Internet Initiative Japan Inc.

IR Road Show December 5-7, 2011

http://www.iij.ad.jp/en/IR TSE1:3774 NASDAQ:IIJI

Ongoing Innovation

Key Investment Highlights





Target Blue-chip and Governmental Organizations in Japan with dominant position



Best Positioned in the Growing Outsourcing & Cloud Computing Market in Japan



Stable revenue growth from the accumulating revenue



Solid Growth Strategy

TOP IP Engineering Company in Japan

The first established full-scale ISP in Japan

- > A group of highly motivated and skilled TOP Level IP Engineers
- Pioneer of Network Technologies in Japan
- In-housed development
 - Operate one of the largest Internet Backbone in Japan
 - Fully develop its service and back office facilities
 - Internet Connectivity & Firewall Service, IP Multicast Delivery Service, IPv6 Service
 - NetBSD based Router Product Development (SEIL Series)

"IIJ" brand among the Japanese IT market

- >Well known for its high engineering skills and network support skills
- High customer Satisfaction with long term relationship
- >Around 6,500 clients, mainly governmental and large enterprise

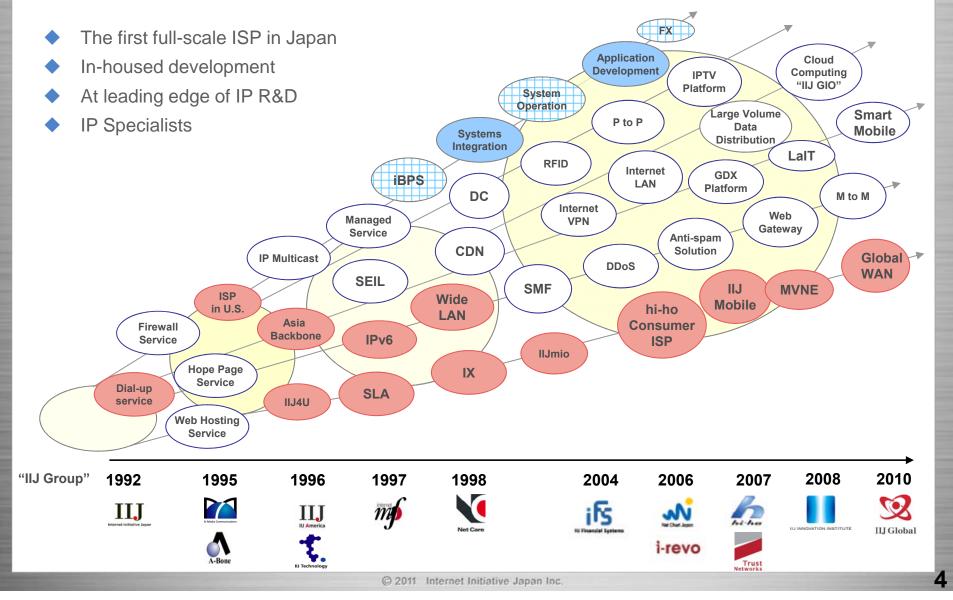
At the leading edge of IP R&D

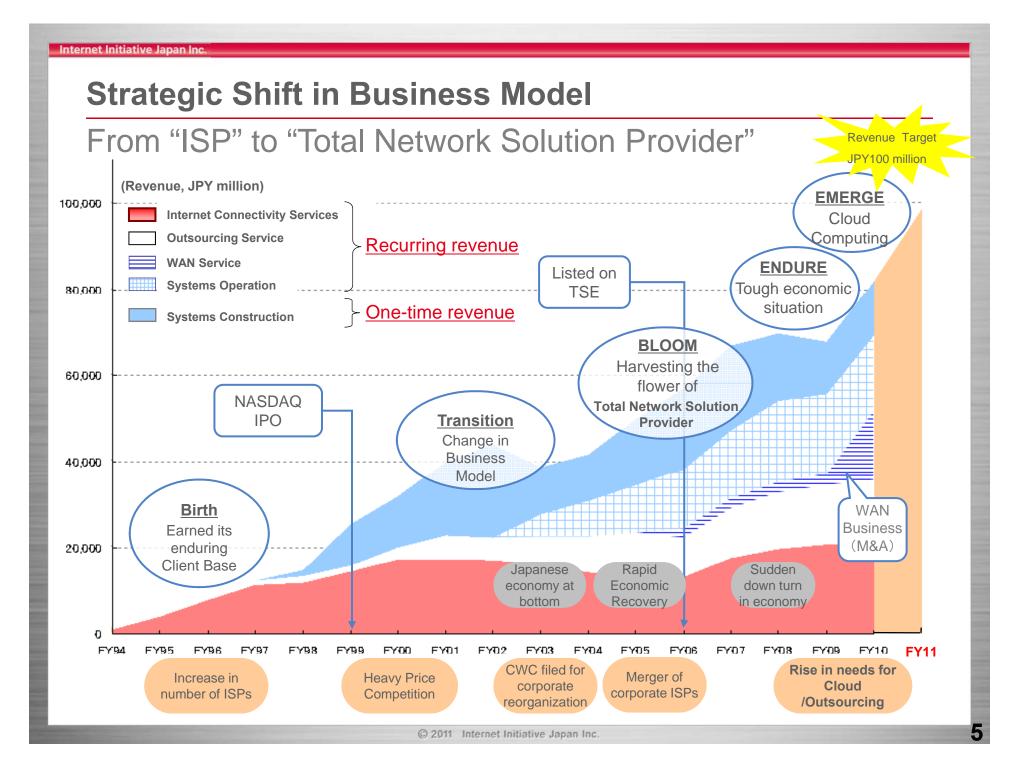
- IPv6, Mobile IPv6(MIPv6), NetBSD
- Distributed and Parallel Processing Platform for very large data sets
- Participation in world-wide research
- Board Member of "Telecom-ISAC Japan"

Company Profile (as of September 2011)			
Established	December 1992		
Number of Employees	Consolidated: 1,955 (approx 70% engineers)		
Listed Markets	NASDAQ(IIJI), TSE1(3774)		
Large Shareholders (as of March 2011)	NTT(24.4%), Koichi Suzuki(6.3%), Itochu Corp.(5.1%), NTTCom(4.9%)		

Entrepreneur of Network Technologies

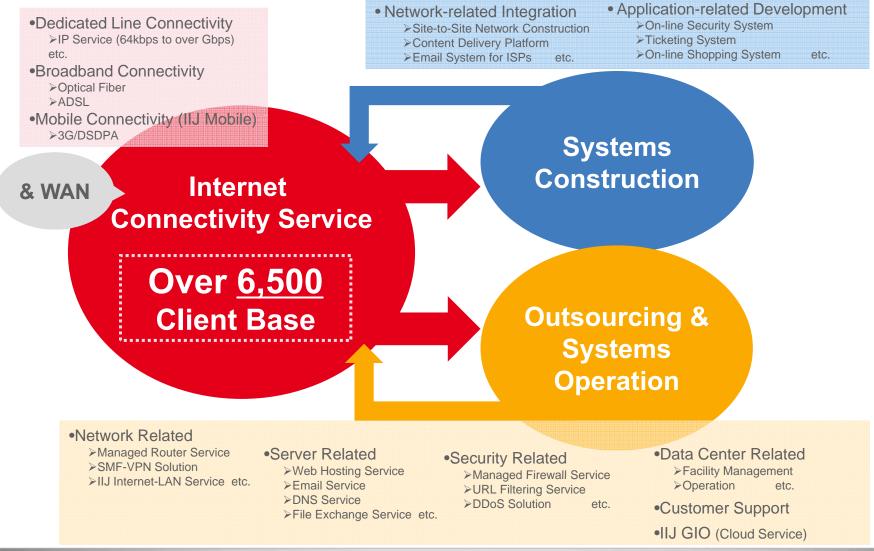
Business and Service Development to Initiate the Market



