



2026 2Q earnings release

The Place Where Home Appliances Become Easy

LOTTE HIMART

Investor Relations | 2026.8.4

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This material was prepared before the external auditor's review was completed; some contents may change during that review.

2Q sales back to growth ex-one-off; OP down on mix shift

Sales

(KRW 100mn)

2Q 5,911, -0.5% (gross sales +0.7%); 1H 10,880, -3.1% (gross sales -1.8%)

- Ex-prior-year one-off (VAT refund 66), **2Q net sales +0.6%**
- Gross sales by channel: Offline (2Q -0.3%, 1H -3.0%), Online (2Q +7.2%, 1H +5.6%)

* Monthly sales trend keeps improving: Apr (-6.2%) -> May (-0.8%) -> Jun (+8.3%)

Op. profit

(KRW 100mn)

2Q 9 (-96 YoY); 1H -139 (-133 YoY)

- Ex-prior-year VAT refund (66), **2Q operating profit -29 YoY**
- Lower mix of high-margin large / living & kitchen appliances

1H: all three core strategies delivered growth

Care Service

+44%

PB, PLUX

+20%

Used phones
(47 stores)

1,272ea

2Q 2026 Financial Results

[Unit: 100 million KRW]

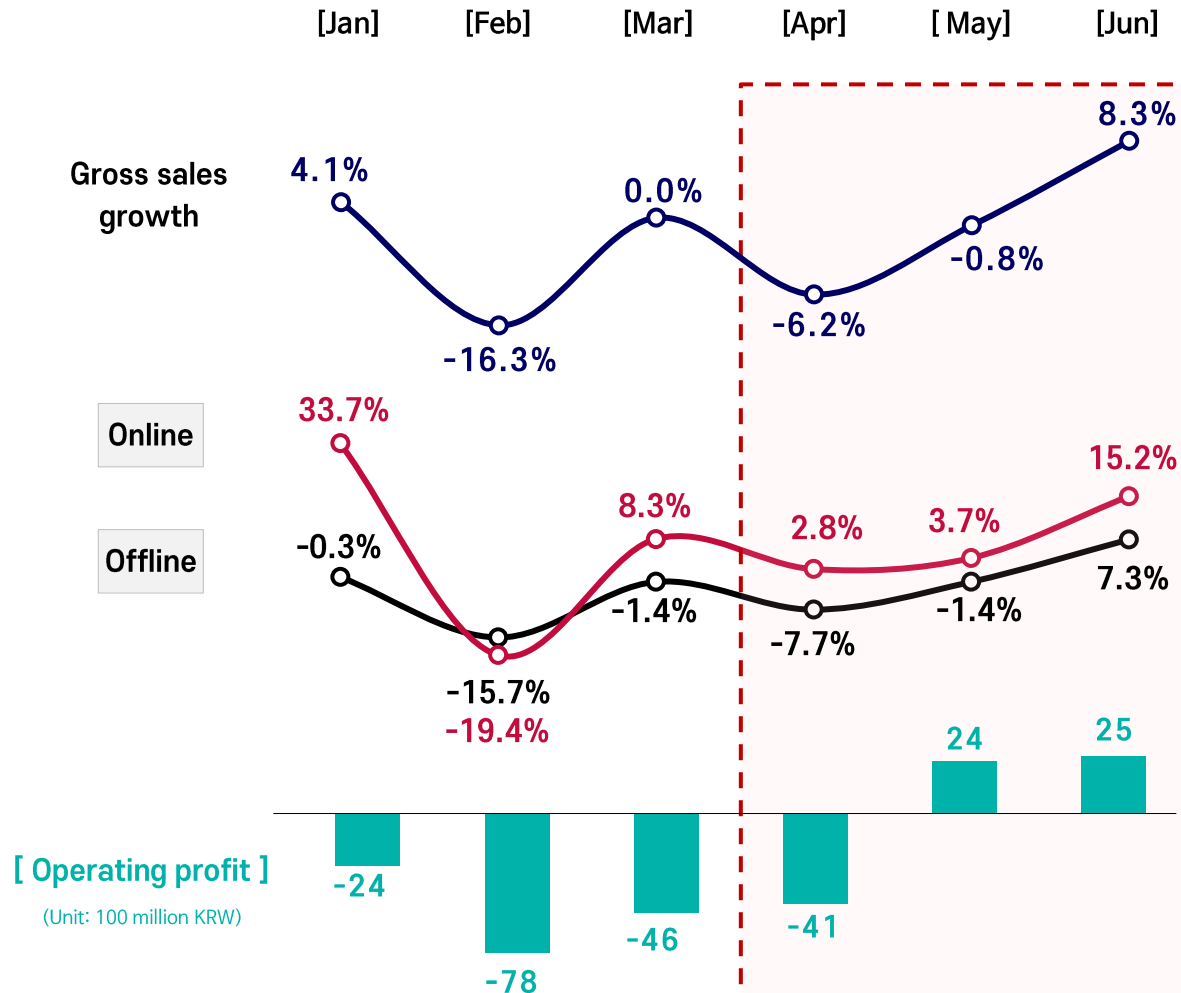
Item	2Q						Jan-Jun					
	2026	% Mix	YoY % (amt)		2025	% Mix	2026	% Mix	YoY % (amt)		2025	% Mix
			Incl. one-off	Excl. one-off					Incl. one-off	Excl. one-off		
Total Revenue	7,339	-	+0.7%	+0.7%	7,287	-	13,686	-	-1.8%	-1.8%	13,941	-
Revenue	5,911	100.0%	-0.5%	+0.6%	5,942	100.0%	10,880	100.0%	-3.1%	-2.6%	11,232	100.0%
Gross profit	1,735	29.4%	-8.1%	-4.8%	1,888	31.8%	3,105	28.5%	-8.8%	-7.0%	3,405	30.3%
SG&A	1,726	29.2%	-3.2%	-3.2%	1,784	30.0%	3,244	29.8%	-4.9%	-4.1%	3,411	30.4%
Operating Profit	9	0.2%	-96	-29	105	1.8%	-139	-1.3%	-133	-93	-6	-0.1%
Pre-Tax Income	- 41	-0.7%	-147	-81	106	1.8%	-237	-2.2%	-191	-151	-47	-0.4%
Net Profit	- 45	-0.8%	-156	-90	111	1.9%	-249	-2.3%	-222	-182	-27	-0.2%

