

Planned Changes of Representative Directors
Aimed at Strengthening the Management Structure

Internet Initiative Japan Inc. (“IIJ”, NASDAQ:IIJ, TSE1:3774) announces the following planned changes of representative directors aimed to strengthen its management structure as resolved at the Board of Directors meeting held today. These appointments are subjected to approval at the Ordinary General Meeting of Shareholders and the subsequent Board of Directors meeting scheduled in late June 2013.

1. Changes of Representative Directors (scheduled in late June 2013)

(1) Positions and Names

New Position	Name	Current Position
Representative Director, Chairman and Chief Executive Officer (CEO)	Koichi Suzuki	Representative Director, President and CEO
Representative Director, President and Chief Operating Officer (COO)	Eijiro Katsu	Special Advisor

(2) Reason for the Changes

To reinforce the management system and strengthen business execution for further business expansion

(3) Short Biography of Eijiro Katsu

Please refer to the last page of this document

2. Background and Aims

Ever since its establishment in 1992 as the first Japanese Internet Service Provider, IIJ has been taking initiatives in the field of Internet technology by building internet infrastructure, introducing prototype services that reflect the market needs, and providing highly reliable network services in Japan. Leveraging the exceptional network engineering skills and the rich and loyal blue-chip client base both gained from providing Internet connectivity services, IIJ has made itself a comprehensive network solution provider offering from highly reliable network services, various value-added

outsourcing services to systems integration with annual revenue of over JPY100 billion this fiscal year ending March 31, 2013.

For the past 20 years, IJ expanded its business under the leadership of Koichi Suzuki, the founder and the current President and CEO. IJ envisioned from the start that this software called Internet itself is a communication tool and that various IT systems would be operated upon a unified network platform in the future. With this clear vision, IJ promoted IT usability by offering hybrid solutions in which both network and systems are merged as one. We recognize this fundamental vision of ours is to be realized with the current trend of cloud computing and that the momentum certainly holds considerable promise for the unprecedented further growth opportunity for IJ Group. As a Japanese pioneer in Internet technology, we not only pursue for expanding our own group business but also for continuously contributing for the advancement of Japanese IT competitiveness by offering and developing highly usable IT solutions.

Bearing this kind of market opportunity and business environment, we are initiating a new management structure with two top representative directors to enhance innovative technology development capabilities and to seize business expansion.

3. Proposed Roles of Koichi Suzuki and Eijiro Katsu

- Koichi Suzuki will continue to oversee the overall business and supervise technology R&D as Chairman and CEO. He will play a central role in leading R&D and its commercialization by developing global standard innovative technology platforms and services, such as SDN (Software Defined Network), and by training engineers.
- Eijiro Katsu will be responsible for business expansion strategy, business negotiation, business execution and so on as President and COO. As a globally known figure with rich personal connection all over the world and extensive experiences, the overseas business expansion should accelerate under his leadership including areas such as North America, Asia and Europe.

4. Future Business Expansion

The business environment surrounding IJ Groups leaves much potential for further market expansion in which the strengths of the group can be exercised: mainstream cloud computing adoption by business enterprises, the increased IT infrastructure demand for Japanese companies' overseas branches along with the ongoing globalization, and so on. Supported by our business resources of outstanding network engineering skills, rich blue-chip client base, human resources, and brand value, we would like to enhance our business strategy, accelerate growth speed, and achieve a tremendous scale-up of the business in the mid-to long- term.

We will respond to demands on outsourcing business enterprises' IT systems by the continued expansion of network infrastructure that is vast, flexible and cost-efficient and by the development

and provision of attractive services, including our focused service of cloud computing, with highly reliable network operation. We will also engage more in our overseas business by responding to our clients' needs for global IT support. In addition to the continued expansion to the existing business areas in the U.S. and Europe, we should prepare for strong IT demands from rising Asian countries. As we recognize that obtaining business resources is needed for further rapid business expansion, we continue to seek appropriate and best timing for taking methods such as M&A and/or partnership. With greater business resources via scale-up, we would like to set up an active organization prepared for large-scale projects that were previously difficult for us to join because of inadequate resources.

With these steps aimed at further growth, we will continue to move forward as a comprehensive IT solution provider. We would like to sincerely thank you for your continued support and understanding.

About IIJ

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IJJI, Tokyo Stock Exchange TSE1: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IIJ and its group of companies provide total network solutions that mainly cater to high-end corporate customers. The company's services include high-quality systems integration and cloud computing/data center services, security services, Internet access, and content distribution. Moreover, the company has built one of the largest Internet backbone networks in Japan, and between Japan and the United States. IIJ was listed on NASDAQ in 1999 and on the First Section of the Tokyo Stock Exchange in 2006. For more information about IIJ, visit the IIJ Web site at <http://www.ij.ad.jp/en/>.

The statements within this release contain forward-looking statements about our future plans that involve risk and uncertainty. These statements may differ materially from actual future events or results. Readers are referred to the documents furnished by Internet Initiative Japan Inc. with the SEC, specifically the most recent reports on Forms 20-F and 6-K, which identify important risk factors that could cause actual results to differ from those contained in the forward-looking statements.

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Eijiro Katsu

Special Advisor at Internet Initiative Japan Inc.

Date of Birth	June 19, 1950	
Place of Birth	Saitama Prefecture, Japan	
Education	Mar. 1975	Faculty of Law, University of Tokyo, Japan
Career	Apr. 1975	Joined Ministry of Finance
	Jun. 1995	Director, Foreign Exchange and Money Market Department, International Finance Bureau, MOF
	Jul. 1997	Budget Examiner of Budget Bureau, MOF
	Jul. 2007	Director-General of the Financial Bureau, MOF
	Jul. 2008	Deputy Vice Minister, MOF
	Jul. 2009	Director-General, Budget Bureau, MOF
	Jul. 2010	Vice Minister of Finance
	Aug. 2012	Retired from MOF
	Nov. 2012	Joined IJ as Special Advisor