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즐거운 쇼핑문화
GS리테일

항상 새롭게, 늘 친구처럼
당신을 위한 신나고 행복한 쇼핑문화가 펼쳐집니다
생활의 중심! 행복의 중심! GS리테일과 함께 하세요



Respected & Value No.1 GS

Creating new values in life and dreaming of a better future for our customers.

Grow with uS, **GS**

Energy · Power



Affiliates

Sales/yr

GS Energy

\$1.5 Billion

GS Caltex

\$27 Billion

GS EPS

\$763 Million

GS E&R

\$658 Million

Retail · Trade



Affiliates

Sales/yr

GS Retail

\$7.4 Billion

GS SHOP

\$1 Billion

GS Global

\$2.7 Billion

Construction · Service



Affiliates

Sales/yr

GS Sports

\$30 Million

Subsidiary

GS E&C

\$7.7 Billion

Group Total: \$48 Billion

1) Exchange rate: 1\$ → ₩1,220

GS Retail has led Korea's retail industry over the past 40 years.

1971 – 1990



- 1971. Goldstar Electric Engineering established
- 1974. First Supermarket opened
- 1990. First LG25 store opened

1991 – 2004



- 2002. LG Group's three retailers integrated into LG Retail
- 2002. 1,000th store of LG25 opened
- 2004. Established joint venture with A.S. Watsons of Hong Kong

2005 – present



- 2005. Company name changed to GS Retail
- 2015. Acquired stake in Parnas Hotel
- 2016. First GS Supermarket opened in Indonesia
- 2016. 10,000th store of GS25 opened
- 2017. First GS25 opened in Vietnam
- 2017. Owned Watsons by taking over the remaining stake
- 2018. Changed brand name of Watsons to Lalavla

A company that gives trust to its customers and pride and self-respect to its employees-a Value No.1 retail company, GS Retail



Business Introduction

GS Retail places the highest priority in customer satisfaction, and promises to make contributions to improve customer experience by creating a 'Lifestyle Platform Business'



1) Exchange rate: 1\$ → ₩1,220

2) Freshly eaten foods such as kimbab, sandwich, burger, etc.

3) Includes 5 online F/Cs

1. Convenience Store

GS25 proudly stands as the best representative CVS of Korea with over 14,000 stores. GS Retail continues to innovate products and customized services in direct response to evolving customer preferences.



Finding happiness near you **GS25**

Korea's No.1 Convenience

Awarded 18 times 'Korea Consumer Satisfaction Index (KCSI)'

Awarded 14 times 'The most respected company in Korea'

Awarded 14 times 'Korean Standard Service Quality Index (KS-SQI)'



GS25 is always beside you



— Highest sales per store in the industry

GS Retail enhances the competitiveness of stores and achieves the highest sales per store in the CVS industry by providing customer-centered goods and services.

— Differentiated goods and services

GS Retail provides differentiated goods and services such as our private label brand 'YOUUS', and mobile app 'My Own Fridge' where customers can store products and use coupons.

— Improving partnership with managers

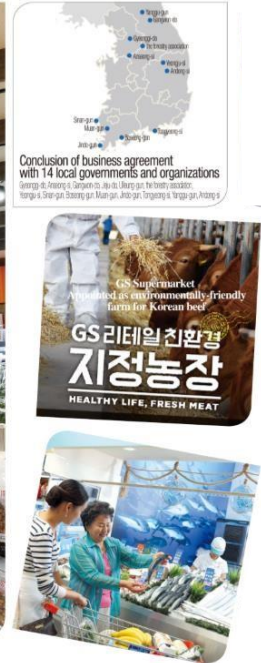
GS Retail efficiently operates the franchise business by adopting various communication tools and co-work systems to strengthen the partnership between franchisees and HQ.

2. Grocery Store

GS The Fresh, with more than 300 stores throughout Korea, provides a wide variety of fresh, high quality products for our customers.

Fresh and joyful life **GS THE FRESH**

Since 1974
Korea's No.1 supermarket in both
freshness and taste!



— We promise to be Korea's No.1 in freshness and taste

We select the most fresh and delicious products from reliable suppliers throughout the country. We also operate our own safety investigation center to ensure the security of our supply chain.

— Smart shopping with GS supermarket app!

All kinds of credit card payments are accepted, stack membership points, use discount coupon with our QR code, promotion events, pre-order groceries, etc.

*Happy shopping together as a family
We deliver homegrown
freshness to every home*



3. Online Grocery Shopping Mall

GS Fresh makes online grocery shopping and delivery fast and easy. GS Fresh brings an omni-channel experience by connecting customers online and offline.

