
NEWS RELEASE

Digital Garage newly established “Digital Garage First Penguin Award”, honoring and celebrating leaders who keep creatively challenging in the global world

~The first ever “First Penguin Award” will be presented to Mr. Keisuke Honda~

Tokyo, May 9, 2016 – Digital Garage, Inc. (TSE first section: 4819, DG) has newly established “Digital Garage First Penguin Award,” honoring and celebrating those who keep creatively challenging oneself worldwide in the fields of Technology, Arts, Sports, etc. For its first time, Digital Garage selected Mr. Keisuke Honda, a successful professional footballer actively playing at Japan national football team. The awarding ceremony will be held in Tokyo in July 2016.

From the time of foundation, Digital Garage has professed an attitude that strives towards new challenges without fear of failure and continues to cultivate something new. We call this “First Penguin Spirit”. This is likening to penguins, firstly jumping into the ocean to get fish to survive, despite the possibility of encountering dangerous predators. “Digital Garage First Penguin Award” is for those who are actively participating in the world with courage and originality, and also actively contributing in nourishing younger generations to pass on their spirit.



Mr. Keisuke Honda actively plays at Japan national football team, as well as one of the greatest football clubs in the world, A.C. Milan. While being a leading player, he also started his career as a businessperson. In 2015, he acquired SV Horn of Austrian third division and owns the club through his management company. He also runs “SOLTILO FAMILIA SOCCER SCHOOL”, having 60 schools nationwide for kindergarten and elementary school children, aiming to nourish “world-class football players” in Japan. He also manages four teams for junior high school students and one for high school students. These activities and attitude to nourish younger generations through his global mind and his experiences tell that he now goes far beyond of being just an active footballer; therefore, we consider that he well deserves for the first ever Digital Garage First Penguin Award.

Keisuke made comments for being honored this award as below:

“It is my great honor and pleasure to receive Digital Garage First Penguin Award. I will live up to its name by improving myself as one of the leading Japanese. I hope to work together with Digital Garage and create world’s leading business, by making ‘one’ from ‘zero,’ in the near future”.

Digital Garage is continuously supporting those who are challenging globally and creatively while contributing to nourish future generation by inheriting the First Penguin Spirit in Sports, Technology, Marketing Technology, Financial Technology and the Arts.

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Overview of Digital Garage First Penguin Award

Candidates	Those who keep challenging globally and creatively while developing future generation by inheriting the challenging spirit
Judging	Nomination by the selection committee (Chairman: Kaoru Hayashi, President and Group CEO, Digital Garage, Vice Chairman: Joi Ito, Co-founder and director, Digital Garage, Director of MIT Media Lab)
Announcement	May – July timeframe
Extra prize	Trophy, Prize money, Support to a social business from Digital Garage Group