

October 15, 2025  
DIGITAL HEARTS HOLDINGS Co., Ltd.

**DIGITAL HEARTS HOLDINGS Announces the Establishment of the  
Subsidiary “DIGITAL HEARTS Bangkok” in Bangkok, Thailand**



DIGITAL HEARTS HOLDINGS Co., Ltd. has announced the establishment of the subsidiary DIGITAL HEARTS Bangkok Co., Ltd. (hereinafter referred to as “DIGITAL HEARTS Bangkok”) in October in Bangkok, Thailand, as a major base for providing localization services in Asia.

Under the group mission statement “SAVE the DIGITAL WORLD,” the DIGITAL HEARTS Group provides a wide range of services to the game and entertainment industry with a focus on game debugging, extending to localization services, such as translation and LQA, as well as customer and marketing support.

DIGITAL HEARTS Group has been providing video game translation and localization services since 2010. In recent years, simultaneous worldwide release of game titles has become commonplace which leads to the increasing need for speed and quality in multilingual development significantly. In light of this situation, we developed the AI-powered “ella translation service” to bolster our localization services providing better support for the globalization of our clients' game titles.

The gaming population in Thailand has been growing in recent years, which has resulted in an increasing demand for Thai language localization. The establishment of DIGITAL HEARTS Bangkok will allow us to meet those needs with localization and LQA (Linguistic Quality Assurance) as its core businesses, providing services from entertainment professionals who are well-versed in the local language and culture. While localization is our starting point, we will also leverage the strengths of the DIGITAL HEARTS Group as a provider of one-stop solution covering other parts of the value chain, such as debugging and marketing services. We will continue to strive to improve the services we provide to clients not only in Japan but also in the wider Asia region as well as Europe and America. The local subsidiary is scheduled to be established in October 2025.

The DIGITAL HEARTS Group will position DIGITAL HEARTS Bangkok as a major base for localization services, further expanding its services to meet the increasing demand for Asian languages.

**DIGITAL HEARTS HOLDINGS Co., Ltd.**

Tokyo Opera City Bldg. 41F, 3-20-2 Nishi-Shinjuku, Shinjuku-ku, Tokyo  
163-1441, Japan  
<https://en.digitalhearts-hd.com/>

Message from Representative Director, President, and CEO, Toshiya Tsukushi:

“The Asian gaming market is expected to continue its expansion, and I am extremely pleased to be able to establish a new base in Thailand, one of the centers of this growth. Through the establishment of this subsidiary, we will further expand the range of languages supported in our localization services, providing even stronger support for our clients’ global expansion from debugging and marketing assistance to multilingual localization. The DIGITAL HEARTS Group will continue to dedicate itself to delivering the best entertainment experiences to game players around the world.”

■ Subsidiary information:

Name: DIGITAL HEARTS Bangkok Co., Ltd.

Location: Bangkok, Thailand

Website: <https://www.digitalheartsbangkok.com>

\* All brands, product names, company names, trademarks and service marks are the properties of their respective owners.

【About DIGITAL HEARTS Group】

Based on its corporate mission of “SAVE the DIGITAL WORLD,” the DIGITAL HEARTS is a Global Quality Partner that strives to provide guaranteed quality by supporting the development of the game and entertainment industry by offering a wide range of services, including game debugging, localization, and marketing support.

<https://www.digitalhearts-hd.com/en/>

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