

Note for readers of this English translation

This document has been translated from the Japanese original for reference purpose only. In the event of any discrepancy between this English translation and the Japanese original, the Japanese original shall prevail.

“IIJmio eSIM Service Data Plan Zero” Briefing on New eSIM Plan

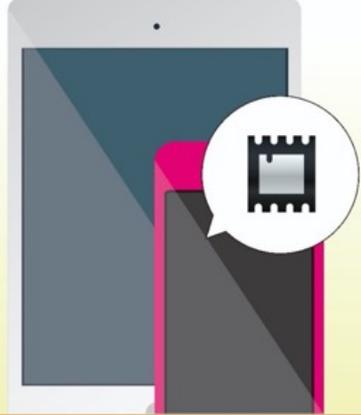
Internet Initiative Japan Inc.
March 17, 2020

IIJmio eSIM Service (Beta Version)

Business Status Report

IIJmio eSIM Service (Beta Version)

The launch of Japan's first eSIM-compatible data communications service
Light Start Plan (eSIM Beta Version)
Offering from July 18, 2019



iPhone 11/XS/XR・iPadにも対応

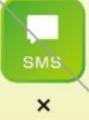
データ通信専用SIM

eSIMプラン (ベータ版)

物理SIMはもう要らない。
2つの回線をおトクに持てる!

6GB 月額 **1,520円** (税抜)

データ通信:  **○**

SMS:  **×**

音声通話:  **×**

The above Ad says the following]

Supports iPhone 11/xs/xr and iPad

Data-only SIM

eSIM Plan (Beta Version)

You no longer need a physical SIM. Save money with two connection lines.

6GB for 1,520 yen (excluding consumption tax) per month

Offer Data Communications only

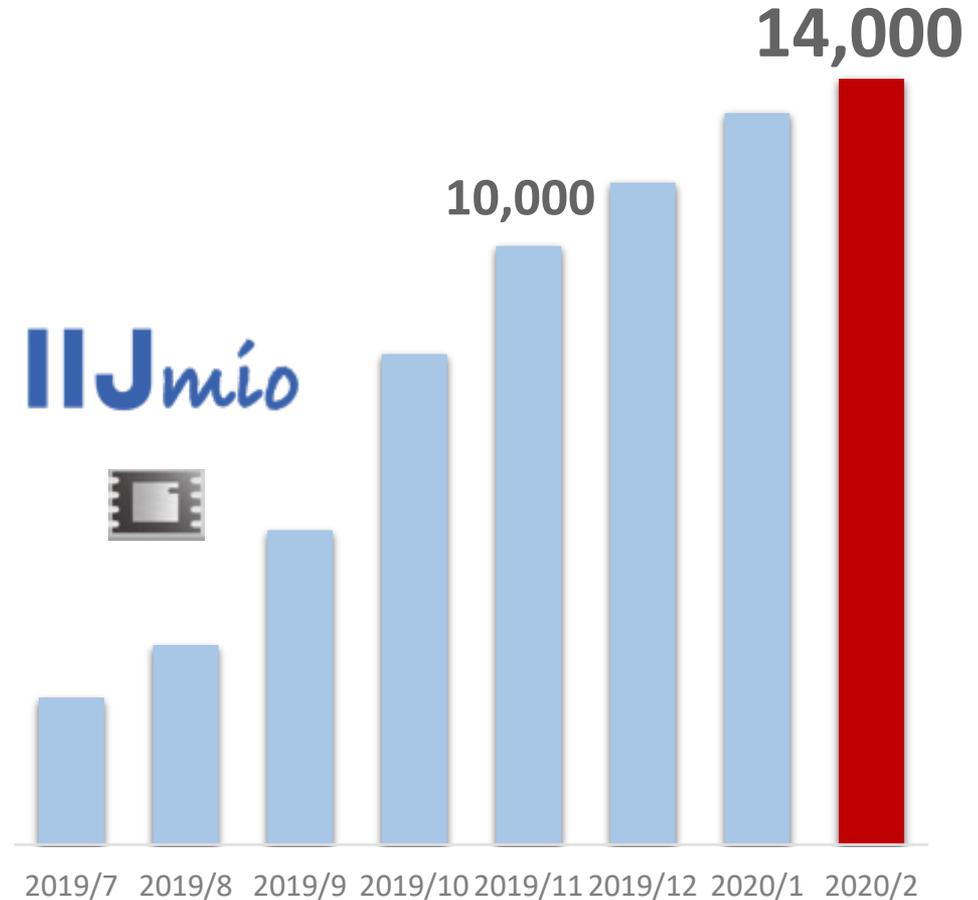
No SMS and Voice Communications functions

