

### **HANDS Rebranded from TOKYU HANDS and Comes with a New Logo**

- The name and logo revamp are in conjunction with the management change in Japan announced on 31<sup>st</sup> March 2022, when HANDS became a subsidiary of CAINZ Corporation.
- HANDS, rebranded from TOKYU HANDS, will cherish the founding theme “Restoration of the Hands”, and inheriting the past whilst moving forward.
- HANDS Singapore Orchard Central store is amongst the first to unveil the revamp alongside three new lifestyle corners and more than 1,200 unique new products.



*L to R: HANDS new logo and HANDS Shibuya outlet in Japan*

**Singapore, 2<sup>nd</sup> November 2023** – TOKYU HANDS, a favourite of shoppers, housewives, and avid lifestyle enthusiasts since its establishment 47 years ago, has changed its name and trade name to **HANDS** as of March 31<sup>st</sup> 2022, when it became a subsidiary of CAINZ Corporation, a major operating company in the BEISA Group.

The rebranding will more accurately honour its founding purpose of “**Restoring the Hands**”, and inheriting the past while updating for the future. HANDS’ new brand message, “**Inspiration starts from your hands. Excitement begins from your hands,**” will realise the goal of bettering lives and creating a lifestyle of culture.

All HANDS stores including HANDS Singapore will carry the new company name and logo by the end of March 2024.

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The new name, HANDS, is expected to bring creativity of all forms, to stir inspiration and to drive excitement at home and in life. The motif of the new logo, which is the “hand”, represents the starting point of the company. It is deliberately presented as a **stylized imagery of the kanji word te (手) and is created in a continuous ‘single stroke’**, symbolizing the founding purpose to inherit the past while updating for the future. It also incorporates the traditional existing deep green colour of HANDS, in hopes of continuing to uphold HANDS’ values and familiarity.

### Gifting Perfected by Your Own HANDS

*Three renewed lifestyle corners and more than 1,200 unique new products at HANDS Orchard Central store*

HANDS has many gifts for birthdays, weddings, Christmas and other occasions, and is pleased to introduce the following renewed services and new products for those who are looking for a special gift for their loved ones in the upcoming festive seasons:

1. Look forward to **the renewed gift-wrapping service**. Present the perfect gift in a new wrapping design where you can wrap your purchased items neatly in various shapes and/or sizes for a nice presentation, while including a hand-written customized message on the top. It comes with a non-woven bag and an environmentally friendly paper closure and seal.



*HANDS’ new wrapping paper, non-woven bag, and paper shopping bag*

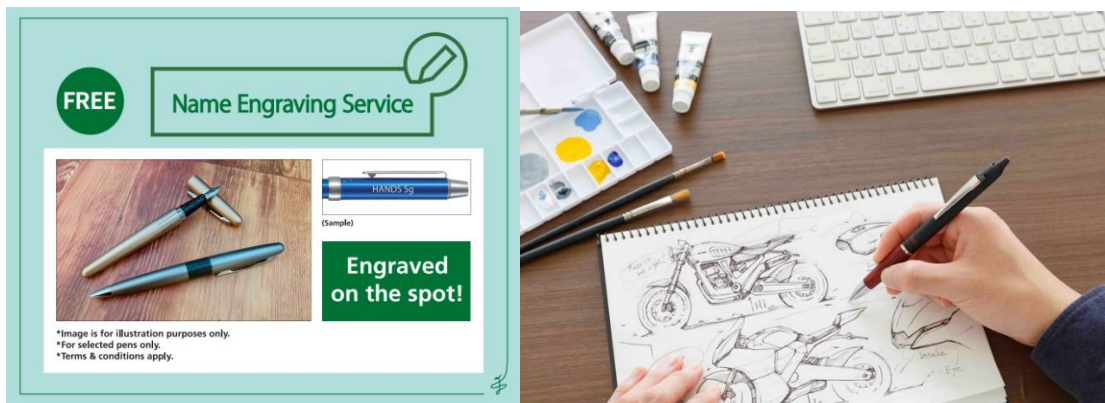
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- [NEW!] Hands Singapore exclusively pre-sells the **Pilot high-end models for “Frixion Ball Knock Zone”** pen to commemorate its first official launch in the ASEAN region. Find out more about the new Frixion series where its erasable ink is now equipped with denser ink colours, an increase in writing saturation and capacity while its new engineering reduces the noise of pen clicking. They come with Frixion refill upgrades that promise 30% increase in ink density, 40% increase in writing distance, and 70% increase in ink volume. A new-and-improved smart tip holding system holds the pen nib steady for firm consistent writing each time.

