

GROWTH, One of Tokyo’s Largest Taxi Signage Media Platforms, Expands to Taiwan

GROWTH TAIWAN to launch across approximately 3,500 taxis starting in September

VECTOR INC. (Headquarters: Minato-ku, Tokyo; Representative Director, Chairman, and CEO: Keiji Nishie; TSE Prime market: 6058; hereafter, “VECTOR”) announces that its subsidiary News Technology Inc. (Headquarters: Minato-ku, Tokyo; Representative Director: Junki Miura; hereafter, “News Technology”) will roll out THE TOKYO TAXI VISION GROWTH (hereafter, “GROWTH”)—one of the largest taxi signage media platforms in Tokyo¹—to Taiwan.



In conjunction with this rollout, VECTOR has established a new joint venture, New Milestone Co., Ltd. (Headquarters: Taipei City; Chairman: Kensei Kinoshita; hereafter, “New Milestone”), with Mars Marketing Co., Ltd. (Headquarters: Taipei City; Chairman: Henry Zhu; hereafter, “Mars Marketing”), a leading advertising agency in Taiwan. Starting Monday, September 1, 2025, approximately 3,500 taxis operated through the ride-hailing apps LINE GO and yoxi will be equipped with signage terminals in northern Taiwan and around the high-speed rail station in Kaohsiung City, marking the launch of THE TAIWAN TAXI VISION GROWTH (hereafter, “GROWTH TAIWAN”).

■ Background of the Expansion into Taiwan

In Taiwan, taxi usage is particularly active in urban areas, with LINE GO boasting more than 4.8 million members and yoxi exceeding 1.5 million. Taxis are used across a wide range of situations, including commuting, business, and tourism, making in-vehicle signage advertising a promising media with high visibility and contact density in this personal space. The primary users are relatively high-income women and managerial business professionals², a group with strong affinity for beauty and health foods, attracting significant attention. Furthermore, the growing use of airport transfer services is expected to enhance inbound promotional opportunities targeting Taiwanese consumers with extensive travel experience in Japan.

News Technology has built a strong operational track record by rolling out GROWTH across

¹ Our taxi signage network has been deployed across 11,500 taxis in Tokyo's 23 wards and the Musashino/Mitaka Taxi Zone. It covers approximately 42% of the 26,983 corporate taxis operating in Tokyo's 23 wards and the Musashino/Mitaka Taxi Zone (according to the Kanto District Transport Bureau as of March 31, 2023).

² According to a survey conducted by VECTOR in January 2025, interviews were held with 1,510 men and women in their 20s to 60s residing in northern Taipei, using Mars Marketing's monitoring panel, regarding their taxi usage.

11,500 taxis mainly in central Tokyo. Leveraging this expertise, the company will provide high-quality advertising experiences in Taiwan. Notably, this marks the first initiative by a Japanese company to operate an in-vehicle digital signage advertising business in Taiwan.³ The service will initially launch with 3,500 units, with a goal to expand to a scale of 7,000 vehicles within three years.

■ Overview of THE TAIWAN TAXI VISION GROWTH Media



Approximately 3,500 taxis operating in Taiwan's urban areas through the ride-hailing apps LINE GO and yoxi will be equipped with 12.5-inch, 2K equivalent high-resolution tablets installed in the back seats to deliver video advertisements. Targeting primarily high-income passengers traveling within cities, the service provides an immersive advertising experience in the personal space of the taxi through high-definition tablets. In addition, comprehensive support is available ranging from video production to media operations.

Service launch date:	Monday, September 1, 2025
Coverage area:	Taipei City, New Taipei City, Keelung City, Taoyuan City, and around Zuoying Station (high-speed rail) ⁴ in Kaohsiung City
Number of vehicles:	Approximately 3,500
Device specifications:	12.5-inch, 2K equivalent high-resolution tablets installed in the back seats
Advertising menu:	10-second / 20-second / 30-second video ads (placement available on a weekly basis)
Distribution reports:	Visualization of view counts and distribution time slots to support PDCA-driven operations



■ Comment from Kensei Kinoshita, Chairman, New Milestone Co., Ltd.

In Taiwan's media market, taxis are part of everyday life routes, yet remain an area with significant untapped potential. By localizing the successful GROWTH model from Japan, we aim to create valuable experiences for both advertisers and passengers. Looking ahead, we plan to expand into initiatives such as ride-hailing app—linked targeting ads and Online Merges with Offline (OMO) strategies utilizing Near Field Communication (NFC) and QR codes. We are committed to supporting brand recognition not only in Japan and Taiwan but also for global brands.

³ VECTOR research.

⁴ yoxi will be introduced in taxis not only in the northern Taiwan area but also around the high-speed rail station in Kaohsiung City (Zuoying Station). LINE GO is scheduled to roll out exclusively in northern Taiwan.

As one of Asia's leading PR firms, the VECTOR Group will continue to support the creation of brand value across borders. We will keep taking on new challenges that integrate technology and creativity, striving to realize optimal communication that connects brands with consumers.

■ Contact Information

For inquiries regarding details, pricing, or other questions, please feel free to contact the following. A representative will respond to your inquiry personally.

THE TAIWAN TAXI VISION GROWTH Support

E-mail: info@newmilestoneinc.com

■ About LINE GO and yoxi

LINE GO is a MaaS-integrated ecosystem platform established through a joint venture between Yulon Group, a leading Taiwanese automobile manufacturer, and LINE Taiwan. Seamlessly integrated with the LINE app, the service provides a smooth user experience and has significant influence in the smart mobility sector. Its primary users are younger demographics and digitally literate consumers.

yoxi is a next-generation smart ride-hailing platform developed by the Hotai Group, a major Taiwanese automobile company. The Hotai Group, the exclusive distributor of TOYOTA in Taiwan, has developed a comprehensive platform that integrates vehicle management with ride-hailing services, guided by its mission to drive digital transformation and advancement in the taxi industry.

Built on TOYOTA vehicles, the platform ensures service quality and operational efficiency, earning strong trust from business users and international travelers alike.

Overview of News Technology Inc.

Company name: News Technology Inc.

Address: 10F, 3rd MINAMI AOYAMA, 3-1-34 Minami-Aoyama, Minato-ku, Tokyo, Japan

Established: October 1, 2014

Representative: Junki Miura

Share capital: ¥20 million

Business description: Mobility platform business (registered travel agency No. 2-8387, Governor of Tokyo); media business; content creative business; employment placement business (licensed employment agency No. 13-Yu-317085)

GROWTH website: <https://growth-tokyo.jp/> (in Japanese only)

Corporate website: <https://newstech.co.jp/> (in Japanese only)

Overview of New Milestone Co., Ltd.

Company name: New Milestone Co., Ltd.

Address: 6F, No.145, Sec. 2, Minsheng East Road, Zhongshan District, Taipei City, Taiwan

Established: April 21, 2025

Representative: Kensei Kinoshita

Share capital: NT\$75,000,000

Business description: Content creative business; media account business; signage business

URL: <https://www.growth-taiwan.com/> (in Chinese only)

Overview of VECTOR INC.

Company name: VECTOR INC.

Address: Akasaka Garden City 18th Floor, 4-15-1 Akasaka, Minato-ku, Tokyo 107-0052, Japan

Established: March 30, 1993

Representative: Keiji Nishie

Share capital: ¥3,038 million (as of February 29, 2024)

Business description: PR services, press release distribution, direct marketing, media services, HRTech business, digital marketing, and startup investment business

URL: <https://vectorinc.co.jp/en>

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