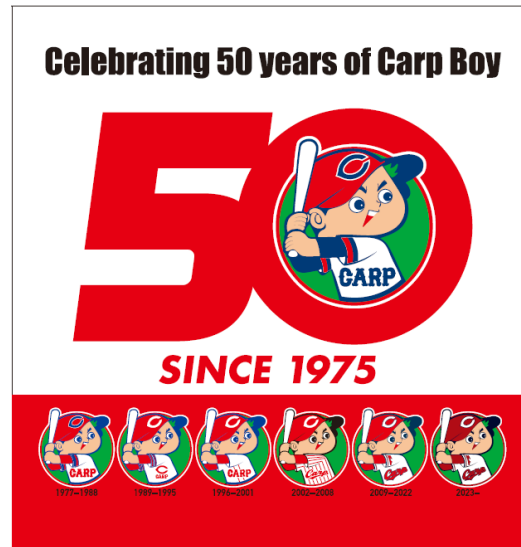


PRESS RELEASE

FOR IMMEDIATE RELEASE



Hiroshima Toyo Carp Pop-up Store Arrives in Singapore for the First Time

Don't miss this Limited-Time Experience at MUJI Plaza Singapura, till 31 August 2025

Singapore, 10 July 2025 - For the first time ever, the Hiroshima Toyo Carp, one of Japan's most beloved professional baseball teams, will launch an official pop-up store overseas, a limited-time experience in the heart of Singapore. From 19 July to 31 August 2025, visitors can experience this exclusive showcase at MUJI Plaza Singapura, Open MUJI space. The pop-up blends sports culture, Hiroshima tourism, and limited-edition merchandise, and is held in conjunction with Singapore's 60th birthday and the 50th anniversary of Carp Boy, the team's iconic mascot.

This marks the Hiroshima Toyo Carp's first full-scale overseas pop-up and serves as a pioneering effort to introduce Japanese professional baseball culture to Singapore, while spotlighting Hiroshima's tourism.

OPEN MUJI, a concept rolled out by MUJI in stores worldwide, serves as a co-creation space that connects regions and cultures. This makes the event especially meaningful as a platform for cultural exchange between Japan and Singapore.

Event Highlights

Exclusive Merchandize:

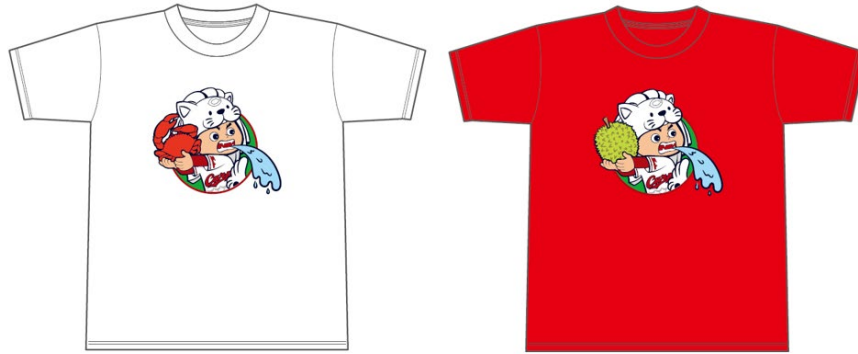


Image: Merlion x Carp Boy Collaboration T-Shirts (with Chilli Crab / with Durian)



Image: SG commemorative uniform

- **Official Team Merchandise:**
Pick up authentic Hiroshima Toyo Carp items, including player uniforms, team caps, and fan-favourite cheering goods.
- **Singapore-Only Collectibles:**
Celebrate the occasion with exclusive items like SG60 commemorative uniforms and Merlion x Carp Boy collaboration T-shirts.
- **Specialty Goods from Hiroshima:**
Explore a curated selection of products from Hiroshima, featuring local delicacies, snacks, and unique souvenirs.

