

For Immediate Release

IIJ To Offer Japan Travel SIM (eSIM), a Prepaid eSIM for Visitors to Japan, from February 6

-- A choice of 7 plans from 3 GB to 55 GB, available at Lawson convenience stores throughout Japan --

TOKYO – January 17, 2024 - Internet Initiative Japan Inc. (TSE Prime: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced Japan Travel SIM (eSIM), a selectable gift card supporting eSIM. As the latest addition to the Japan Travel SIM lineup of prepaid SIM cards, providing mobile data communication service to visitors to Japan and temporary returnees, it will go on sale starting February 6, 2024 at approximately 14,700 Lawson stores throughout Japan, becoming the first prepaid eSIM service in Japan to be sold at convenience stores.

The lineup consists of seven plans, with communication capacities from 3 GB to 55 GB (each usable for up to 30 days). After purchasing a package at a nearby Lawson convenience store, performing an online procedure, and installing the eSIM in their mobile terminal,* customers are immediately able to commence data communication.

*An eSIM is a “digital SIM” embedded in a device. Being programmable rather than physically switched, it is coming to replace the conventional plastic SIM card, as it is now supported in many iPhone and Android models. The eSIM software can be installed on supported terminals by scanning a QR code with the camera to download the necessary information, or by copying and pasting an activation code.

As the impact of the COVID-19 pandemic on travel wanes, the number of inbound tourists, temporary returnees, and foreign nationals staying in Japan is increasing. The needs for short-term use of communication service while in Japan are therefore expected to continue growing. By expanding the Japan Travel SIM plans and adding eSIM support, and further by making the products available at all Lawson stores throughout Japan, IIJ is making it easier for customers to purchase the products.

Japan Travel SIM (eSIM) will be on sale at the gift card section of Lawson stores. Customers select and purchase the desired data capacity at the point of sale from the seven available plans. After purchasing a package, the customer accesses the designated website from a location with Wi-Fi or other network access, inputs the entry code printed on the back of the package and other required information, and downloads the eSIM profile. When the necessary procedures are completed, data communication becomes possible anywhere in Japan where NTT Docomo 4G (LTE) or 3G service is available.



A typical Japan Travel SIM (eSIM) package design

■ Plans

| Data capacity | 3 GB | 6 GB | 10 GB | 15 GB | 25 GB | 35 GB | 55 GB |
|------------------|-------------------------------|----------|----------|----------|----------|----------|----------|
| Price (tax-free) | JPY2,480 | JPY2,980 | JPY3,280 | JPY3,480 | JPY4,580 | JPY4,980 | JPY5,780 |
| Usage period | 30 days from the start of use | | | | | | |

■ Flow to start of service

1. Take the Japan Travel SIM (eSIM) package to the point of sale, select the desired capacity plan, and pay for it.
2. On the designated website, input the entry code printed on the back of the package and other necessary information.
3. Download the eSIM profile from the designated website and install it in the terminal.

*An email address and Wi-Fi or other Internet access are necessary for making application on the website and downloading the eSIM profile.

*An unlocked terminal with eSIM support is necessary. Settings necessary for communication, including the APN (access point name), must be also made in the terminal.

■ Recharging (data add-on and extension of usage period)

More data capacity can be added, and the usage period extended for three months, by using an IIJmio Coupon Card available at Lawson stores and other outlets throughout Japan.

See <https://tr.iijmio.jp/howtorecharge/?lang=en> for IIJmio Coupon Card details.

*Recharging extends the usage period to the end of the third month after the month in which recharging took place. Please note that once the usage period has ended, it will no longer be possible to extend the usage period or add data communication capacity by recharging.

➤ See the following site for details of this service.

<https://t.iijmio.jp/?lang=en>

IIJ will continue providing highly convenient services that enable visitors to Japan and temporary returnees to enjoy stress-free use of mobile communications while in the country.

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 Prime Market of the Tokyo Stock Exchange in 2022. For more information about IIJ, visit the official website: <https://www.ij.ad.jp/en/>.

The statements within this release include forward-looking statements about future plans that involve risk and uncertainty. These statements may differ materially from actual future events or results.

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