Application Status

Light Start Plan (eSIM Beta Version)

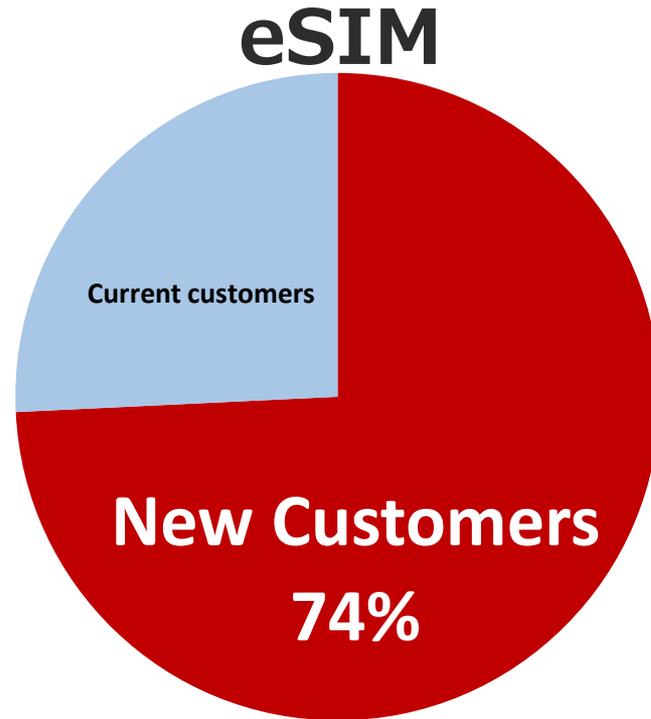
■ Change in Number of Applications

Large number of applications
since the service launch
on July 18, 2019



Demographics of Applying Customers

Three quarters of applications are from **new customers** who have not used IJmio



User Demographics

The service is popular among **males in their 20s and 30s**

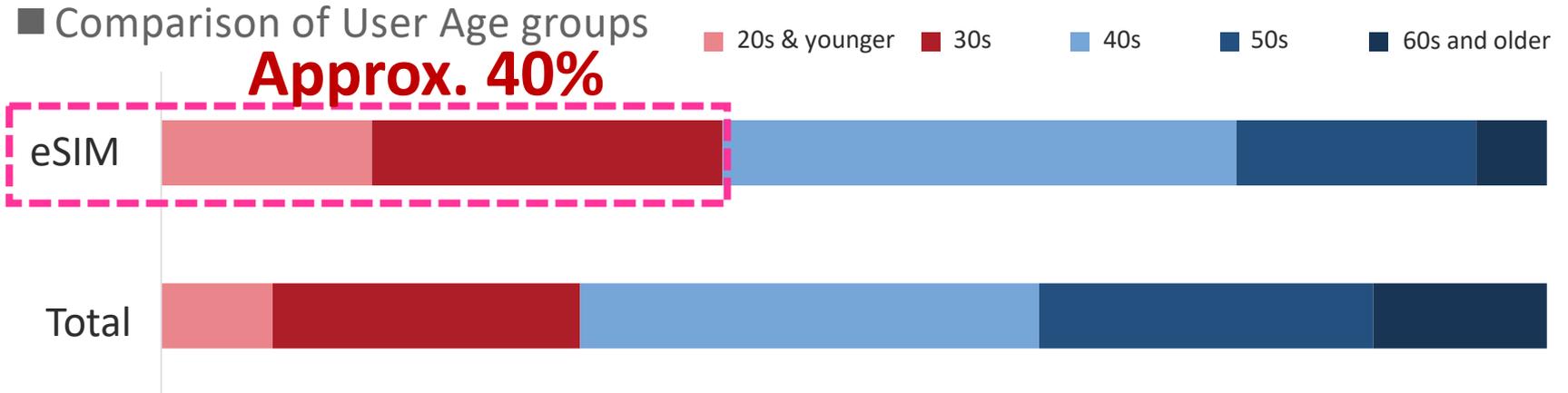


Image of Target Users

Size of the eSIM Device Market

At least 15 million units

(*IIJ research)

5%

**SIM Free
Devices**

95%

Carrier Devices
(iPhone, iPad, etc.)

