Easy

# LOTTE HIMART

Investor Relations | 2026.2.4

# Disclaimer

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As this material has been prepared for the convenience of investors while the external auditor has not completed the accounting audit, some of the contents may be changed during the audit process.

# Summary

excluding one-off

## "Total sales and operating profit in '25 both plus turn → full-fledged growth acceleration"

- '25 Guidance: Revenue of KRW 2.3 trillion, operating profit of KRW 10 billion -

|  | [Year Total ]      | [ 1Q ]       | [ 2Q ]       | [ 3Q ]       | [ 4Q ]       |     |
|--|--------------------|--------------|--------------|--------------|--------------|-----|
| <b>Total revenue growth</b>  | <b>+0.8%</b>       | <b>+3.4%</b> | <b>+2.4%</b> | <b>+0.3%</b> | <b>▲2.8%</b> |     |
| '25 year annual basis, OFF Existing stores · E-Commerce both increased |                    |              |              |              |              |     |
| [Unit: 100 million KRW]  |                    |              |              |              |              |     |
| <b>Operating profit</b>  | <b>96</b>          | <b>▲111</b>  | <b>105</b>   | <b>190</b>   | <b>▲87</b>   |     |
| (YoY) {  | One-time inclusion | +79          | +50          | +77          | ▲123         | +75 |
|  | Exclude one-time   | <b>+297</b>  | +93          | +49          | +101         | +53 |

### Key achievements

Key strategic performance for customer lifetime care, driving growth across all major focus areas

- ✔ Continued expansion of safe care service performance: **+39%**
- ✔ Store Reformat Store Growth: **+39%**
- ✔ PB, successful settlement after PLUX launch in April: **+8%**
- ✔ E-commerce direct purchase sales growth centered on our own mall: **+8%**

# '25 Management Performance

[Unit: 100 million KRW]

| Category         | 4Q    |                   |                       |                     |        |                   | Cumulative |                   |                       |                     |        |                   |
|------------------|-------|-------------------|-----------------------|---------------------|--------|-------------------|------------|-------------------|-----------------------|---------------------|--------|-------------------|
|                  | '25   | Configura<br>tion | YoY                   |                     | '24    | Configura<br>tion | '25        | Configura<br>tion | YoY                   |                     | '24    | Configura<br>tion |
|                  |       |                   | One-time<br>inclusion | Exclude<br>one-time |        |                   |            |                   | One-time<br>inclusion | Exclude<br>one-time |        |                   |
| Total Revenue    | 6,543 | -                 | ▲2.8%                 | ▲2.8%               | 6,728  | -                 | 28,453     | -                 | +0.8%                 | +0.8%               | 28,227 | -                 |
| Revenue          | 5,244 | 100.0%            | ▲5.7%                 | ▲3.6%               | 5,564  | 100.0%            | 23,001     | 100.0%            | ▲2.4%                 | ▲0.8%               | 23,567 | 100.0%            |
| Gross profit     | 1,465 | 27.9%             | ▲8.3%                 | ▲0.7%               | 1,598  | 28.7%             | 6,807      | 29.6%             | +0.7%                 | +6.9%               | 6,763  | 28.7%             |
| SG&A             | 1,552 | 29.6%             | ▲11.8%                | ▲3.9%               | 1,760  | 31.6%             | 6,711      | 29.2%             | ▲0.5%                 | +2.1%               | 6,745  | 28.6%             |
| Operating Profit | ▲87   | ▲1.7%             | +75                   | +53                 | ▲163   | ▲2.9%             | 96         | 0.4%              | +79                   | +297                | +17    | 0.1%              |
| Pre-Tax Income   | ▲145  | ▲2.8%             | +2,798                | +2,776              | ▲2,943 | ▲52.9%            | ▲52        | ▲0.2%             | +2,817                | +3,034              | ▲2,869 | ▲12.2%            |
| Net Profit       | ▲139  | ▲2.7%             | +3,001                | +2,979              | ▲3,140 | ▲56.4%            | ▲24        | ▲0.1%             | +3,029                | +3,247              | ▲3,054 | ▲13.0%            |