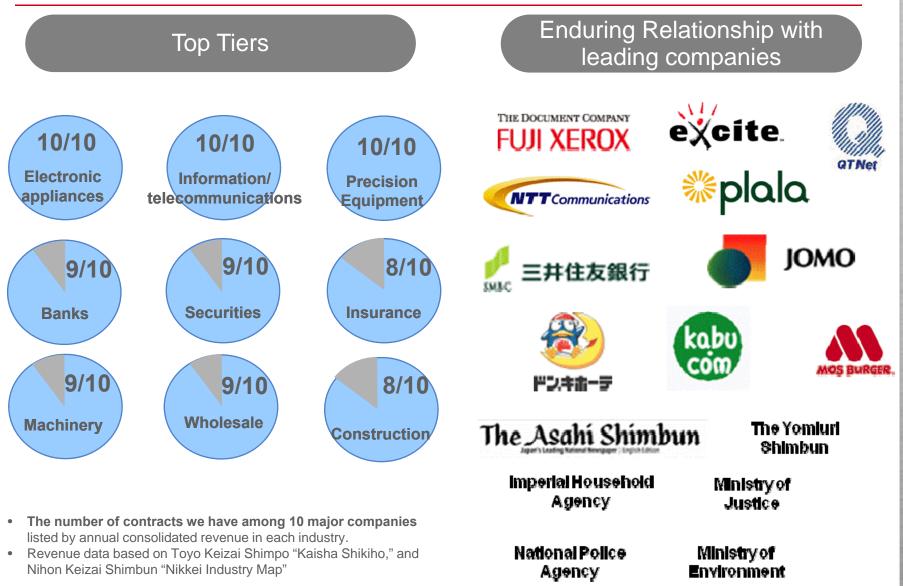


Recurring Business Model

Cross Selling of Total Network Solutions

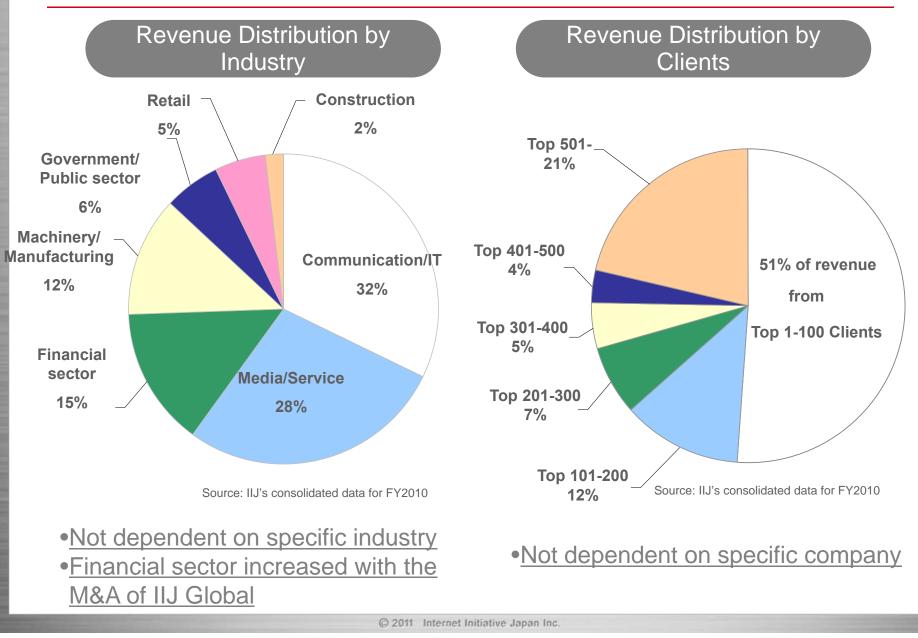


Excellent Blue-chip Client Base



and more...