(1) Light Start Plan (eSIM Beta Version)

- Have a strong interest in new things
- iPhone user, utilizing an MVNO for their main line

(2) After the press release, we saw that user needs were MNO for main-line and IIJ for sub-line (secondary line)

(3) Changes to legislation regarding SIM unlocking (relaxing of restrictions) and market recognition associated with the expansion of eSIM providers are expected.

(4) New eSIM Plan

- Some degree of interest and familiarity with new things
- Know of or have heard of eSIM
- If costs are lower, they will make the effort to unlock their SIM

Beta Version Release shall

- Confirmed that there are greater than expected usage needs
- Uncovered potential for new markets



A service enabling a new method of use was needed

March 19, 2020: **Release of the new eSIM plan**

* The Light Start Plan (eSIM Beta Version) will also be continued

Profile reissuance fee (2,000 yen, excluding tax)

**For both Beta Version
and the new plan!**

From March 19, 2020: Free

* A separate profile issuance fee of 200 yen (excluding tax) is required

IJmio eSIM Service

[Introduction to the New Plan]

Service Launch from 10:00 a.m., Thursday, March 19, 2020

Keep your current contract as is

Japan's first eSIM



Ushering in a new era of smartphone usage

Announcing the Arrival of the IIJmio eSIM Service Data Plan Zero!

■ Ushering in a new era of smartphone usage

- Conclude a contract quickly and easily with a simple plan
- Keep your existing carrier contract as is, and leave data communications to IJmio
- Prepaid style to use only what you need, when you need it



IJmio eSIM Service Data Plan Zero

Communication Type

Data-only Plan

Monthly Fee

* Bundled coupon amount: 0GB

150 yen per month

For 1GB usage,
450 yen per month

Additional data volume

Up to 1GB each month

300 yen per GB

From 2GB to 10GB each month

450 yen per GB

Plan Usage Examples

Months in which no data was used

Basic charge: 150 yen

Total: 150 yen per month

Months in which 1GB of data was used

Basic charge: 150 yen

additional data volume of 1GB x 1: 300 yen

Total: 450 yen per month

Months in which 2GB of data was used

Basic charge: 150 yen

+ additional data volume of 1GB x 1: 300 yen

+ additional data volume of 2GB+ x 1: 450 yen

Total: 900 yen per month

Months in which no data was used: 150 yen

Months in which up to 1GB was used: 450 yen

When needed, the required data volume can be added and used

Plan in Details

Plan Name	Data Plan Zero	
Release Date	10:00 a.m., Thursday, March 19, 2020	
Communication Features	Communication Type	Data only
	SMS / International Roaming	Not allowed / Not allowed
Initial Cost	Initial Cost	3,000 yen
	Profile Issuance Fee	200 yen
Monthly Fee	Monthly Fee	150 yen * To use data communications, it is necessary to purchase additional data volume.
	Bundled Data Volume	0 GB
	Plan Changes	Not allowed
	After exceeding data cap	Communications not allowed * The page for purchasing additional data can be accessed
Additional Data Volume	Increments for Additional Data	Up to 10GB per month in 1GB increments
	Price	First 1GB: 300 yen / GB (up to 1GB per month) 2GB to 10GB: 450 yen / GB (from 2 to 10GB per month)
	Period of Validity	To the end of the current month * Unused data cannot be carried over

* The use of additional data volume cannot be switched on or off.

* Additional data volume is exclusively for use with Data Plan Zero, and cannot be used with other services.

* Listed prices do not include consumption tax.