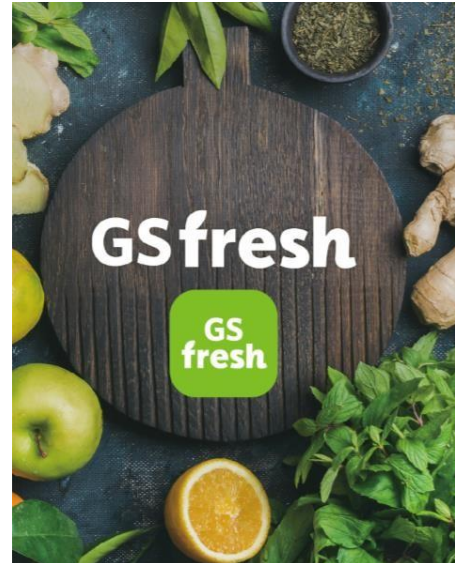
The beginning of freshness

GSfresh

Korea's No.1 fresh food shopping mall

GS fresh brings smarter living of customers' daily life. It provides same day delivery, dawn delivery and Meal-Kit ("Simply Cook") services which provides convenient cooking experience to customers.

Customers experience amazing and refreshing changes through GS fresh.



▲ Mobile App.

GS fre

sh the Fastest Delivery

and Freshest grocery!

Get your items whenever you want! We offer Same-day delivery service and Dawn delivery service.

Meal-Kit "Simply C

ook" the Fastest Delivery

and Freshest grocery!

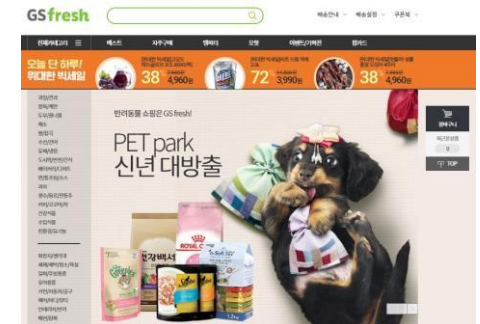
Get your items whenever you want! We offer Same-day delivery service and Dawn delivery service.

— We bring e-connection to customers through online and mobile store

We optimize customer experience by building an Omni-channel in our e-commerce ecosystem.

— Higher quality, higher value

We strive to be the best and believe our competitiveness comes from the freshness of our food. We promise customers high quality products and services so our customers can enjoy enriched lives.



▲ Online page

4. Health & Beauty Store

After taking the remaining stake of A.S. Watsons of Hong Kong, GS Retail rebranded Watsons in Korea as Lalavla. Our H&B stores deliver the true value of beauty and health by emphasizing eco-friendliness.



Life is Lovable **lalavla**

lalala (pleasant issue) + **blah blah** (happy talk)

Lalavla targets 2030 customers by sourcing differentiated goods and offer diverse lifestyle products such as safety proven derma-cosmetics, healthy convenience foods, edible natural color cosmetics, organic and GMO-free products, eco friendly products, etc.



*Shopping upgraded everyday
We make a healthy and beautiful life*



— A lifestyle store that completes healthy beauty of the customer

Lalavla proposes a loving and attractive lifestyle that customers can always trust. Our H&B stores place a strong emphasis on its eco-friendly brand positioning through our natural ingredient-based colour cosmetics items, organic product range and recyclable packaging.

— Store expansion in a stable and speedy manner

Through GS Retail's systematic logistics network, information system, and store development know-how, we are expanding our business steadily and rapidly.

5. Hotel and Tower

Parnas Hotel operates Grand/COEX InterContinental, Nine Tree Hotel, Parnas Tower, Parnas Shopping Mall, making it a leading operation company for hotels, convention centers and leasing services.

Global Leading Hotel



Fascinating and Exciting Experience

Parnas Hotel is a company with 30 years of expertise and know-hows in hotel management and services