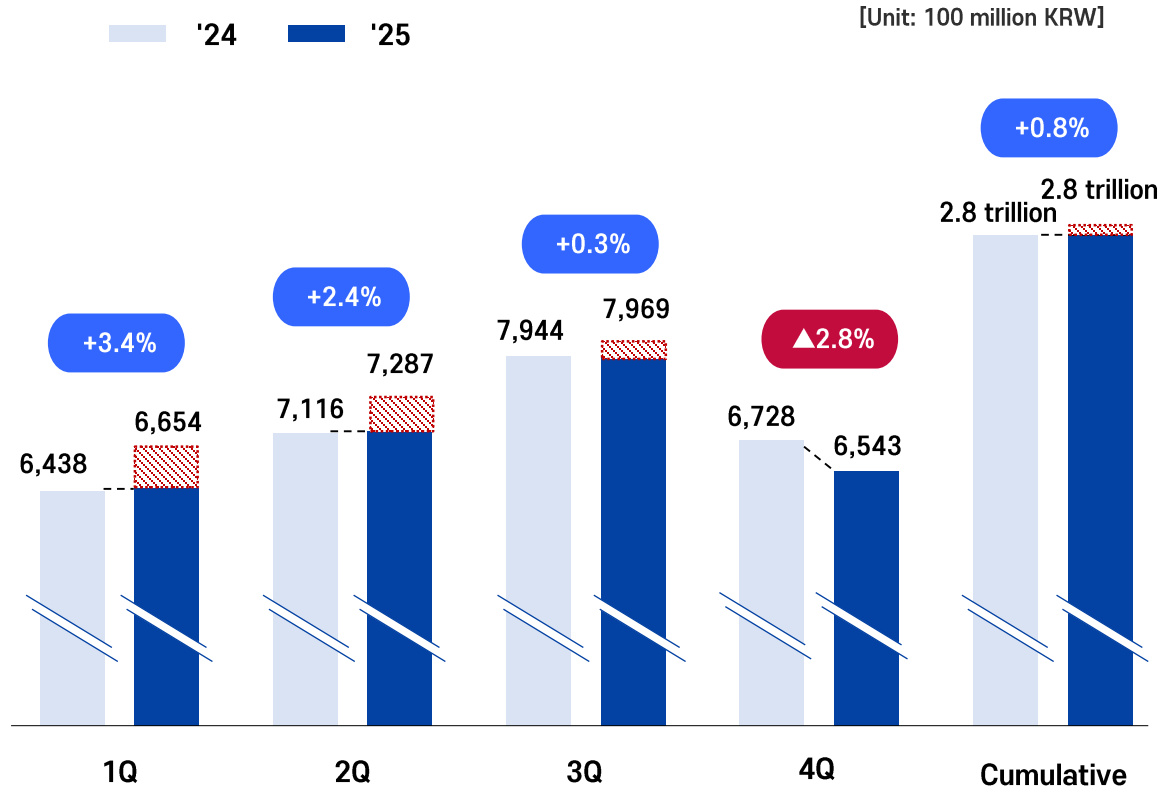
※ The above management performance is based on data prepared before the external auditor's audit has been completed, so some of the contents may change during the audit process

※ 264.7 billion in goodwill impairment losses in 2024

# In '25, total sales increased for the first time in five years despite a reversal in the home appliance market.

## Total sales growth overcomes domestic appliance market downturn

Domestic home appliance market ▲5.7% (Statistics Korea: Jan.-Dec.)