Usage Scenario (1)

Using a carrier contract for voice calls, and IJmio for data communications

- There is no need to cancel the carrier contract or use MNP
- Limited carrier contract cancellation windows have no impact
- Family discount schemes can be used as is
- You can also keep your email address
- As a different carrier is used, there is extra peace of mind in case of an emergency

No need to switch from another carrier



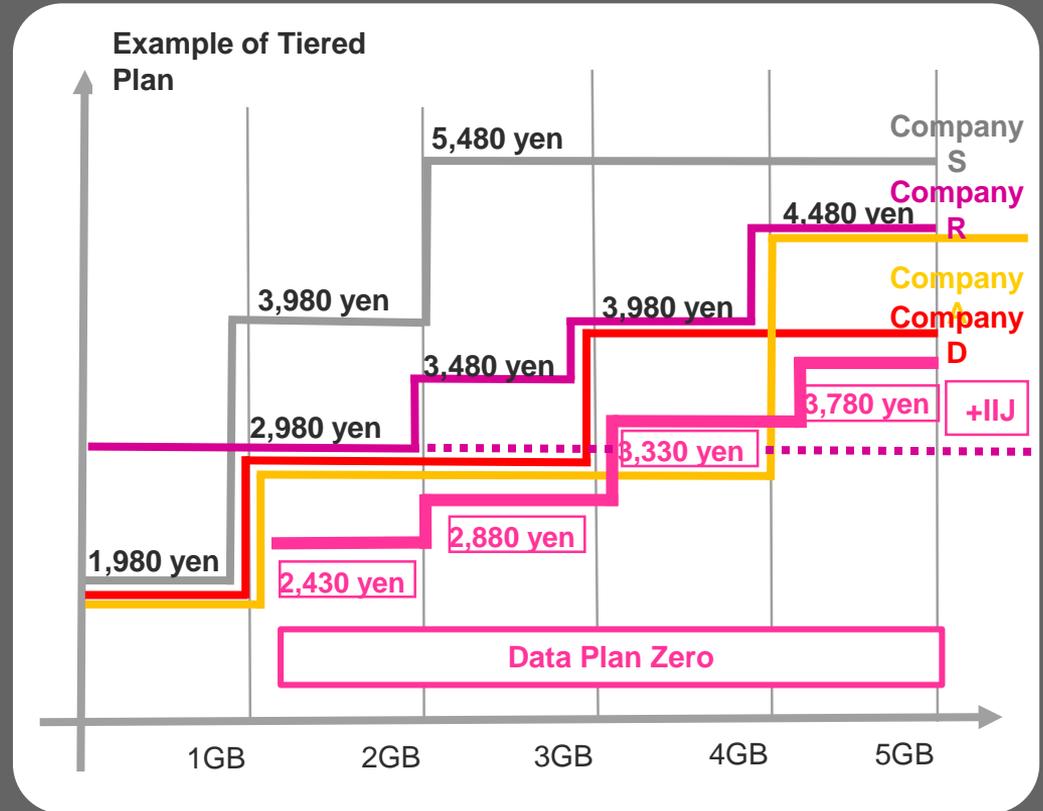
Usage Scenario (2)

■ [Rescue Plan] for When Using a Tiered Plan and there is Insufficient Remaining Data at the End of the Month

- Several days before the end of the month, download speed restrictions kick in due to data limit being exceeded

- Under the current tiered plan, a few extra MB can be costly, and if exceeded, could be another 1,000

+450 yen in 1GB increments
Add only when needed,
without wastage



Usage Scenario (3)

■ If up to 1GB is used, the price is at the lowest level in the industry

- This is also cost effective when using data communications on an eSIM-compatible second-hand device or tablet!
- Convenient for when staying in Japan for a short period Prepaid Usage

**Starting from 1GB for 450 yen per month
150 yen per month in months without any
usage**



12.9-inch iPad Pro

(3rd generation)



11-inch iPad Pro

Usage Scenario (4)

■ Communicate easily during remote work out of the office

- Easily check emails or schedules while out of the office on business
- No need for Wi-Fi routers that take up space in your bag, or having to worry about battery life while tethering

Easily communicate using an eSIM compatible device



No need for a Wi-Fi router or tethering



Wi-Fi router or tethering not required
Free yourself from troublesome tasks while on the move

eSIM-compatible Devices

The IIJmio supply service is expanding the range of eSIM-compatible devices



Second-hand
iPhone XS



Second-hand
iPhone XR

ASUS
ASUS TransBook™ Mini



Second-hand
11-inch iPad Pro



Second-hand
12.9-inch iPad Pro (3rd generation)

eSIM Device Verification

eSIM-compatible devices are being verified for operation

What devices can use eSIM?