Discover the new collection of the full line-up of Pilot MR3 series of fountain pens, roller ball and ballpoint pens, the new "Yubi-Makie" from Sailor Fountain Pen and many more. Each purchase comes with HANDS’s complimentary **personalized Name Engraving Service** Shoppers can surprise their loved ones with this added personalization to the gift.



*Pilot Frixion Ball Knock Zone pens- exclusive pre-launch in Hands Singapore stores*

- Look forward to its renewed **Healthcare Corner**, where beauty and wellness enthusiasts are welcome to try out various healthcare products before making a purchase. This includes **Backjoy Orthopedic Back Support** and Orchard Central store-exclusive **Nishikawa Keeps Hip Pillow Cushion** for better spine alignment when you are seated.



*L to R: Backjoy Orthopedic Back Support and Nishikawa Keeps Hip Pillow Cushion*

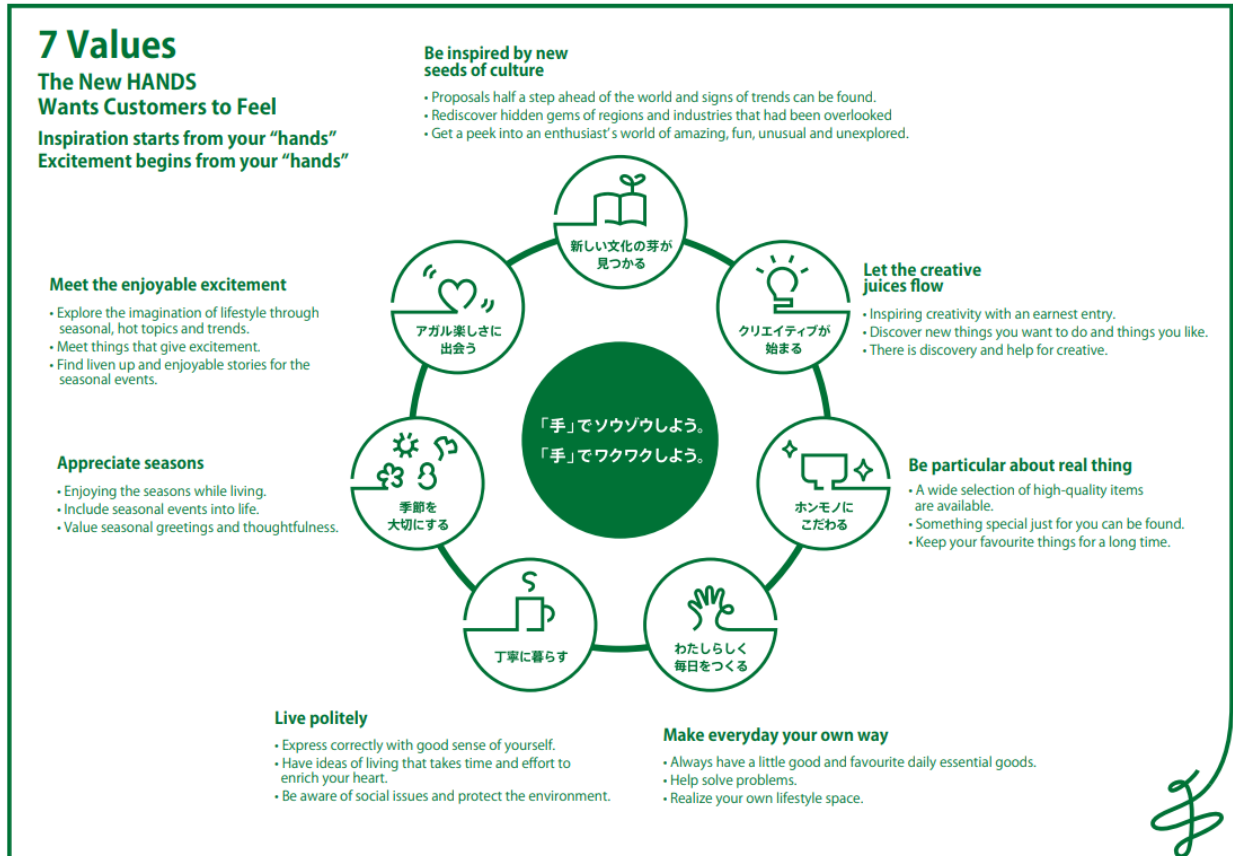
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## Creating a New DIY Culture where Inspiration Starts: 7 Values