* Figures are unaudited and may change upon completion of the external auditor's review.
* One-offs: cost (1Q25 ordinary wage -27), gain (2Q25 VAT refund 66)

2Q sales recovery clear; OP down on lower high-margin mix

Online growth expands

Monthly performance



HIGHLIGHT

01 2Q gross sales back to growth (1Q -4.6% -> +0.7%)

- Sustained online growth and offline recovery lifted total sales
- Ex-one-off, OP decline narrowed (1Q -64 -> 2Q -29)

Item		1Q	YoY (amt)	2Q	YoY (amt)	QoQ
Gross sales	Total	6,347	-4.6%	7,339	+0.7%	+5.3%p
	Offline	5,350	-6.1%	6,325	-0.3%	+5.8%p
	Online	998	+4.0%	1,013	+7.2%	+3.2%p
Op. profit	Incl. one-off	-148	-37	9	-96	-59
	Excl. one-off		-64		-29	+34

* Jun-end order backlog 1,334 (+383 YoY)

02 OP down on lower high-margin mix

- Declines in large / living & kitchen narrowed vs 1Q - trend improving
- Since FY25, high-frequency categories **Mobile** (MOTOPIA), **Hobby** (DIY PC etc.) widened contact - IT & Mobile keeps growing

Item	1Q	2Q	QoQ
Large	-12.5%	-1.4%	+11.1%p
Living & Kitchen	-12.5%	-7.7%	+4.8%p
IT-Mobile	+15.3%	+13.7%	-1.6%p

1H26 Results by Core Strategy

Care Service

+44%

PB, PLUX

+20%

Used phones
(47 stores)