Smartphones

iPhone 11 ※4
iPhone 11 Pro ※4
iPhone 11 Pro MAX ※4
iPhone XS ※1
iPhone XS Max ※1
iPhone XR ※1
Google Pixel 4
Google Pixel 4XL

Tablets and Notebook PCs

iPad (第7世代) ※1 ※3 (7th generation)
iPad mini (第5世代) ※1 ※3 (5th generation)
iPad Air (第3世代) ※1 ※3 (3rd generation)
11インチiPad Pro ※1 ※3 11-inch iPad Pro
12.9インチiPad Pro(第3世代) ※1 ※3 12.9-inch iPad Pro (3rd generation)
Surface Pro LTE Advanced ※2
Surface Pro X
ASUS TransBook Mini T103HAF-LTE ※5
ASUS TransBook Mini T103HAF-GR079LTE ※5

*1: iOS 12.1 and later, *2: Windows 10 RS4 and later, *3: Wi-Fi + Cellular models, *4: iOS 13.0 and later,
*5: Please check [Information for ASUS TransBook Mini users]

Endorsements from Business Partners

■ Endorsement from ASUS JAPAN Corp.

ASUS JAPAN Corp. is delighted that IIJ will launch an eSIM-compatible communications service for individual customers. By concentrating on expanding our lineup of compatible products and stepping up coordination with IIJ, we will continually offer services and products that enable instant access to needed information in a bid to bring even greater convenience to all users of the communications service.

Cynthia Teng,
division director of system marketing
ASUS JAPAN Corp.

■ Endorsement from Microsoft Japan Co., Ltd.

Microsoft Japan Co., Ltd. sincerely welcomes the official launch of "IIJ Mobile Service Data Plan Zero," IIJ's new data communications service for eSIM.

In addition to existing support for Surface Pro LTE, the Surface Pro X has been newly added to the list of eSIM service-compatible models, and we are confident this will further broaden possibilities for customers who will no longer be constrained by time or location. Microsoft Japan will continue to work with IIJ and help customers make the most of its "ultra-thin and always connected" offerings.

Takuya Mizuta, Director,
Microsoft Device Category Management Lead Consumer & Device Sales,
Microsoft Japan Co., Ltd.

Application Flow

STEP 1 Before Submitting an Application

<For users with a device subscribed to a telecom carrier>

- SIM unlocking

* Not required for SIM free devices



STEP 2 Application

Have the following items ready and proceed from the [Sign Up] button on the IJmio site.



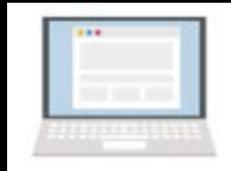
Credit card in your own name



Internet-capable environment and PC, etc.



Email address



STEP 3 Setting & Activation

After the application process is complete, an activation code will be sent via email

Scan the activation code using the device that will be used to complete setup



Participating Stores

eSIM Data Plan Zero can also be purchased directly at a store

[Dedicated BIC Camera Package]

Available from March 19, 2020



 **ビックカメラ**
コジマ
ソフマップ

[Standard Package]

Availability will be gradually expanded going forward.





Internet Initiative Japan

The internet started in Japan in 1992, along with IIJ. Since that time, the IIJ Group has been building the infrastructure for a networked society, and with our technical expertise, we have continued to support its development. We have also continued to evolve our vision for the future and innovate to make it a reality. As an internet pioneer, IIJ has blazed the trail so that others could realize the full potential of a networked society, and that will never change. The middle "I" in "IIJ" stands for "initiative," and IIJ always starts with the future.

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