

News Release

June 12, 2023

Tie-up Advertisement with Maternity Mark — Ad Display Begins in the Osaka Monorail (Joint Statement with NIPPON DENTSU) —

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 2-car trains on the Osaka Monorail.



Outline of the advertisement campaign

- Displayed on: Glass-paned window next to a joining segment of Osaka Monorail trains
- Posting period: From June 1, 2023 until May 31, 2024

EXEO Group 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.

Endorsing the goals of the Maternity Mark promotional campaign, EXEO Group has started to display tie-up advertisements in Osaka Monorail trains in a joint statement with NIPPON DENTSU Co., Ltd., which is a Group company headquartered in the city of Osaka. This is the third train line the advertisements have been displayed in, following the Tokyo Metropolitan Subway and the Nagoya Municipal 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/english/index.html>

Contact for inquiries

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