

***For Immediate Release***

**IIJ to Launch “IIJmio eSIM Service Data Plan Zero,”  
 an eSIM Service for Consumer Use**

*—An official eSIM service with data transmission service plans from 1 GB,  
 for as much data usage as necessary, when necessary—*

TOKYO—March 17, 2020—Internet Initiative Japan Inc. (TSE1: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced the March 19 launch of IIJmio eSIM Service Data Plan Zero, an eSIM-compatible data transmission service for consumer mobile users.

eSIMs are embedded SIMs for smartphones and other devices that allow users to remotely download the profiles needed to use telecom services, without having to remove the physical SIM card. Users can readily start transmitting data and switch telecom carriers just by downloading profiles to their eSIM-ready smartphones or tablets, rather than inserting SIM cards as they had done before. With the ongoing increase in compatible devices, eSIMs promise rapid market growth.

Since leading off with this service in July 2019, IIJ has offered a beta test of Japan's first eSIM service (6 GB for JPY 1,520 per month), receiving subscriptions for more than 10,000 lines. In light of the requests received from beta version users during this period, IIJ has improved the service's usability and performance. Now it will launch the IIJmio eSIM Service Data Plan Zero as the official version of the service.

Unlike conventional service plans that use set monthly data transmission volumes, this service has no attached data transmission volumes, so users can add as much data as they need, when they need it. Users can keep their existing carrier's service and add this service as a second line. They can then switch to their IIJmio eSIM and add data if they run out of data during the month or just before their first line's fees increase to the higher level. This flexibility allows users to keep their monthly fees down, making data transmission available at a low cost.

**IIJmio eSIM Service Data Plan Zero Service Overview**

- Service launch date      March 19, 2020
- Features                      Data transmission only  
    \*SMS and voice functions are unavailable for this service.
- Service name                IIJmio eSIM Service
- Plan name                     Data Plan Zero

Specifications of IJmio eSIM Service Data Plan Zero

Fees	Initial Fee		JPY3,000
	Monthly fee		JPY150
	SIM issue fee		JPY200
	SIM reissue fee		JPY0
	Universal service fee		N/A
Data transmission	Initial data volume		0GB
	Data add-ons (*1)	First 1GB per month	JPY300
		Extra data (from 2 GB) per month	JPY450
	Expiration date		Until the end of the current month (data cannot roll over to the following month)
After exceeding the data transmission capacity		Not usable	
Minimum period of usage	From the date of the contract to the last day of the following month (up to two months)		
Options	Mobile Option (an app suite that includes security software and a call answering service)		

※ Users cannot change to or combine this plan with other IJmio Mobile Service plans.

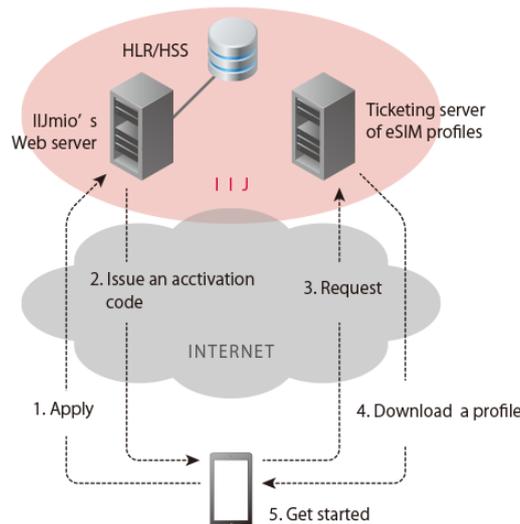
※ All prices listed above exclude applicable taxes.

\*1 Users can charge their plans in 1 GB increments through the IJmio website (for eSIM users). Users cannot charge their plans through IJmio's app. Users may not use any other IJmio Coupon Cards with their plans.

Application

- Subscribe through the IJmio website
- Sign up for a plan from the IJmio eSIM service website to get an activation code (a barcode) through the member site (for eSIM users). Read the barcode with an eSIM-equipped device to download the profile and enable data transmission.

\*Users can also purchase plans from Bic Camera, Sofmap, and Kojima retail stores. After buying an eSIM package (BIC SIM), users need to download their profiles and follow other procedures on the IJmio website.



Compatible eSIM-equipped Devices (as of March 17,2020)

- Apple iPhone XS, iPhone XS Max, iPhone XR, iPhone 11, iPhone 11 Pro, iPhone 11 Pro Max
- Apple 11-inch iPad Pro, 12.9-inch iPad Pro (3rd generation), iPad Air (3rd generation), iPad mini(5th generation), iPad(7th generation)
- Google Pixel 4, Pixel 4XL
- Microsoft Surface Pro LTE Advanced, Surface Pro X
- ASUS TransBook Mini T103HAF-LTE, T103HAF-GR079LTE

(\*) Not to work with Apple Watch Series 3/Series 4 (GPS + Cellular model)

(\*) The service is available on SIM-free devices. Unlocking SIMs is required when using carrier-locked devices.

- For more details about the IIJmio eSIM Service Data Plan Zero, see the following website:  
<https://www.ijmio.jp/esim/> (Only in Japanese)

Current users of the IIJmio Mobile Service Light Start Plan (the eSIM beta release) will be able to continue using that service. Starting on March 19, 2020, IIJ will make the SIM reissue fee for the eSIM beta service free, down from its current price of JPY 2,000.

As a full MVNO, IIJ continues to develop services that allow for a more comfortable user experience.

### **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 was listed 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 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.*

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