

For Immediate Release

IIJ Expands Sales Channels for Japan Travel SIM (eSIM), a Prepaid eSIM for Visitors to Japan, by Adding Approximately 6,000 Convenience Stores, Drugstores, and Other Outlets Nationwide, Commences Sales

-- With a wide choice of capacities from 3 GB to 55 GB, the eSIM packages can be purchased readily at nearby stores --

TOKYO – February 3, 2025 - Internet Initiative Japan Inc. (TSE Prime: 3774), one of Japan's leading Internet access and comprehensive network solutions providers, today announced that its Japan Travel SIM (eSIM), a lineup of prepaid SIM packages providing mobile data communication service to visitors to Japan and temporary returnees, will be made available starting today in selectable POSA card format at approximately 6,000 additional outlets all over Japan, including convenience stores, drugstores, and discount stores, expanding the total number of sales outlets to approximately 21,000 nationwide.

Japan Travel SIM (eSIM) can be used for dedicated data communication service throughout Japan in the NTT Docomo 4G (LTE) and 3G service areas. The lineup consists of seven plans in all, with communication capacities from 3 GB to 55 GB (each usable for up to 30 days). After purchasing a package at a store, performing an online procedure, and installing the eSIM* in their mobile terminal, customers are immediately able to use the service.

*An eSIM is a “digital SIM” that is built into the terminal. 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 can be installed on supported terminals by reading the QR code with the camera to download the necessary information, or by copying and pasting an activation code.

Since coming on the market, Japan Travel SIM (eSIM) has won wide favor with visitors to Japan. IIJ therefore decided to sell the packages at many additional outlets besides the Lawson stores where they are currently sold, including drugstores, discount stores and other types of stores popular with visitors from overseas, making them readily purchasable at any time by customers needing communication service.



Japan Travel SIM (eSIM)

■ Main additional stores where sold and scheduled start of sales

Stores	Scheduled start of sales
MINISTOP	Monday, February 3, 2025
JR TOKAI RETAILING PLUS shops	Tuesday, February 18, 2025
Don Quijote stores	Friday, February 21, 2025
Welcia drugstores	Tuesday, February 25, 2025
Matsumotokiyoshi Group stores	Tuesday, February 25, 2025
Cocokara Fine Group stores	Tuesday, February 25, 2025

Note: Some stores may not stock these products.

■ 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 an application on the website and downloading the eSIM profile.

*A SIM lock-free terminal with eSIM support is necessary. Settings required for communication, including the APN (access point name), must be made separately in the terminal.

➤ See the following site for details of this service.

<https://t.ijmio.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 contain 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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