

For Immediate Release

IIJ to Offer “IIJmio Global Travel SIM Service,” a Prepaid SIM Card for Overseas Travelers

TOKYO—August 10, 2016—Internet Initiative Japan Inc. (IIJ, NASDAQ: IIIJ, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced it will begin offering the IIJmio Global Travel SIM Service on August 16, 2016, as a mobile data communication/voice call service for users traveling overseas from Japan to any of 42 countries/regions throughout the world. The service will be sold on the IIJmio website and at all BIC Camera Group (BIC Camera, Kojima, and Sofmap) stores that handle BIC SIM cards.

IIJmio Global Travel SIM Service allows customers to use data communications and voice calls services outside Japan. The service offers two packages: “Starter Pack (Data)” includes 500 MB of data volume, while “Starter Pack (Data with SMS/Voice)” also adds SMS and voice call services. The same fee schedule can be used in all compatible areas, and if more data are required, customers can purchase a plan matching their requirements to recharge the service. Customers can smoothly start using the service at their destinations simply by inserting the SIM card into their device and configuring the APN and roaming settings prior to traveling.

An overview of the service follows:

■ Service specifications

Service name	IIJmio Global Travel SIM Service
Start of service	Tuesday, August 16, 2016
Supported countries and regions	42 *
Major areas	North America (the United States etc.) / Asia (China, Taiwan, South Korea, Hong Kong, Thailand, Macau, Singapore, Malaysia, Indonesia, etc.) / Europe (Italy, France, Germany, Spain, Switzerland, etc.) / Oceania (Australia, etc.)
Sales channel	<ul style="list-style-type: none"> · IIJmio website https://www.iijmio.jp/gts/ / (only in Japanese language) · All BIC Camera Group (BIC Camera, Kojima, and Sofmap) stores that handle BIC SIM cards
SIM card types	Standard SIM, microSIM, nanoSIM
Compatible devices	Devices without a SIM lock
Communications standards	2G (GSM), 3G (W-CDMA)
User support	<ul style="list-style-type: none"> · Phone 9:00 am to 7:00 pm(JST), 365 days a year +81-3-5205-4540 · Send a message via the IIJmio website

* The service covers around 85% of the countries and regions voted by the Japanese people as their top 20 destinations. (Based on "Travel Industry in Numbers 2016: Top 50 Destinations of Overseas Travelers (Host Country Statistics)" published by the Japan Association of Travel Agents.)

■ Fee schedule

– Package cost (SIM card price): JPY3,000 (tax not included)

– Costs upon starting communication service

Package types	Starter Pack (Data)	Starter Pack (Data with SMS/Voice)
Fee	JPY3,850 (tax exempt)	JPY4,600 (tax exempt)
Valid for	14 days	
Communication service *2	• 500 MB	• 500 MB • 25 SMS messages • 30 min. of voice calls

– Costs for recharging *1

Plan name	Recharge Data 100	Recharge Data 500	Recharge with Voice 100	Recharge with Voice 500
Fee	JPY800 (tax exempt)	JPY3,850 (tax exempt)	JPY1,000 (tax exempt)	JPY4,600 (tax exempt)
Valid for	1 day	14 days	1 day	14 days
Communication service *2	• 100 MB	• 500 MB	• 100 MB • 5 SMS messages • 6 min. of voice calls	• 500 MB • 25 SMS messages • 30 min. of voice calls
Purchase limit *3	10 times per month			

* The communication service is valid for 14 days from the moment the starter pack is purchased. The service may be recharged up to one year from the day the starter pack is purchased or from when it was last recharged.

* The voice call service is billed by the minute. A 61-second call will use two minutes.

*1 Customers may choose from four recharge plans, regardless of the starter pack purchased.

*2 The number of SMS messages is the total of all messages sent and received.

The voice call time is the total of all calls made and received. When there is no call time left, the call will be cut off.

*3 Up to nine times of purchases may be made during the month when a starter pack was purchased.

For service details, see the following website.

<https://www.ijmio.jp/gts/> (only in Japanese language)

■ How to use the service

1) Purchase a package and sign up as members of IJmio

A package will be sold on the IJmio website or at BIC Camera Group stores. Then register as a member on the IJmio website. If you purchase the package from the IJmio website, the package (SIM card) will be delivered later.

2) Configure the device

Prior to traveling, please insert the SIM card into your device and then configure the APN and roaming settings.

* You may test the connection by accessing the IJmio website. The test transmission will not use up any data.

3) Purchase a starter pack

Please apply for either the Starter Pack (Data) or the Starter Pack (Data with SMS/Voice) on the IJmio website. You can recharge the service from the IJmio website if you need more data at your travel destination.

IIJ will continue to provide highly convenient services that enable customers in Japan to safely use mobile communication at overseas travel destinations.

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 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, Internet access, and MVNO. 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.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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■ IIJmio Global Travel SIM Service (general version)



■ IIJmio Global Travel SIM for BIC SIM