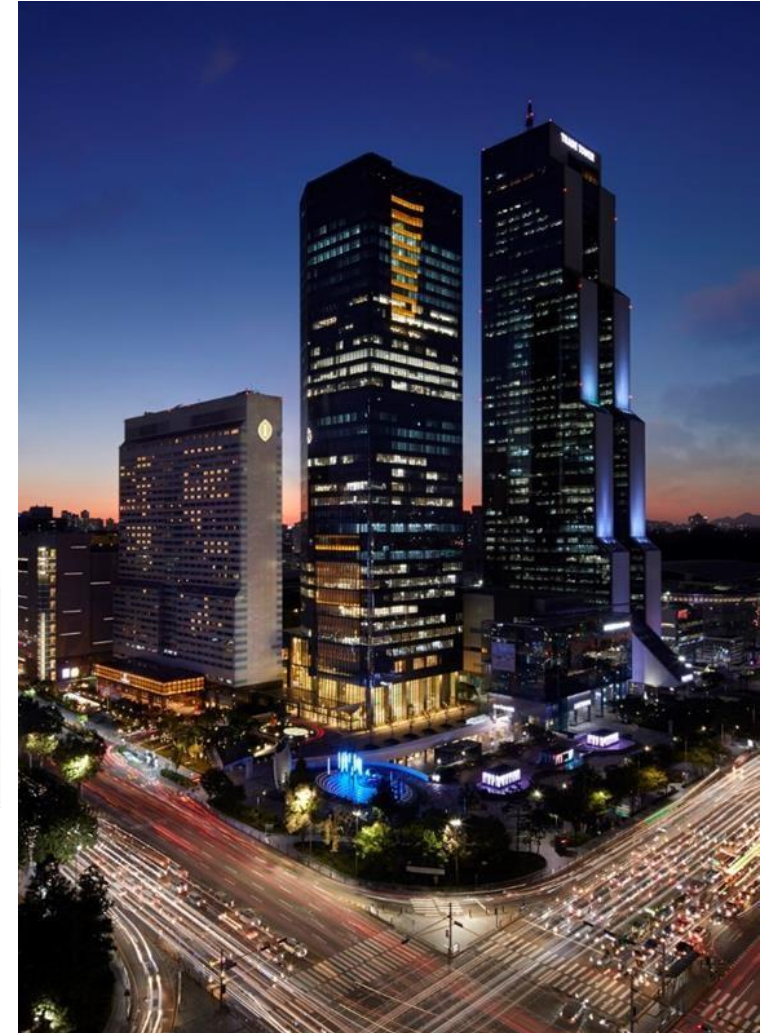


— The perfect choice for business travel and leisure

Both domestically and abroad, Parnas hotel has been reborn not only as the leading domestic hotel company, but also as one of the top hotel operating company in the world by delivering 'Constant Growth of Values'.

— The business and cultural heart of Seoul

Located in Samseong-dong, the business and cultural heart of Seoul, we are directly connected to the World Trade Center Seoul, COEX, CALT (City Airport, Logis&Travel), and S.M. Entertainment through a multi-complex mall, we offer the best settings for international tourists.



6. Meal-Solution Business

Launched in 2017, GS Retail's own meal-kit brand 'Simply Cook', is leading food-innovation in the retail industry throughout Korea.



You become the chef

Simply cook provides prepared ingredients and recipes from chefs so that anyone can cook delicious foods in less than 20 minutes.



— Values of Simply Cook

Effort-Free, Quality Meals, Trendy Lifestyle, Become a Chef.

— Home delivered meal kits for your convenience

Simply Cook features well-seasoned authentic meal-kits and is available for order from GS fresh.

Individual meal kits offer pre-chopped, pre-prepped ingredients for the convenience of customers and is easy to assemble.



GS Retail is committed to diversifying and expanding businesses to fulfill the mission of building a 'Lifestyle Platform', therefore continuously investing in value-added areas.

Investments in fields such as...

- E-commerce
- Pet Industry
- Mobility
- Organic/Natural
- Food Innovation
- Retail technology
- Last-mile delivery
- ...

DR. KITCHEN



WE COOK

Labnosh.

Rael

THRIVE
- MARKET -

zolc

MMS
Mobility as a Service

big
basket



GS Retail expanded business to

Pet market

Investing in various pet related startups such as Petsbe, Fitpet and Boqii, we strive to influence the pet market by developing and bringing pet products to our platform.

Organic market

We are launching an organic online platform "Dalisalda", targeting millennials, by co-working with our trusted partner Thrive Market.

Mobility associated area

GS Retail acquired GS Park24 (parking lot business) and dived into the mobility platform business. We strategically work with last mile delivery startups.

Ethical Management

GS Retail shares capabilities with business partners and franchisees to grow together.



Financial Supports

- Co-partnership

- Offering loans for small business partners
532 times, \$21 M
- Payment of holiday bonus for small business partners
New Years: \$19 M
Thanksgiving: \$21 M

R&D Supports

- Growth of productivity

- Brand marketing for partners
Total 19 brands, \$2 M
- Joint-development of PB products
1575 PB+, Delivered sales: \$64 M

Management Supports

- Two-way communication

- Education and training programs for franchisees' store management
- Operating franchisee associations and franchisee advisory council

Social Responsibility

At GS Retail, we want to meet the highest standards of ethics and professionalism. We volunteer to help our society through warm consideration and continued contribution.

History of Sharing

~2006

- Organized a corporate-wide GS Sharing Campaign in Sep. 2006
- Built disaster recovery plans to support the community



Support Vulnerable People

2007

- Signed an agreement to promote blood donation
- Created a system to support disaster activities

2008

- Helped North Korean defectors/refugees adapting to the South Korean society
- Helped children with leukemia/cancer



Bring Local Community Together

2012

- Donated books for Book Dream (local libraries, overseas support, etc.)

~Present

- Monthly activities of 47 GS volunteer groups (employees, families, clients, franchise owners)
- Increase donation through Food Bank



Help Victims of Natural Disasters

Our sincere commitment to making the world a better place to live will continue as we share our good fortunes with our neighbors

We promise to make contributions to improve customer satisfaction and build trust with our customers with unified efforts of all our employees

Thank You



GS Retail is the center of the GS group

The GS Group is a professional retail and service group of GS Retail, GS SHOP, GS Caltex, GS Sports and GS Construction. Among these companies, GS Retail has established various business brands such as GS2 5, GS The Fresh, Lalavla, and will keep solidifying its position as a professional retail company. Emerging as the core company of the GS Group, GS Retail will become the representative for the Korean retailing industry.

