LOTTE rental

**Future Mobility,
Connects Our Life
LOTTE Rental**

Present a new value

From car-life to business,
LOTTE Rental presents a new paradigm of consumption in the corners of everyday lives.
We advances to a mobility and lifestyle platform for your better life.

Mission

Create a Better Life

Vision

Future Mobility,
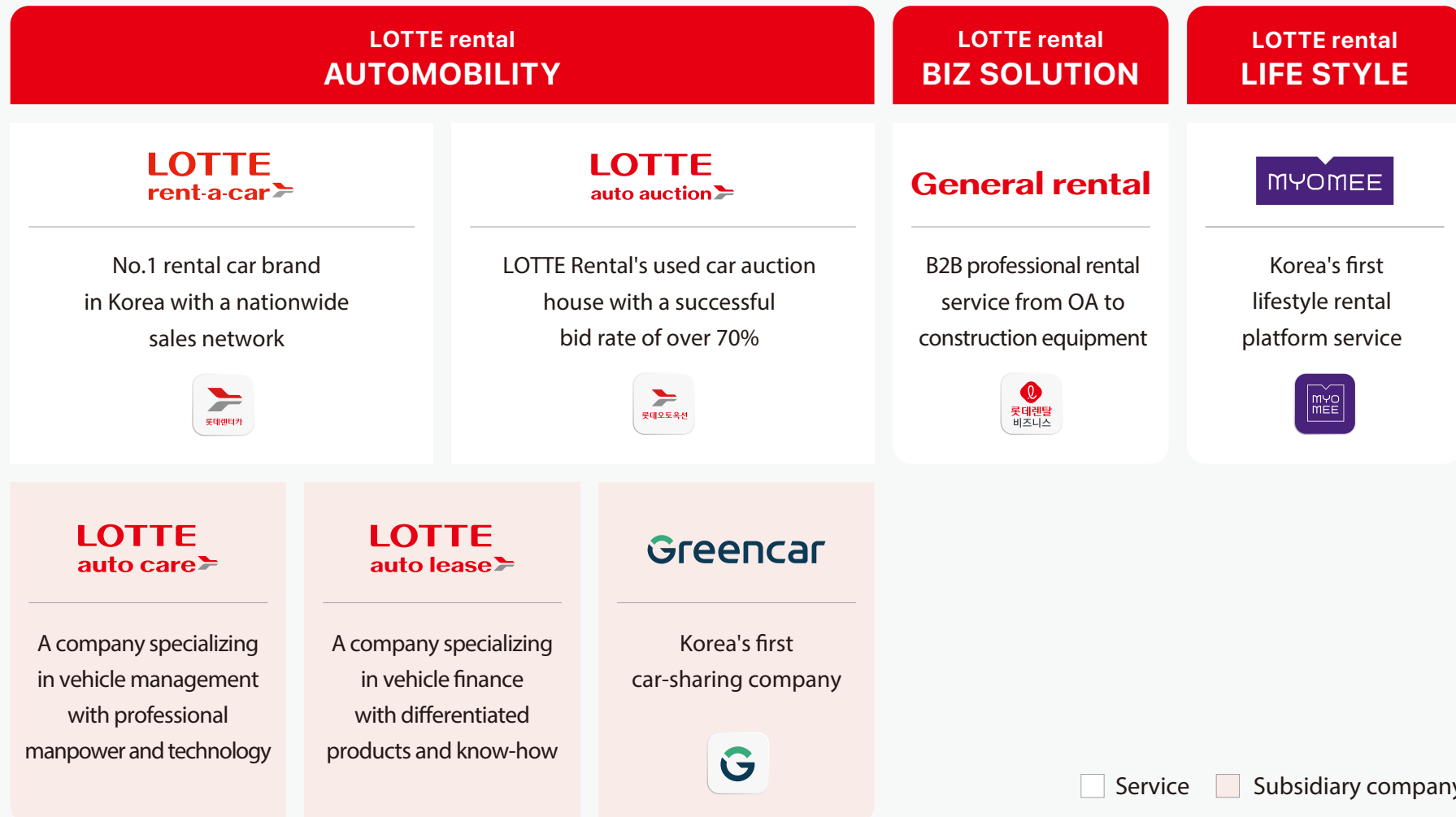Connects Our Life

Core Value

Change & Challenge
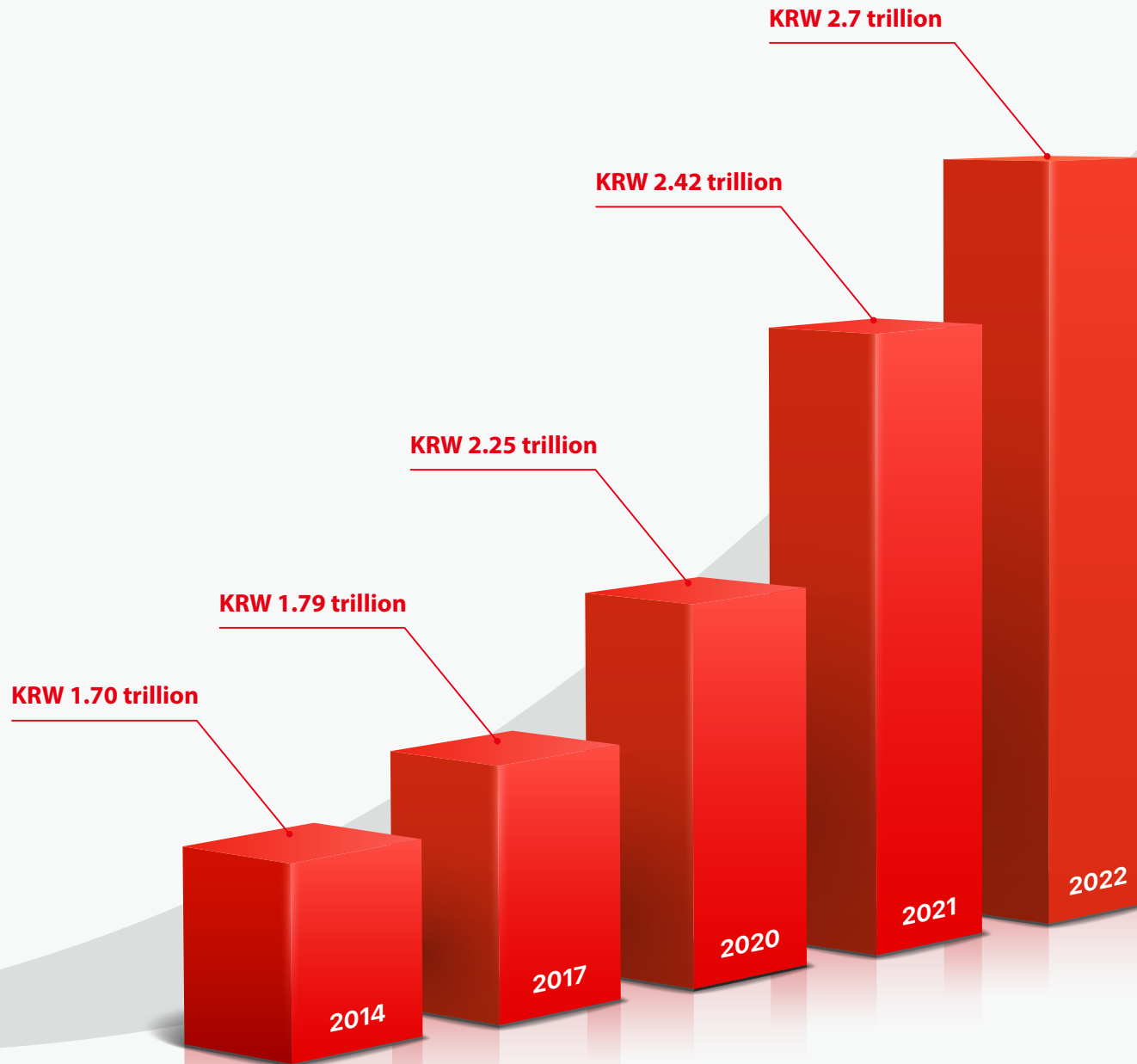
—

Empathy

—

Collaboration

Connect the corners of everyday life

LOTTE Rental, the only comprehensive rental company in Korea, provides better value with various business portfolios, including auto mobility services that encompass car life, business solution services that support more efficient businesses, and MYOMEE that provides lifestyle rental services.

LOTTE rental AUTOMOBILITY		LOTTE rental BIZ SOLUTION	LOTTE rental LIFE STYLE
LOTTE rent-a-car	**LOTTE auto auction**	**General rental**	**MYOMEE**
No.1 rental car brand in Korea with a nationwide sales network	LOTTE Rental's used car auction house with a successful bid rate of over 70%	B2B professional rental service from OA to construction equipment	Korea's first lifestyle rental platform service

LOTTE auto care	**LOTTE auto lease**	**Greencar**
A company specializing in vehicle management with professional manpower and technology	A company specializing in vehicle finance with differentiated products and know-how	Korea's first car-sharing company

☐ Service   ☐ Subsidiary company

Challenge and grow

LOTTE Rental opened a new paradigm of consumption and grew into a company with sales of KRW 2 trillion.