Seeking to inspire creativity, ingenuity and imagination, the new HANDS welcomes shoppers with “7 Values”, implemented in different segments across its stores:



Some of the initiatives are as follow:

- Be Inspired by New Seeds of Culture**, by discovering new trends, hidden gems, and never-before-seen styles in our stores. Expect to find and enjoy coffee products that open a new window into one's life - such as immersion drippers, French presses, and cold brew bottles!
- Make Everyday Your Own Way**, by exploring the imagination of lifestyle creativity through seasonal hot topics and trends. Discover this in a corner of exciting tools, kits, materials, and more to create lively and enjoyable stories for your personal and seasonal events of life. There will also be mechanical pencils from Japan, such as high-performance Pentel OrenzNero living ranges to try out.

For more details, please see the in-store display.

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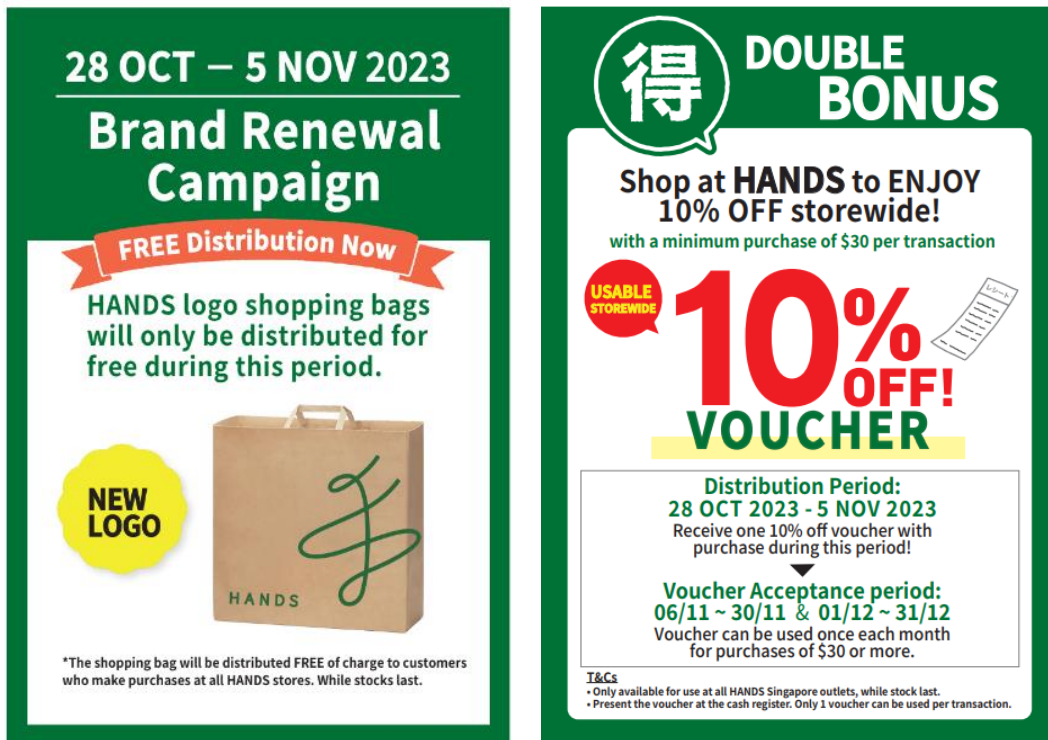
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## [Promotion] Celebrate the Renewal of HANDS

Celebrating the unveiling of its new name and new logo, HANDS has special promotions prepared to welcome new and loyal shoppers from **28<sup>th</sup> October – 5<sup>th</sup> November 2023**:

- Redeem a free shopping bag with the new HANDS logo when you shop in-store. No minimum spend is required.
- Get a 10% off double discount coupon for your next purchase with a minimum spend of \$30. Redeemable from 6 – 30 November, and 1 - 31 December 2023.