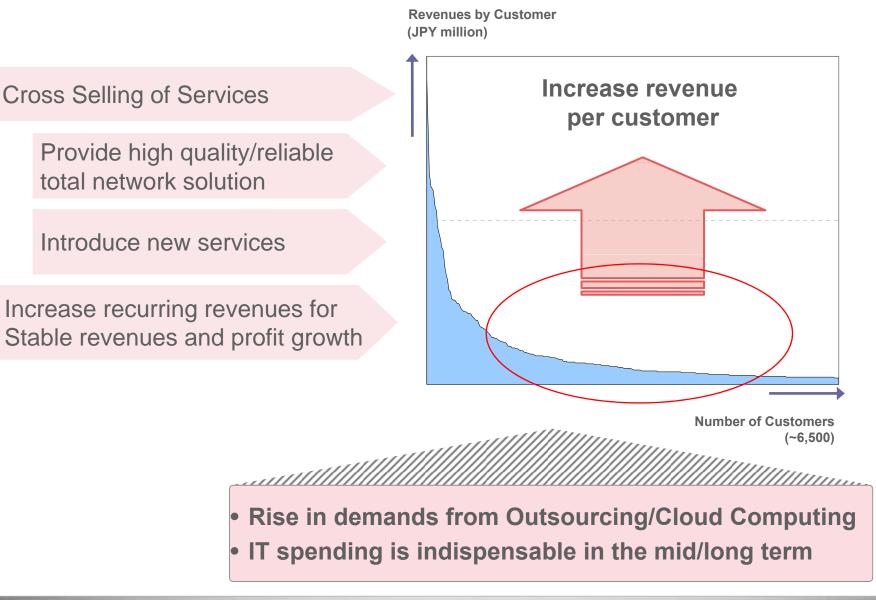
Broad Client Base



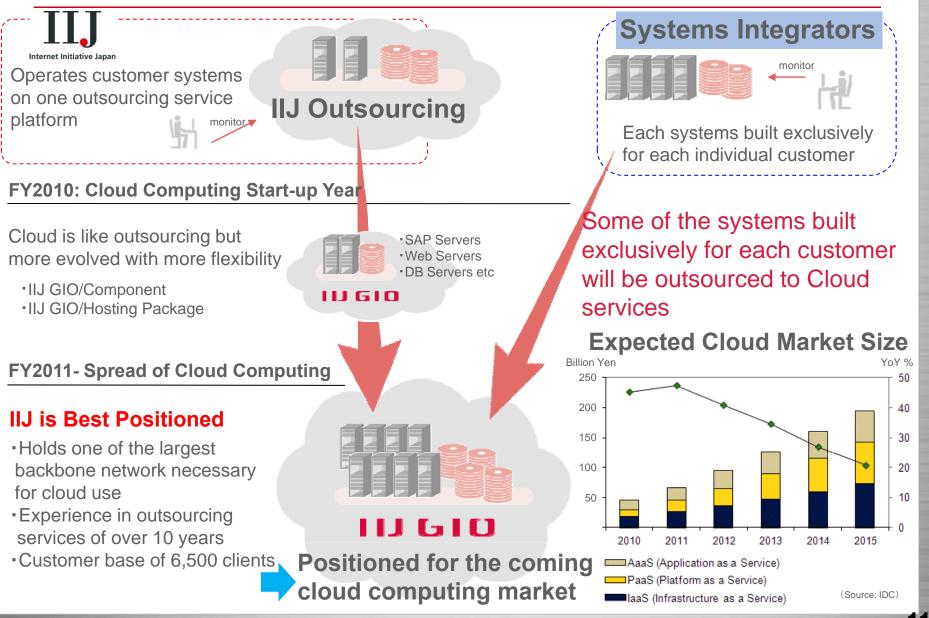
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Business Developments

Customer Retention Strategy



Increasing IIJ Business Opportunities in Cloud Computing(1)



Increasing IIJ Business Opportunities in Cloud Computing(2)

Cloud compiting service "IIJ GIO"

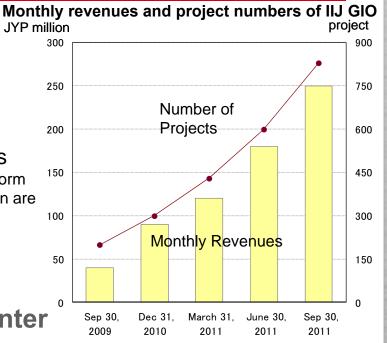
IIJ GIO monthly revenue for Sep 2011: over JPY250 million

- Components (customized cloud. Revenue recognized in SI operation and maintenance), Hosting package (packaged cloud. Revenue recognized in outsourcing services)

Number of projects as of Sep 2011: over 830 projects -Accumulation of blue-chip clients' projects, web and email based platform system use, number projects with monthly charge of over JPY1 million are increasing.