## Total revenue growth by channel

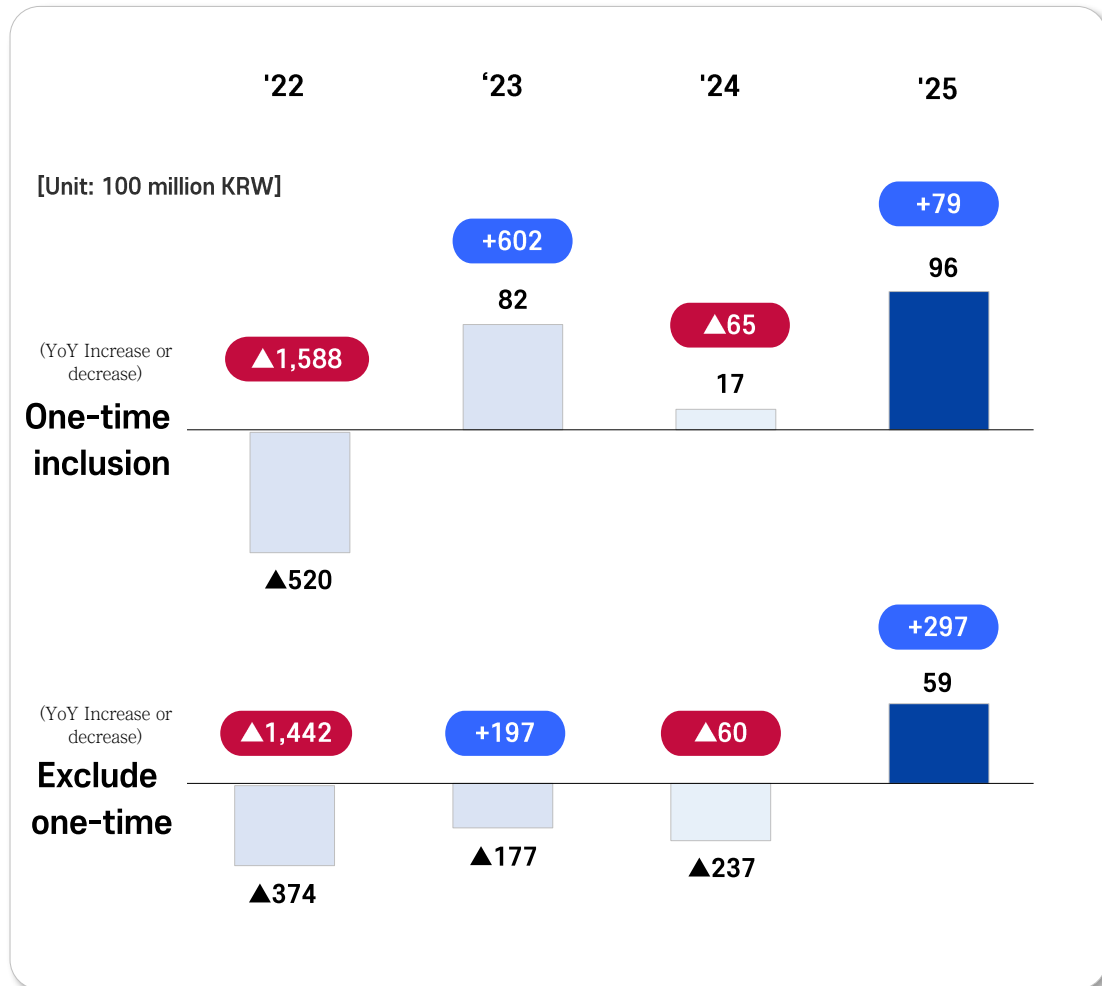
| Category            | 4Q    | Cumulative | Remarks  |
|---------------------|-------|------------|--|
| OFF Existing stores | ▲1.5% | 2.2%       | Sales of large appliances decline due to differences in timing of Chuseok and deepening slump in the home appliance market |
| E-commerce          | 4.5%  | 7.6%       |  |

## Key Strategic Initiatives Performance (in '25)

|             |            |                |            |
|-------------|------------|----------------|------------|
| Safety Care | PB, PLUX   | Store Reformat | E-Commerce |
| <b>+39%</b> | <b>+8%</b> | <b>+39%</b>    | <b>+8%</b> |

Expand customer touchpoints with differentiated products and services to drive performance