KRW 2.7 trillion

KRW 2.42 trillion

KRW 2.25 trillion

KRW 1.79 trillion

KRW 1.70 trillion
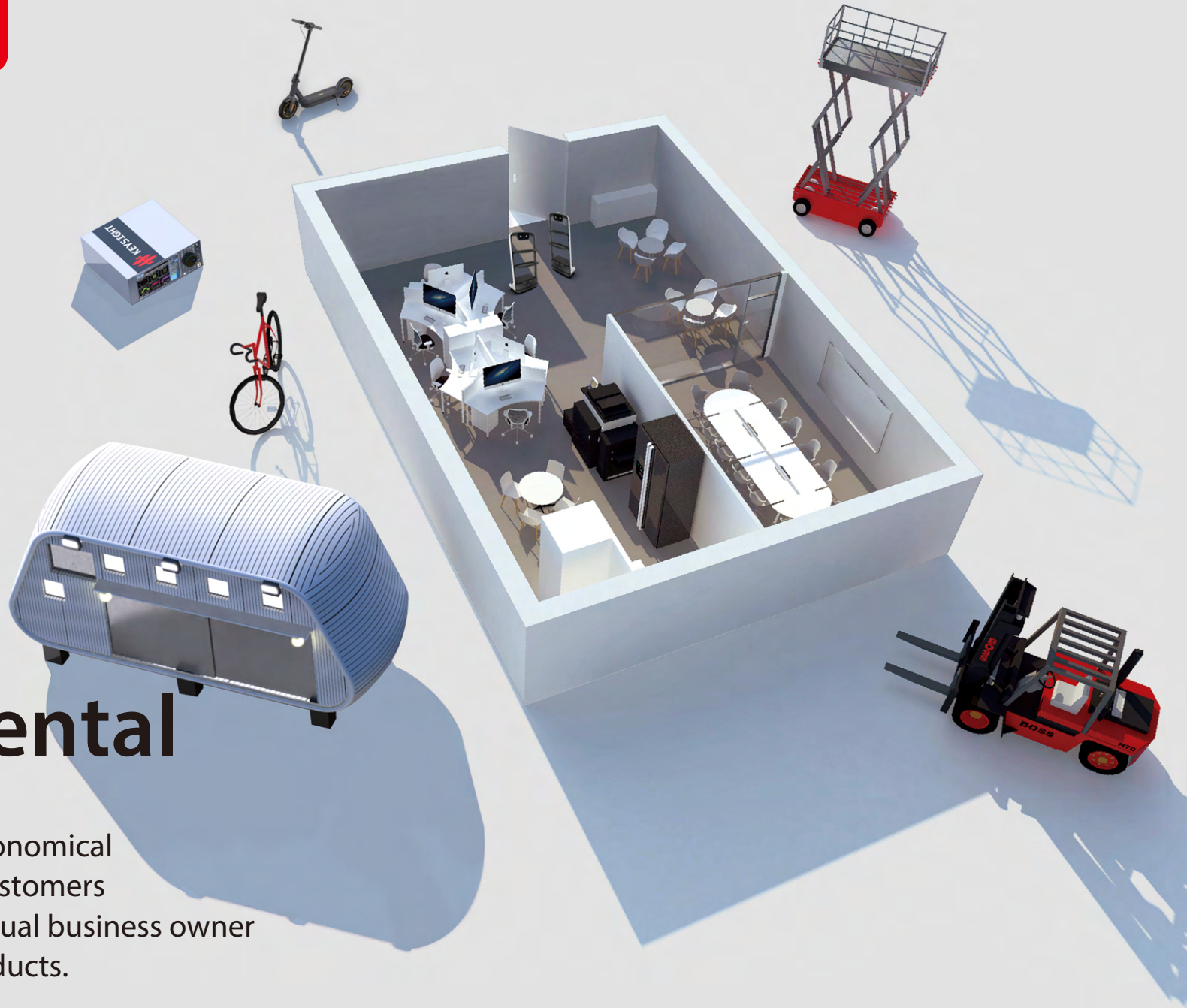
2014

2017

2020

2021

2022

Move forward

LOTTE Rental, which has created a better life for customer as a comprehensive rental company, is taking a step forward as a leader of mobility and lifestyle platform.

Leap — Platform Innovation

2022
Establishment of UAM Consortium

2021
Listed on the KOSPI,
Launched LOTTE Rental business

2020
Reorganization of Greencar brand

2019
Launched the Sinchajang IoT

2018
Launched Sinchajang Direct

2017
Launched MYOMEE

2015
Incorporated into LOTTE Group,
changed company name to 'LOTTE Rental'

Growth — No.1st place

2014
Established LOTTE auto auction, opened Jeju Auto House
First in the industry to exceed KRW 1 trillion in sales

2013
Acquired Greencar, Established LOTTE auto care

2012
Launched B2C long term car rental

2011
Established LOTTE auto lease

2010
Merged and acquired Kumho Rent-a-Car

2008
Merged Korea Express, established Vietnam corporation

Start — Entered the rental business

1989
Established Kumho Rent-a-Car

1986
Established kt rental

General rental

General rental supports economical
and efficient business of customers
from corporation to individual business owner
through various rental products.

