News Release   October 7, 2022

Tie-up Advertisement with Maternity Mark
— Ad display starts in the Nagoya Subway, following display in the Tokyo Metropolitan Subway —

EXEO Group, Inc. (head office: Shibuya-ku, Tokyo; Tetsuya Funabashi, President) announces that it has started posting tie-up advertisements featuring the Maternity Mark in 8-car trains on the Nagoya Subway Higashiyama Line, Meijo Line, Tsurumai Line and Sakura-dori Line.

Outline of the advertisement campaign
- Cars where the advertisement will be displayed: Cars on the Nagoya Subway Higashiyama Line, Meijo Line, Tsurumai Line, and Sakura-dori Line (on windows near the second door entrance)
- Posting period: From October 1, 2022 until September 30, 2023

EXEO Group, Inc. is working as a group to help both male and female workers balance their careers and raising their children, and helping them work actively for long years with peace of mind. We jointly support the Maternity Mark promotion campaign with C-CUBE Corporation headquartered in Nagoya and FUTUREINN CO.,LTD. and following the advertisement's display in the Tokyo Metropolitan Subway, we have jointly started displaying the tie-up advertisement in the Nagoya Subway.

Going forward, we will actively promote initiatives for Diversity & Inclusion, promote the building of a strong and flexible organization that can respond to environmental changes and the establishment of a work environment where everyone can work actively and strive to realize a society where people help each other.

● Maternity Mark

The Maternity Mark is worn by pregnant women using public transit, etc. to show the people around them that they are pregnant. It is also to be displayed as a poster, etc. with calls to action on public transport, in workplaces, in restaurants, etc. to promote the establishment of an environment that is friendly to pregnant women and nursing mothers.

Website of the Ministry of Health, Labour and Welfare

https://www.mhlw.go.jp/stf/seisakunitsuite/bunya/kodomo/kodomo_kosodate/boshi-hoken/maternity_mark.html

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