# Continuous profitability improvement drives real operating profit to Plus Turn in four years



## Quarterly operating profit status

[Unit: 100 million KRW]

| Category           | 1Q   | 2Q  | 3Q   | 4Q  | Cumulative |
|--------------------|------|-----|------|-----|------------|
| One-time inclusion | ▲111 | 105 | 190  | ▲87 | 96         |
| YoY                | +50  | +77 | ▲123 | +75 | +79        |
| Exclude one-time   | ▲84  | 39  | 192  | ▲87 | 59         |
| YoY                | +93  | +49 | +101 | +53 | +297       |

## One-time gain or loss details

[Unit: 100 million KRW]

| Category | 1Q         | 2Q         | 3Q        | 4Q         | Cumulative |            |
|----------|------------|------------|-----------|------------|------------|------------|
| '25      | Revenue    | -          | 66        | -          | -          | 66         |
|          | Cost       | 27         | -         | 3          | -          | 29         |
|          | <b>GAP</b> | <b>▲27</b> | <b>66</b> | <b>▲3</b>  | <b>-</b>   | <b>37</b>  |
| '24      | Revenue    | 18         | 40        | 274        | 123        | 455        |
|          | Cost       | 1          | 1         | 53         | 145        | 200        |
|          | <b>GAP</b> | <b>17</b>  | <b>38</b> | <b>221</b> | <b>▲22</b> | <b>254</b> |

※ One-time revenue: VAT refund, one-time expense: ordinary wage, TMON WEMAKEPRICE bad debt, etc.

# Strengthen key financial metrics by improving operating performance

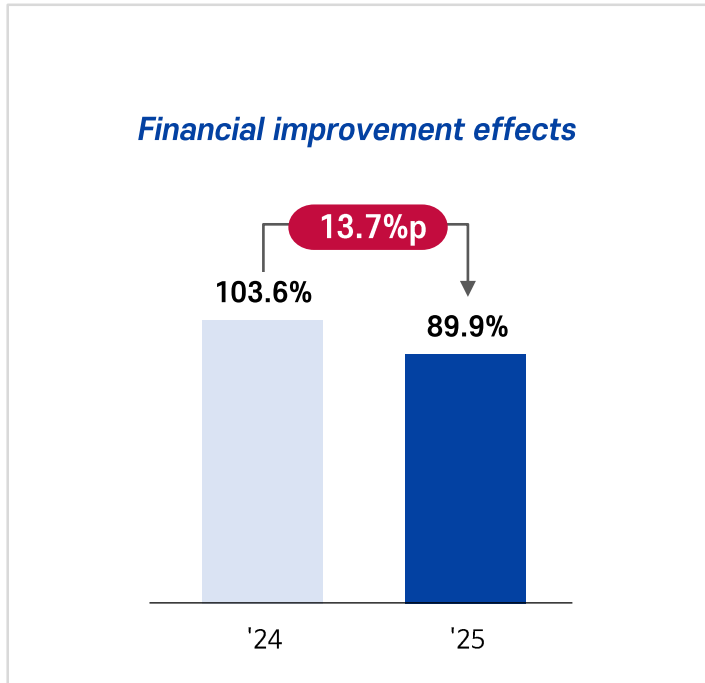
## | Key financial metrics at the end of '25 |

[Unit: 100 million KRW]

