

## Continuing Tie-up Advertisement with Maternity Mark — Ad display in the Tokyo Metropolitan Subway Mita and Oedo Lines —

EXEO Group, Inc. (head office: Shibuya-ku, Tokyo; Tetsuya Funabashi, President) announces that in 2023, it will continue posting tie-up advertisements featuring various symbols for priority seating on four train sets on the Tokyo Metropolitan Subway Mita Line and Oedo Line, which began in February 2022.

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 as a Group, strive to realize a society where people help each other.



\*The design for advertisements featuring the Maternity Mark was altered. All models are employees of the EXEO Group.

### Outline of the advertisement campaign

- Tokyo Metropolitan Subway Oedo Line (two train sets)  
Two years, starting Tuesday, February 1, 2022, in seven locations near priority seating
- Tokyo Metropolitan Subway Mita Line (two train sets)  
Two years, starting Tuesday, February 15, 2022, in five locations near priority seating

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

- Help Mark

This mark was created to allow certain people to get help easier through showing others that they need help, even if the need for help or consideration is not obvious based on appearances. This includes people with artificial legs or joints, people with internal disabilities or incurable diseases, and women in the early stages of pregnancy.

\*Created by the Tokyo Metropolitan Government in 2012, later becoming a nationally recognized mark

Website of the Bureau of Social Welfare and Public Health, Tokyo Metropolitan Government

<https://www.fukushihoken.metro.tokyo.lg.jp/english/social/disabilities.html>

Contact for inquiries

PR group, Corporate Communication Office , EXEO Group, Inc.

TEL. +81-3-5778-1075 E-mail: [contact@en2.exeo.co.jp](mailto:contact@en2.exeo.co.jp)