

April 14, 2025
DIGITAL HEARTS HOLDINGS Co., Ltd.

**“GeeSports Tournament,” an e-sports competition for seniors,
will be held at “EXPO 2025 OSAKA, KANSAI, JAPAN”**



**That one step
will shift the future.**



GeeSports

In Partnership with Events at Expo 2025

DIGITAL HEARTS HOLDINGS Co., Ltd. announced that the GeeSports Executive Committee LLP (hereinafter referred to as “GeeSports LLP”), in which it has a capital participation, will hold the “GeeSports Tournament Final” at the “EXPO 2025 OSAKA, KANSAI, JAPAN” in Yumeshima, Osaka.

GeeSports LLP has aimed to solve the aging society’s problems by taking an approach from the entertainment field and designed the concept of e-sports for seniors as “GeeSports” that can be enjoyed regardless of the decline in physical functions associated with aging.

“GeeSports,” focusing on the new opportunities of games, aims to provide ‘GrandParents’ (seniors) with ‘Excitement’ by playing games, as well as to make them reconsider a sense of purpose and confidence in their lives. We also hope that the sight of seniors enjoying games will ‘Empower the people around them and encourage the emergence of intergenerational communication.

Specifically, GeeSports LLP will develop its original game that remove various barriers that seniors feel when playing video games, and through its producing game titles and holding game events, it will work to create a new purpose in life for seniors. In addition, through exchanging opinions and ideas with many people and organizations at the e-sports tournament to be held at “EXPO 2025 OSAKA, KANSAI, JAPAN,” GeeSports LLP will examine the potential of measures for health maintenance and dementia prevention through enjoying playing video games, as well as for social participation and multigenerational exchange.

Through “GeeSports” proposed by GeeSports LLP, Digital Hearts Group will take on the challenge of solving social issues and help realize a future society in which seniors can lead healthy and high quality lives. Through the commercialization of “GeeSports”, we aim to create new jobs and realize sustainable corporate management, and contribute to the growth of the senior game market, thereby revitalizing the entire game market and further developing the game and entertainment industry.

DIGITAL HEARTS HOLDINGS Co., Ltd.

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“EXPO 2025 OSAKA, KANSAI, JAPAN” Overview

Name: EXPO 2025 OSAKA, KANSAI, JAPAN

Dates: April 13 (Sun.) to October 13 (Mon.), 2025

Venue: Yumeshima, Osaka

“Senior e-sports, GeeSports Tournament Final” Overview

Date: October 1 (Wed.), 2025

Venue: Festival Station, EXPO 2025 OSAKA, KANSAI, JAPAN

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【About DIGITAL HEARTS Group】

Based on its corporate mission of “SAVE the DIGITAL WORLD”, the DIGITAL HEARTS Group strives to support the development of the game and entertainment industry by providing its reliable quality through a wide range of services, including game debugging, localization, and marketing support, as a Global Quality Partner.

<https://www.digitalhearts.com/>

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