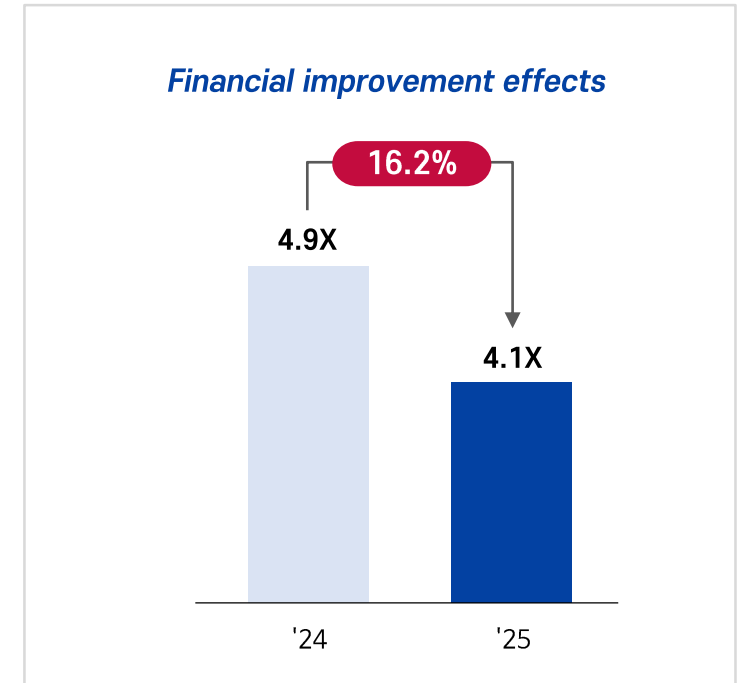
| 구 분                       | '25    | '24    | YoY    |
|---------------------------|--------|--------|--------|
| <b>A s s e t</b>          | 17,909 | 18,886 | ▲977   |
| Cash and deposits         | 834    | 1,199  | ▲365   |
| Goodwill                  | 5,729  | 5,729  | -      |
| <b>Debt</b>               | 8,479  | 9,610  | ▲1,131 |
| Borrowings                | 4,074  | 5,189  | ▲1,115 |
| <b>Capital</b>            | 9,429  | 9,276  | +153   |
| Capitalization            | 1,180  | 1,180  | -      |
| Excess issuance of shares | 4,452  | 7,452  | ▲3,000 |
| Retained earnings         | 3,880  | 728    | +3,152 |

※ Retained earnings: Capital transfer of 300 billion won, etc.