Engaging Activities:

- **Struck-Out Game Corner:**
Test your aim in a baseball-inspired challenge, score to win a commemorative gift.
- **Lucky Draw:**
Spend \$60 or more on Carp merchandise for a chance to **WIN a pair of round-trip air tickets to Hiroshima.**
- **Live Match Screenings:**
Catch the excitement of **Hiroshima Toyo Carp games broadcast live** at the venue.



Step Into the World of the Hiroshima Toyo Carp: A Must-See Showcase for Sports and Culture Fans

Visitors can look forward to a visually engaging showcase that brings the legacy of the Hiroshima Toyo Carp to life. Through a curated display of photos, videos, and fan-favourite items, the pop-up offers a deep dive into the team's rich history, iconic players, and the passionate culture surrounding Japanese professional baseball. Highlights include an easy-to-follow introduction to baseball rules, commemorative photo opportunities, and a special feature on the spirited fan community known as the "Carp Girls."

Authentic baseball equipment such as gloves, bats, and helmets will also be on display, offering fans and first-timers alike a hands-on glimpse into the sport. Beyond the team, the showcase shines a spotlight on Hiroshima's top travel attractions, aiming to inspire Singaporeans to explore the city and support regional revitalization through tourism.

Key Features:

- Baseball rule's introduction for new fans
- Interactive photo opportunities
- Introduction to "Carp Girls" cheer squad community
- Display of real game gears

Discover Hiroshima's Hidden Gems on MUJI's First-Ever Cycling Adventure

Launch of Shimanami Kaido 4D3N Cycling Tour



Left to right: Scenic ride along the Tatara Bridge, O-Torii gate of Itsukushima Shrine on Miyajima Island

MUJI invites you to experience the beauty of Hiroshima in a whole new way on two wheels. This exclusive cycling tour blends scenic rides, cultural discoveries, and unforgettable local flavours, offering a unique journey through Hiroshima's picturesque landscapes and historic sites.

Pedal along the stunning Shimanami Kaido route, explore the charming streets of Onomichi, and immerse yourself in the spiritual serenity of Miyajima. With carefully curated stops, hands-on experiences, and delicious regional cuisine, this tour is designed for travellers seeking both adventure and authenticity.

Whether you're a cycling enthusiast or simply curious about Japan's local culture, MUJI's first-ever tour offers a meaningful way to explore the scenic charm of Hiroshima.

Highlights Include:

- Scenic cycling along the iconic Shimanami Kaido
- Cultural visits to temples, shrines, and local artisans
- Authentic Hiroshima cuisine and hands-on experiences
- Leisurely exploration of Onomichi and Miyajima

Tour package at **\$1,290 nett**. Registration is available at Open MUJI, Plaza Singapura during the event period. Refer tour itinerary at appendix.

Event Overview

- **Event Name:** Hiroshima Toyo Carp Pop-up Store in Singapore
- **Event Period:** Friday, 19 July – Sunday, 31 August 2025
- **Venue:** MUJI Plaza Singapura (OPEN MUJI), 68 Orchard Road, #01-10 to 22, Plaza Singapura, Singapore 238839
- **Organizers:** Hiroshima Toyo Carp Co., Ltd., MUJI (Singapore) Pte. Ltd.
- **Official Partner:** Hirogin Global Consulting Pte. Ltd.



MUJI (SINGAPORE) PTE LTD

60 Albert Street
#15-03 to 06 OG Albert Complex
Singapore 189969
Tel: (65) 6338 3113 Fax: (65) 6883 1136
ROC No: 200300025H

Opening Ceremony

- Date: Saturday, July 19, 2025, 13:00-13:30
- Location: MUJI Plaza Singapura, OPEN MUJI space
- Contents: Event overview, opening remarks from organizers, ribbon cutting, ceremonial first pitch (by Singapore baseball team pitcher)

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About the Hiroshima Toyo Carp

Founded in 1949, the Hiroshima Toyo Carp began as a true citizens' baseball team, one of the few professional teams in Japan without a corporate parent. In its early years, the team faced financial hardship and on-field struggles but was sustained by the unwavering support of local residents and businesses. This deep community connection has fostered a unique bond between the team and the people of Hiroshima, who continue to embrace the Carp as their own.