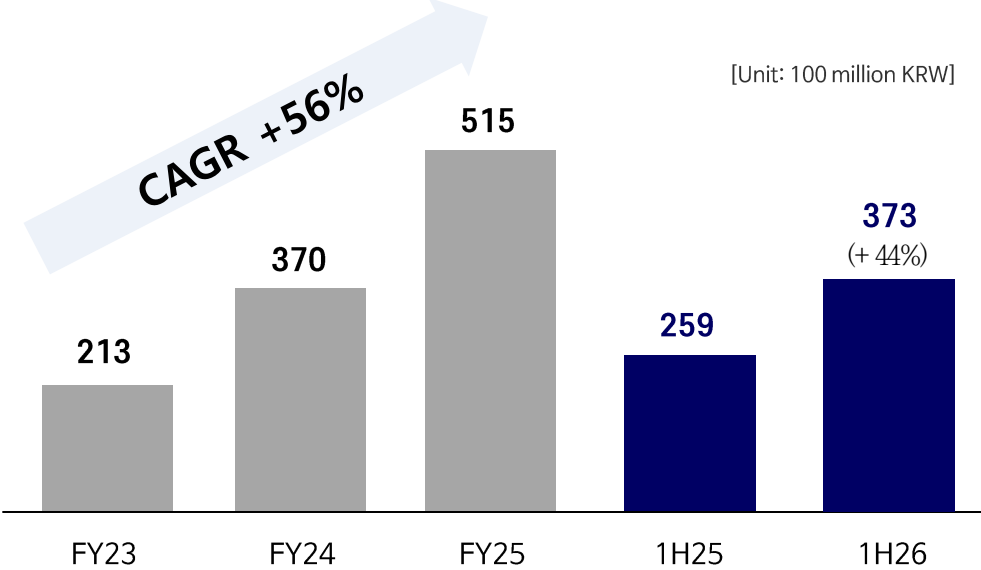
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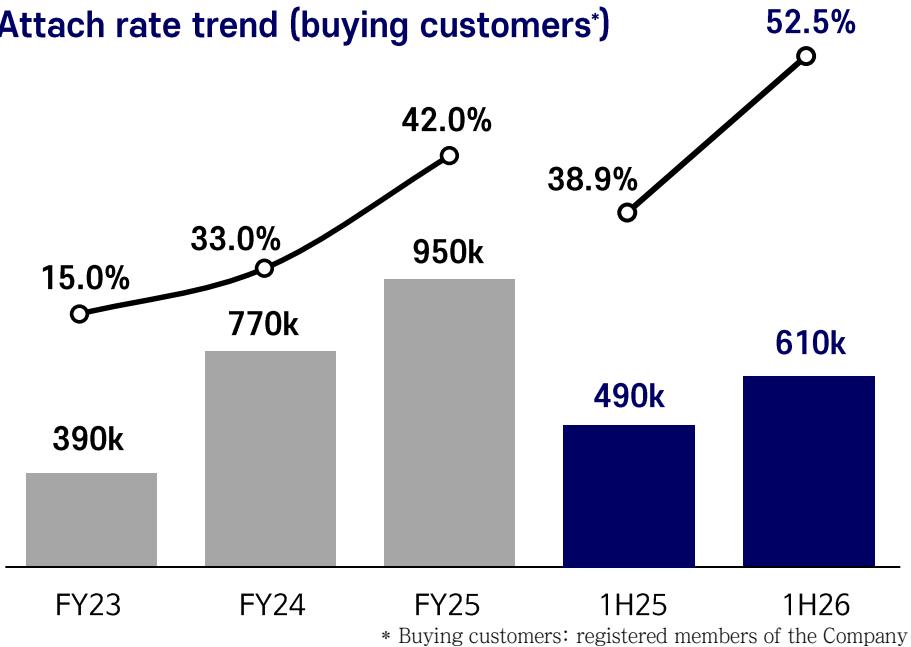
All three core strategies delivered growth

Rising attach rate and fast service growth build a virtuous cycle: " traffic -> attach purchase loop "

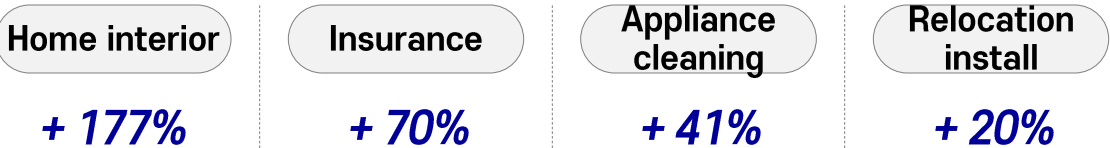
Care service sales



Attach rate trend (buying customers*)



[1H growth]



