

## Continuing Tie-up Advertisement with Maternity Mark in the Nagoya Municipal Subway — Eight Train Sets on Four Lines: the Higashiyama Line, Meijo Line, Tsurumai Line and Sakura-dori Line —

EXEO Group, Inc. (head office: Shibuya-ku, Tokyo; Tetsuya Funabashi, President) announces that it will continue posting tie-up advertisements featuring the Maternity Mark in trains on the Nagoya Subway Higashiyama Line, Meijo Line, Tsurumai Line and Sakura-dori Line until September 2024, an activity it commenced in October 2022.



Outline of the advertisement campaign

- Displayed on: Cars on the Higashiyama Line, Meijo Line, Tsurumai Line and Sakura-dori Line  
Glass-paned windows near the second door entrance
- Posting period: From October 1, 2022 until September 30, 2024 (two years)

EXEO Group is working as a group to help both men and women working balance their careers and raising children, and helping them work actively for the long term with peace of mind. Endorsing the goals of the Maternity Mark promotional campaign, EXEO Group has placed advertisements on the Nagoya Subway jointly with C-CUBE Corporation and FUTUREINN CO., LTD. headquartered in Nagoya.

Tie-up advertisements featuring the Maternity Mark are also currently placed on the Toei Subway Oedo Line and Mita line and the Osaka Monorail.

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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