The team's signature red color aligns with Singapore's national color, adding symbolic resonance to its debut in Singapore. The team's mascot, a carp climbing a waterfall, is a traditional symbol of perseverance and success, reflecting the team's spirit and legacy.

Hiroshima fans are among the most passionate in Japan. At their home ground, Mazda Stadium, stands are awash in red as fans cheer in unison, creating an electric and unified atmosphere. The culture of "fighting as one", players and fans alike, is a defining trait of the Carp experience, making it one of the most spirited teams in professional baseball.

About MUJI

MUJI was born in Japan in 1980, with three main principles that remain unchanged to this date: Selection of materials, streamlining of processes and simplification of packaging. As a well-known Japanese lifestyle brand, MUJI emphasizes simplicity, quality, and sustainability in its products with a wide selection of garment, household goods and food. Many of our products are plain without much decoration. This is to allow creativity and flexibility when using our products. Additionally, in the past, only goods that were perfect and beautiful were sold. Many of imperfect items were thrown away, despite having the same function. MUJI has taken these "overlooked" items and repackaged or incorporated them into our product offerings. In MUJI, we relook into creating functional products that are truly worth their value, and are "just right" for everyday lives.

For more information on MUJI Singapore, visit www.muji.com/sg.

For Press Images, please download from:

<https://drive.google.com/drive/u/0/folders/1u9VkhMXy7wbKK3jEl6DuhbsWPUDwoV3s>

For Press Information, please contact:

MUJI Singapore

Alycia Chua

marketing@muji.com.sg

6338 3113

4D3N Hiroshima Cycling Tour

\$1,290 nett (Land Tour Only)

Monday 20th October

Day 1: Arrival – Takehara & Onomichi City

- AM • Arrive at Hiroshima Airport
Transfer to Takehara and Onomichi
- Lunch • Okonomiyaki Lunch (Included)
- PM • Transfer to Senkoji Temple
Check-in at ONOMICHI KOKUSAI HOTEL
Dinner on your own



Tuesday 21st October

Day 2: Cycling Route – Shimanami Kaido

- AM • Breakfast (Included)
Transfer to the starting point of cycling tour (Imabari)
Cycling Route #1 (12.5km)
From: Sunrise Itoyama | Ends: Yoshiumi Iki-Iki-Kan
- Lunch • At Yoshiumi Iki-Iki-Kan (Included)
- PM • Shimanami Kurushima Kaikyo Cruise
Cycling Route #2 (7km)
From: Tatara Shimanami Park | Ends: Setoda Sunset Beach
Transfer to ONOMICHI KOKUSAI HOTEL
Dinner on your own

Wednesday 22nd October

Day 3: Full Day Tour - Miyajima & Hiroshima City

- AM • Breakfast (Included)
Transfer to Miyajima Guchi
Ferry to Miyajima
Visit Itsukushima Shrine
Shamoji making experience
- Lunch • At Mametanuki (Included)
Tea break at Nishikido
Free time until ferry transfer
- PM • Transfer to Hiroshima City
Check-in at ANA CROWNE PLAZA HIROSHIMA
Dinner on your own



Thursday 23rd October

Day 4: Free & Easy

- AM • Breakfast (Included)
Free and easy until afternoon
Transfer to Hiroshima Airport

- The above pricing is based on twin-room sharing and is per person.
- Additional \$400 applies for solo travelers requiring a private room.
- For triple-room sharing, the tour price remains unchanged.

NTA TRAVEL SINGAPORE PTE. LTD. (License: TA00508)

TEL: 63381985 | Email: sales@nta.sg | Address: 15 Queen Street, Tan Chong Tower, #03-10 Singapore 188537
 Business hours: Mon-Fri 8.30am - 5.30pm, Sat, Sun & PH close