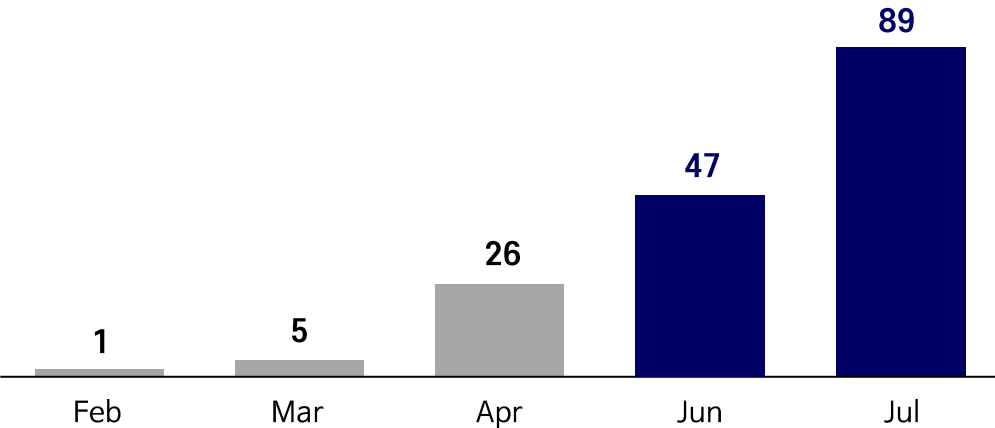
HIGHLIGHT

- 01 Service visits drive strong add-on sales
- 02 Subscription launch expanded attach sales
- 03 Shorter cycle than appliances -> more customer data

Strengthening infrastructure to scale the used business, led by used phones

Expanding trade-in infrastructure (no. of stores)

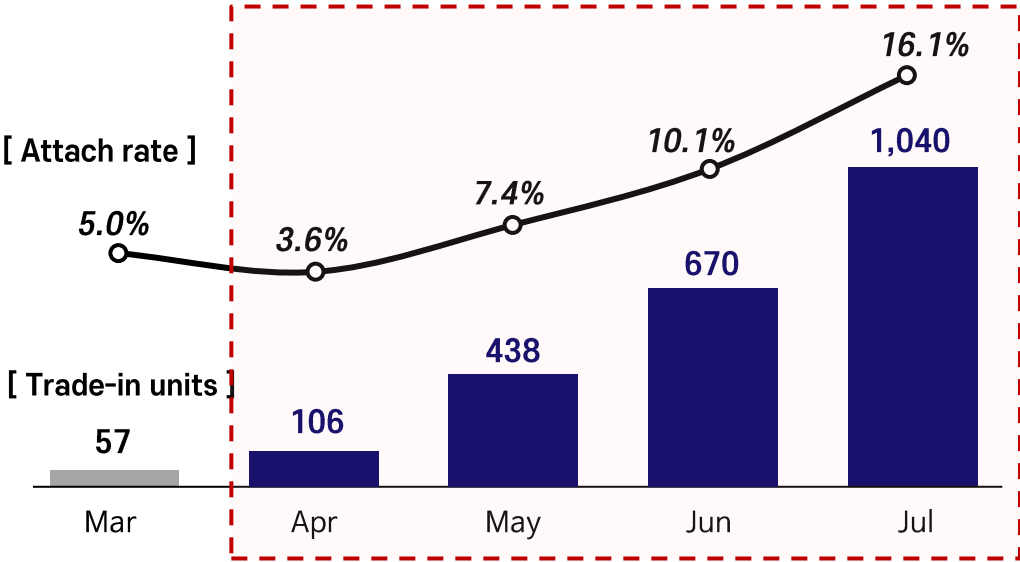
* Stores equipped to grade and pay cash for a customer's used phone on the spot



HIGHLIGHT

- 01 Used phone trade-in: **initial infrastructure built** (47 stores in 1H)
=> 89 stores open in Jul -> all stores by year-end
- 02 Building on trade-in growth, **expanding certified used phone stores**
=> 9 stores at end-Jun -> 45 stores by year-end