General rental

General rental only benefits

General rental offers effective solutions
for business operation through
various B2B rental services ranging from
office equipment to measuring instrument,
unmanned equipment,
and construction equipment.

Efficient fund management

With rental, you can run your business
without burdening initial cost
and establish an effective funding plan

Convenient management

Convenient asset management with
flexible rental conditions
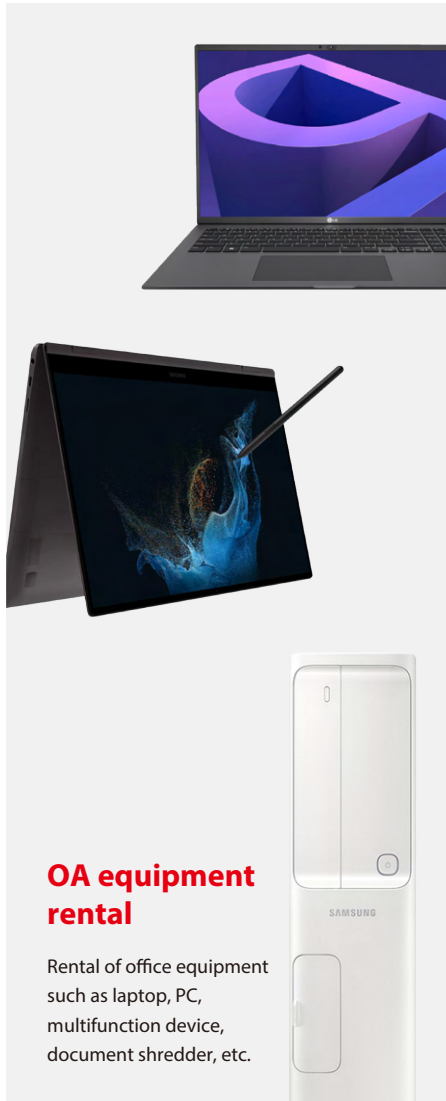such as regular management service,
period extension, and replacement

Diverse products

Provide a variety of rental products from
office equipment to high-altitude equipment,
forklift, measuring instrument,
and leisure equipment

General rental

Biz solution rental service I

OA equipment rental

Rental of office equipment such as laptop, PC, multifunction device, document shredder, etc.
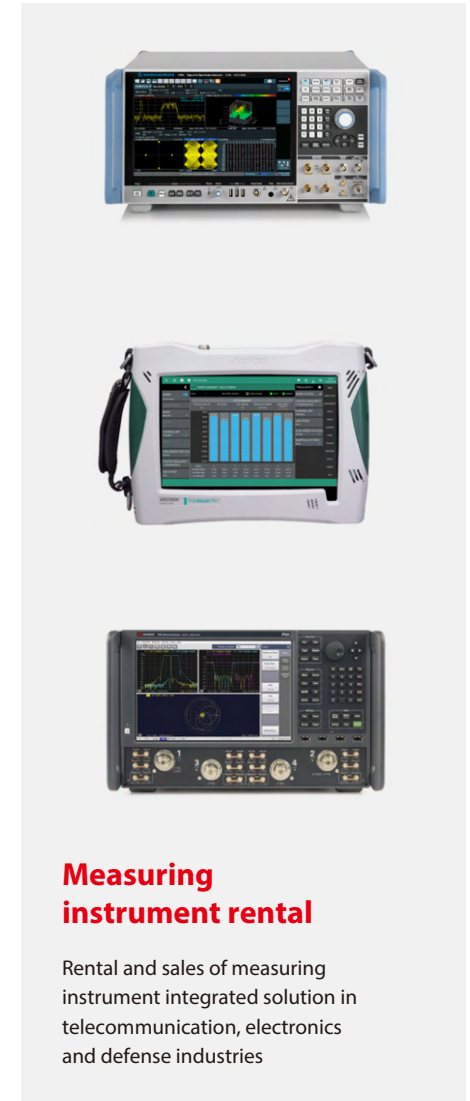
Construction equipment rental

Rental of construction equipment such as high-altitude equipment, forklift, small excavator, generator, etc.

Logistics equipment rental

Rental of logistics equipment such as tow truck, reach stacker, forklift, and order picker

Measuring instrument rental

Rental and sales of measuring instrument integrated solution in telecommunication, electronics and defense industries

General rental

Biz solution rental service II

Industrial equipment rental

Rental of industrial/machine tool,
eye optics, etc

Unmanned equipment rental

Rental of unmanned
equipment such as
serving robot, barista
robot, and kiosk

Leisure equipment rental

Rental of premium leisure equipment
such as mobile home and caravan

Future Mobility, Connects Our Life.

LOTTE Rental is moving forward as a mobility leader
that connects customers' precious lives.