## | Debt-to-equity ratio |

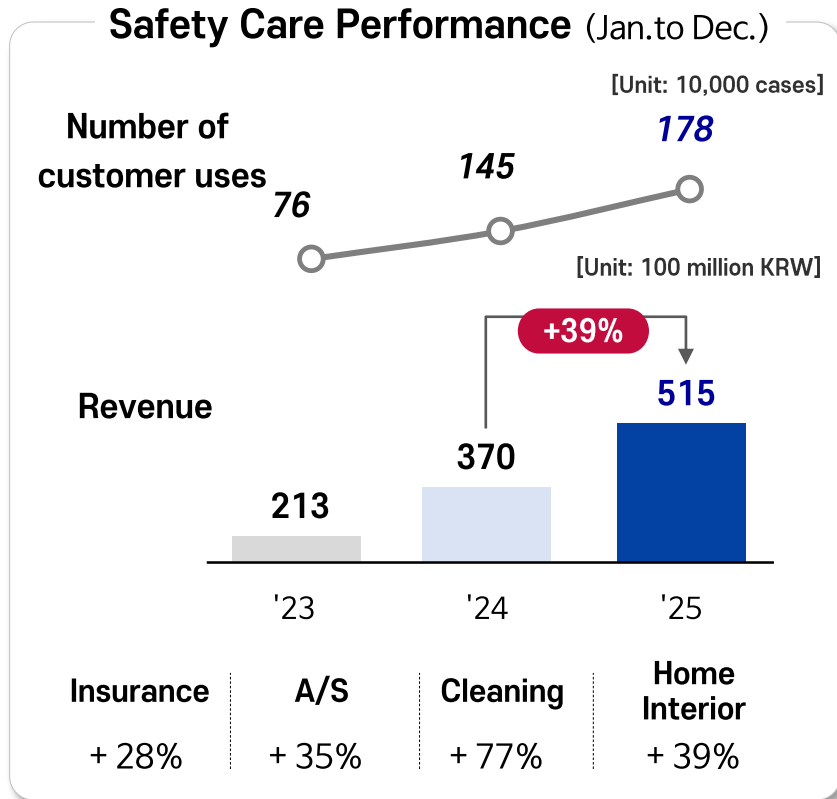


## | Actual borrowings/EBITDA |



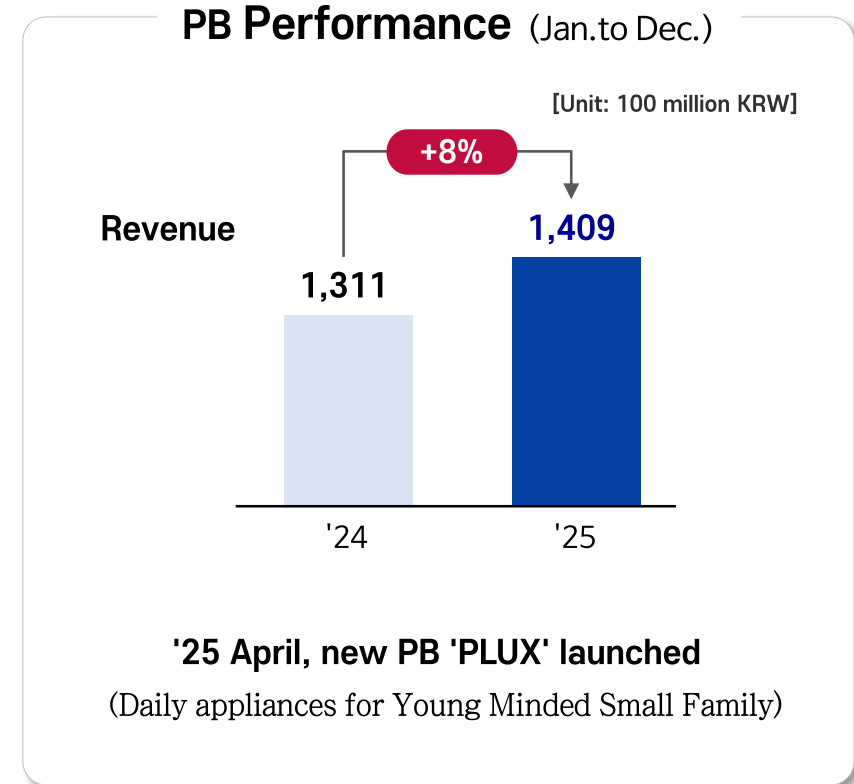
## **'25 Major Strategy Progress**

## Evolves into the strongest service in Korea that cares for customers to the end



- ✓ **Subscription service launch (May):** 28 brands, 30 categories
- ✓ **Launched service to solve inconvenience before and during home appliance installation (June)**
- ✓ **Introduced the nation's first Apple performance pre-diagnosis (July)**