Infrastructure & trade-in rollout

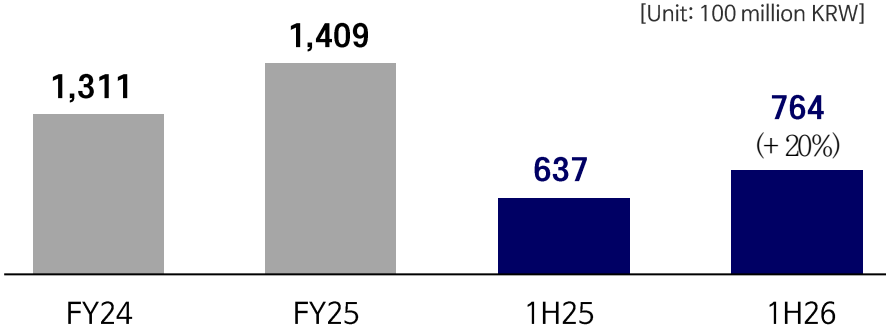


HIGHLIGHT

- 01 Higher trade-in volume and seller attach rate
=> Growing traffic and sales synergy
- 02 Starting with Suwon in Jun, expanding strategic hub stores
=> Test bed at 10 high-traffic stores

PB (PLUX) proposes a new everyday lifestyle - double-digit growth continues

PB (PLUX) sales



Growth of top-selling items

Item	Washer	TV	Microwave	Monitor
Company	-7.6%	+3.2%	+7.0%	+6.4%
PB	+39.9%	+46.7%	+67.4%	+115.6%



32" portable QLED
970 units/mo



16kg washer
570 units/mo

HIGHLIGHT

01 Needs-based product launches paying off
-> 2Q growth well above company avg. (+15% YoY)

Item	Sales growth	Volume growth
1H cumulative	+19.9%	+21.1%
1Q	+27.4%	+34.1%
2Q	+15.3%	+13.2%

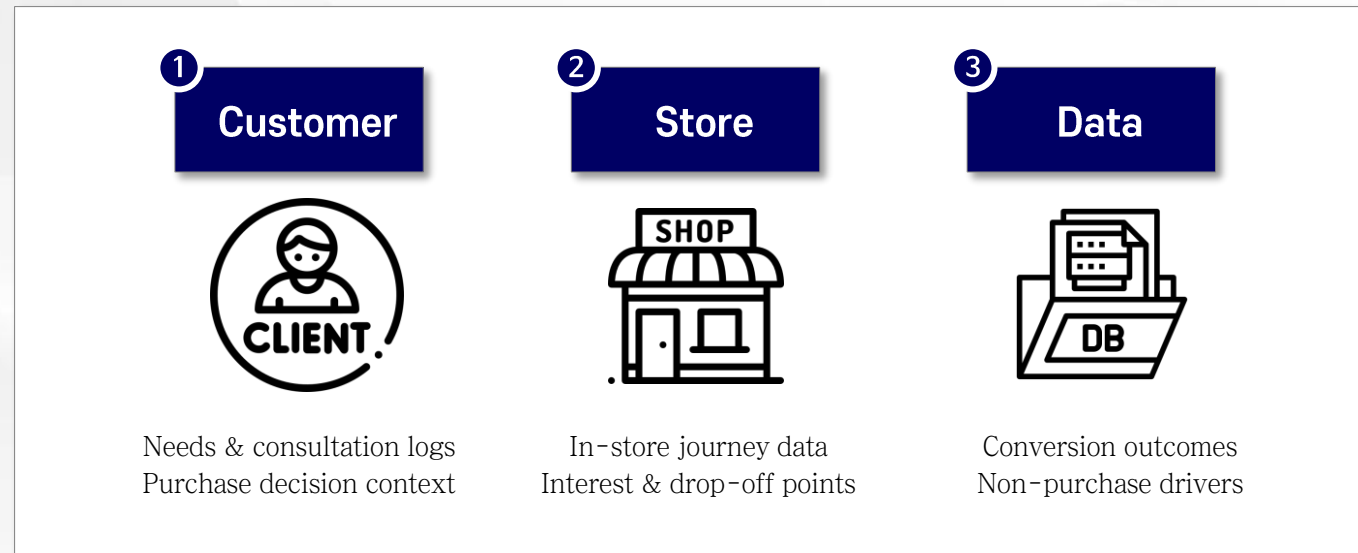
02 VOC-driven product diversification differentiating each category

- TV: low-end UHD/LED upgraded to QLED spec-up
- New 16kg washer selling well; spec diversification on customer needs
- Microwave: low-price compact models lifted it to Top in units
- Monitor: volume and ASP both up – strength, not price

A company that creates reasons to visit, powered by customer lifetime value data

More customers, visiting HIMART more often

We will widen customer contact with high-frequency categories (IT & Mobile) and Care Service, and maximize conversion with data to drive a virtuous cycle of sales and revisits.



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