Check out many other promotions prepared in the stores!



**28 OCT – 5 NOV 2023**  
**Brand Renewal Campaign**

**FREE Distribution Now**

HANDS logo shopping bags will only be distributed for free during this period.

**NEW LOGO**

**HANDS**

\*The shopping bag will be distributed FREE of charge to customers who make purchases at all HANDS stores. While stocks last.

**得 DOUBLE BONUS**

Shop at **HANDS** to ENJOY **10% OFF** storewide!  
with a minimum purchase of \$30 per transaction

**USABLE STOREWIDE**

**10% OFF!**

**VOUCHER**

**Distribution Period:**  
28 OCT 2023 - 5 NOV 2023  
Receive one 10% off voucher with purchase during this period!

**Voucher Acceptance period:**  
06/11 ~ 30/11 & 01/12 ~ 31/12  
Voucher can be used once each month for purchases of \$30 or more.

**T&Cs**  
• Only available for use at all HANDS Singapore outlets, while stock last.  
• Present the voucher at the cash register. Only 1 voucher can be used per transaction.

-END-

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By taking advantage of our group strengths, HANDS will continue to work with CAINZ to realize customer's "better lives" and "create a lifestyle culture".

### **About CAINZ**

Name	CAINZ CORPORATION
Establishment	March 1989
Main Business	Management of DIY shop
Number of Stores	234 stores *As of June 1 <sup>st</sup> , 2023
Official website	<a href="https://www.cainz.co.jp/">https://www.cainz.co.jp/</a>

### **About HANDS**

Name	Hands Inc.
Establishment	August 1976
Number of stores	93 stores (including 15 overseas stores) <i>*As of October 18<sup>th</sup>, 2023</i>
Official Website	<a href="https://info.hands.net/en/">https://info.hands.net/en/</a>
Corporate Philosophy	HANDS is committed to help customers create a lifestyle culture. In order to contribute to the daily lives of each customer's lifestyle, we offer a wide variety of products while providing friendly and courteous consulting sales based on our extensive product knowledge.

### **HANDS Singapore, Orchard Central Store**

Name	HANDS JAPAN (S) Pte. Ltd.
Address	181 Orchard Rd #B1-07, Orchard Central, Singapore 238896
Opening Hours	11am to 10pm daily
Official Website	<a href="http://www.hands-singapore.com.sg">www.hands-singapore.com.sg</a>
Contact	<a href="mailto:info@hands-singapore.com.sg">info@hands-singapore.com.sg</a>
Social Media	IG: <a href="https://www.instagram.com/hands_official_sg">@hands_official.sg</a> FB: <a href="https://www.facebook.com/HANDSofficialSingapore">@HANDSofficialSingapore</a>
Hashtags	<i>#Handssg #HANDSNewHAND #HANDSHAND</i>

Founded in 1976, Tokyu Hands bore its name as a statement that we create our lifestyles with our own “hands”, a warning against the era of mass production and mass consumption. Repair it, not replace it.

Create wellness with the help of expert tools and services. This is our founding spirit that lives on.

Half a century has passed since.

With the arrival of the internet, our minds and hearts have become flooded with information, and our “hands” mere devices for grasping smartphones. Now is the time for us HANDS to redefine “hands”.

Touching something new by “hands” expands our views and ideas, opens our eyes, stimulates our daily curiosities. It brings us the valuable experience of connecting to others and society. It is like extending “hands” from our minds and hearts.

Beyond the sheer use of them like in DIYs and crafts, we define “hands” as an extension to our minds, to our hearts.

With “hands”, we can do today what we couldn’t yesterday, we see tiny but precious moments in our lives, we tune ourselves to a mindful life, friendly to both human and the environment. We will inherit the past, and entrust it to the next.

Inspiration starts from your “hands”.  
Excitement begins from your “hands”.



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