

For Immediate Release

IIJ Marked Two-Million Subscription in its MVNO Business

TOKYO—November 7, 2017—Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that it has reached a total of 2.039 million subscriptions for mobile services, which IIJ is developing as an MVNO business on September 30, 2017.

MVNO has taken up a solid position in the Japanese mobile telecommunications market, as evidenced by the 6.4%(*) market share that SIM-based MVNO contracts had, as of June 30, 2017. Meanwhile, IIJmio, IIJ's consumer MVNO offering, has 972,000 users (as of September 30, 2017), demonstrating its popularity in the consumer market. Moreover, IIJ's MVNE business, which is underpinning the telecom provider's entry into MVNO business, continues to see substantial growth. This growth can be attributed to several factors: the know-how IIJ has cultivated thus far in its MVNO business; its steady improvement in advanced operational technologies and stable telecommunications quality; and increased demand in the enterprise mobile sector, which is seeing the spread of IoT-related devices and applications for smart devices.

IIJ continues developing both the consumer and enterprise aspects of its business even further, taking on "Full MVNO" as its next challenge and advancing the development of an assortment of high value-added services that are the first of their kind.

(*) This data is from the Ministry of Internal Affairs and Communications' published quarterly data (for Q1FY2017, which ended on June 30, 2017) on the number of contracts and market share in the telecommunication services market.

About IIJ

Founded in 1992, IIJ 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 Internet connectivity services, systems integration, cloud computing services, security services and mobile services. 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 listed on the U.S. NASDAQ Stock Market 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 <https://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.

For inquiries, contact:

IIJ Corporate Communications

Tel: +81-3-5205-6310 E-mail: press@iij.ad.jp

<https://www.iij.ad.jp/en/>