

For Immediate Release

Tohoku Electrical Safety Inspection Association and IIJ to Partner and Begin Providing Energy Monitoring Service Using B-Route

*--The Partnership to Implement an Energy Monitoring Service for Users that Demand High-Voltage Energy
Using IIJ High Voltage Smart Metering Service for B-Route--*

TOKYO—October 2, 2017—Tohoku Electrical Safety Inspection Association and Internet Initiative Japan Inc. (IIJ, NASDAQ: IIJI, TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced a partnership to provide energy demand monitoring services. The service, for users that demand high-voltage transmission, offers energy monitoring using the B-Route smart meter, starting today.

In 2017, IIJ began providing its IIJ High Voltage Smart Metering Service for B-Route, which monitors demand by gathering and managing data from B-route smart meters for users that demand high-voltage transmission (large structures such as factories and office buildings). Since commencing this service, IIJ has performed installations for energy management service providers and retail electricity distributors.

*For more details on the IIJ High Voltage Smart Metering Service for B-Route, visit the following URL:

<https://www.iij.ad.jp/biz/h-smart-meter/> (Japanese text only)

At the same time, as smart meters have become more widespread, the Tohoku Electrical Safety Inspection Association, which operates in Niigata Prefecture and the Tohoku region, has considered digitalizing its power consumption monitoring service, with a focus on implementing IoT.

Together, the partnership between Tohoku Electrical Safety Inspection Association and IIJ will provide a service that uses B-route smart meters, through which the Tohoku Electrical Safety Inspection Association will offer its Energy Monitoring Service, starting today.

The service will use the IIJ High Voltage Smart Metering Service for B-Route and the IIJ Mobile Service, making it a one-stop service for demand monitoring that covers everything from the gateway device to the cloud.

Service Overview

The Tohoku Electrical Safety Inspection Association's Energy Monitoring Service provides the following functions for users that demand high-voltage transmission.

- A browser screen that shows actual demand values and daily, weekly, monthly, and yearly power consumption
- Email-based demand monitoring and alerts
- Automatic load control/demand control (for air conditioner outdoor units, rotary lamps, and other devices)
- Monthly emails containing actual demand values and power consumption data

About Tohoku Electrical Safety Inspection Association

The Tohoku Electrical Safety Inspection Association is an organization dedicated to conducting safety inspections for general electric companies and acting as an agent for chief engineers who monitor safety at non-utility electricity facilities. At present, the association contributes to local development by providing services for rational power consumption and ensuring safe electricity for customers located in Niigata Prefecture and the Tohoku region.

For more information on the Tohoku Electrical Safety Inspection Association, see <http://www.t-hoan.or.jp/>.(Japanese text only)

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.ij.ad.jp/en/>.

The Tohoku Electrical Safety Inspection Association and IIJ, by collaborating in the IoT sector, will continue to deliver new value to customers that demand high-voltage transmission.

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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