## Customer inconvenience Data-driven, everyday home appliance PLUX innovation

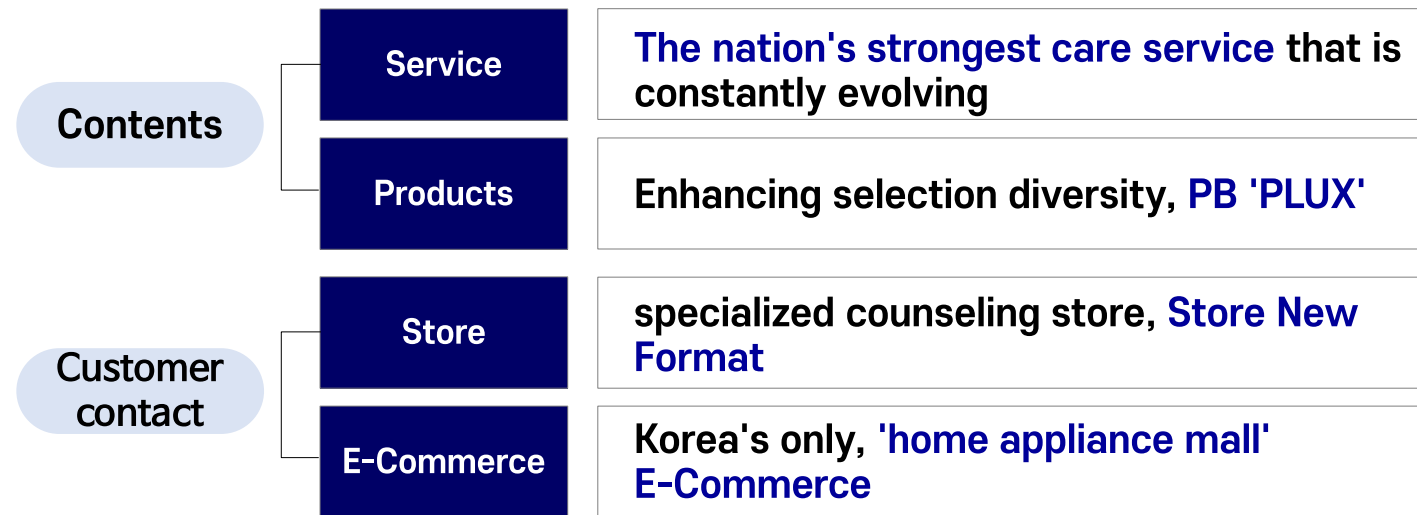


- ✓ **15 million customer inconvenience data-based product development**
- ✓ **22 category winners out of 55 launches, 33 Top3**
- ✓ **Strengthening manufacturing-level product quality checks**



# Even if customers forget, we'll take care of it and become a home appliance life specialist

We will do our best to achieve **30 billion** in operating profit in '26 by executing our continuous 4 strategy



*Korea's No.1 home appliance flagship store 'HIMART Jamsil' has been renewed for 5 months and will open on February 6th!!*

## 롯데하이마트 비전·미션

# 가전 라이프 평생 케어, 롯데하이마트

라이프 스테이지에 꼭 맞는 가전 제품과 세심한 케어 서비스로  
고객의 평생 가전 라이프를 안심하게 한다.

### 롯데하이마트 Brand Value

#### Selection

비교, 체험할 수 있는  
다양한 구색

#### Curation

나에게 딱 맞는  
최적의 큐레이션

#### Care Service

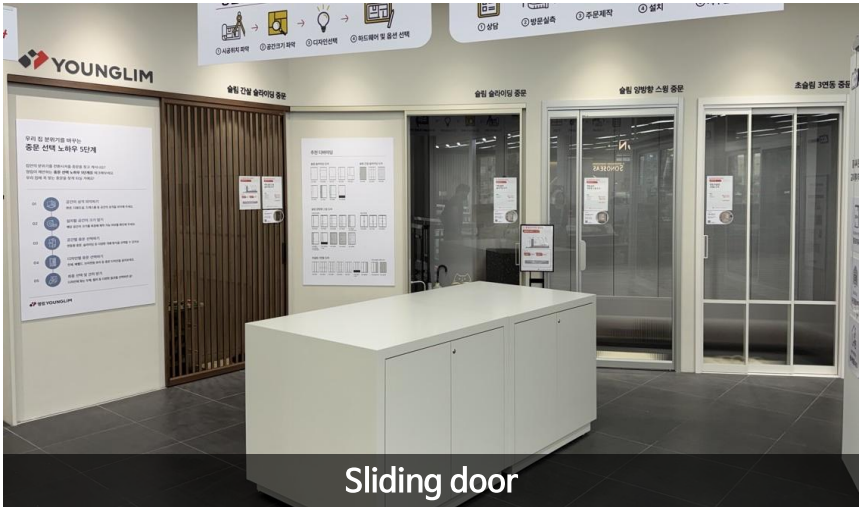
끝까지  
책임져주는 관리

### 롯데하이마트 Brand Slogan

“가전이 쉬워지는 곳, 롯데하이마트”



# [Appendix] Case of Sangmu Store



Sliding door



Syncball



Lighting



Windows