

For Immediate Release

IIJ to Sell “Japan Travel SIM,” a Prepaid SIM Card at Taiwan 7-Eleven

TOKYO—July 14, 2016—Internet Initiative Japan Inc. (IIJ, NASDAQ: IJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that it will begin sales of its "Japan Travel SIM," a prepaid SIM card package that provides a mobile data communications service for foreign visitors, at all Taiwan 7-Eleven locations (the largest convenience store chain in Taiwan with 5,045 locations as of April 2016), beginning on July 18, 2016.

Japan Travel SIM is a ready-to-use, data-only SIM card package that includes an allotment for high-speed data volume. Customers can use the "ibon" ticketing machine found in 7-Eleven stores to purchase the SIM card package, which will then be received at the specified store. By simply inserting a SIM card into their SIM-free device and completing configurations on the device before they travel to Japan, customers can easily start data transmission as soon as they arrive in Japan.

Taiwan ranks third in terms of the number of visitors to Japan, following China and South Korea, and that number grew by roughly 30 percent year over year in 2015, hitting a record 3.67 million.* Expanding sales channels to include convenience stores in Taiwan will enable visitors from Taiwan to enjoy IIJ's convenient mobile data transmissions services within Japan even more easily.

* Source: Japan National Tourism Organization, Foreign Visitors to Japan in 2015 by Nationality and Purpose

Following are some of the service highlights.

Service Description

Service name	Japan Travel SIM
Types	1GB (30 days)
Sales price	NTD780
Usage period	30 days, inclusive of the day of first transmission
High-speed data volume	1GB
Feature	Data transmissions only *1
Data add-on	Possible *2
Transmission speed (LTE areas)	Download up to 375Mbps / Upload up to 50Mbps *3
Network	NTT DOCOMO LTE and 3G areas in Japan.
SIM card types	nanoSIM

Languages	<ul style="list-style-type: none"> • Packaging: Japanese, English, Chinese (simplified) • Instruction booklet: Japanese, English, Chinese (simplified and traditional), Korean, Thai • Web page description of service (https://t.iijmio.jp/en/): Japanese, English, Chinese (simplified and traditional), Korean, Thai • Phone support: Japanese, English, Chinese From 9:00 am to 7:00 pm, 365 days per year
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(*1) By combining the Japan Travel SIM with IP phone service offered by Brastel, customers can enjoy access to affordable domestic and international voice calls. Go to the following website for more details.

<http://www.brastel.com/eng/japantravelsim>

(*2) Additional data transmissions capacity can be purchased using an IIJmio Coupon Card or a Brastel Card available at Bic Camera Group stores (Bic Camera, Kojima, and Sofmap) or Lawson locations nationwide. Go to the following website for adding data transmission capacity.

<https://t.iijmio.jp/en/recharge/index.html>

(*3) Transmission speeds may vary based on the device used. Outside LTE areas, 3G transmissions are available.

* Extension of the usage period and migration to monthly plans are not available. Data capacity cannot be added to SIM cards whose usage period has expired.

* SMS and voice functionality are not available with Japan Travel SIM cards.

How to purchase the Japan Travel SIM

1. Order ticket

Specify the service, date and place of delivery on the "ibon" machine at Taiwan 7-Eleven stores to get an order ticket for the SIM card package.

2. Payment

Take the ticket to the register and show it to the cashier to pay for the package.

3. Delivery

Receive the SIM card package at a later date where customers select.

How to use the service

1. Insert a SIM card into the device.

2. Configure APN and other mobile network settings on a device.

3. Data transmission can be used immediately after customers arrive in Japan.

* The SIM card is in a transmission-enabled state, so no activation procedures are required.

IIJ will continue to provide highly convenient services that allow customers to enjoy a comfortable mobile experience during their stay in Japan.

About IIJ

Founded in 1992, Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, Tokyo Stock Exchange TSE1: 3774) is one of Japan's leading Internet-access and comprehensive network solutions providers. IIJ and its group companies provide total network solutions that mainly cater to high-end corporate customers. IIJ's services include high-quality systems integration, cloud computing/data center services, security services, and Internet access. Moreover, IIJ has built one of the largest Internet backbone networks in Japan that is connected to the United States, the United Kingdom and Asia. 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.iij.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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Note: All company names and service names mentioned in this release are the trademarks or registered trademarks of their respective companies.

■ Package image



■ ibon