- Several large usages by Social Application Providers (SAP)
- Revenue for FY2010 : approx JPY0.6 billion
- Revenue target for FY2011: over JPY3.0 billion
- Opened the first container type data center using outside air cooling in Japan (April 2011)
- It can expand its facilities in a shorter period of time with less investments compared to building type DC
- Efficient power usage. Reduces CO2 emission

Fac	ilities	IT Modules	IT Modules : Max. 24, Racks : Max. 216			
Electric power equipment		Power capacity	2,000 kVA Two power lines, each from a different substation			
		Emergency power generator	Cold-start diesel generator			
Fire eq	juipment	Advanced fire detection system / N2 gas fire extinguishing equipment				
Sec	curity	Intruder detection, surveillance cameras, and access management system. 24-hour on-site monitoring personnel				



Matsue Data Center Park



Enhancing business scope by AT&T Japan M&A



<Outline of Acquisition>

- Acquired mainly the domestic network outsourcing service business such as WAN from AT&T Japan
- •Acquisition completed on Sep 1, 2010
- •Successfully completed acquisition of 1,600 clients and approx 240 personnel
- •Purchase price: JPY9.2 billion (mainly shortterm bank borrowings)

< IIJ Global Solutions Area of Expertise>

- 1,600 blue-chip corporate clients such as in financial or manufacturing industries
- For example, closed network for mega banks and large scale site-to site network system
- Especially strong in providing WAN services
- -Carrier free network integration
- -Business tie-ups with AT&T and other foreign carriers to provide global services
- •Strong Sales Force and business tie ups with IBM for sales activities

< Effects to FY10 Consolidated Financial Results>

(B/S) *As of March 31, 2011					
Current Assets	11,021				
Noncurrent Assets	8,922				
Intangible Assets 5,763					
Current Liabilities 8,19					
Noncurrent Liabilities 1,937					

((P/L) *7 months from Sep 2010 to March 2011			
	Revenues	15,094		
	Costs	12,137		
	SG&A / R&D	1,767		
	Operating Income	1,190		
	Operating Margin Ratio	7.9%		
	- Amortization of Customer Relationship	255		

<Future business developments and synergies>

- •Full year contribution for FY2011 results
- *1H11 Revenue: JPY13.0 billion, Operating Income: JPY1.0 billion (on track)
- •Plans to establish new offices abroad
 - Established a representative office in Bangkok and scheduled to establish a subsidiary in Shanghai (4Q11)
- •Strengthen global service and operations
 - Offers managed global Internet VPN service and closed-network International WAN service
 - Offers a multi-lingual help desk (in Japanese, English and Chinese)

ATM Operation Business Developments



< ATM Operation Business Results > •FY2010 Revenue: JPY0.5 billion,

Operating loss: JPY0.6 billion

•Number of ATM places as of November 8, 2011: 349 ATMs

*The placement speed of ATMs were down during May and June affected by the March 11 earthquake

•Number of daily transactions are increasing

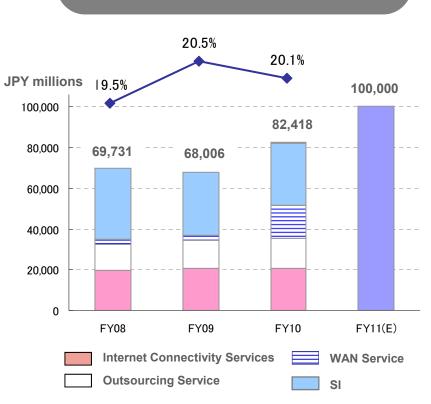
(JPY millions)

	1Q10	2Q10	3Q10	4Q10	1Q11	2Q11
Revenue	106	123	125	164	244	317
Cost	229	227	247	297	311	341
Expenses	37	36	42	44	43	35
Sum	266	263	289	341	354	376
Operating Loss	(161)	(140)	(165)	(177)	(111)	(58)

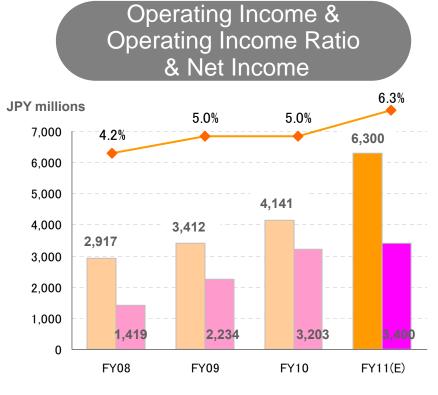
< Number of ATMs >

- •FY08: Completed field test in Kanto Area (10 ATMs)
- •FYO9: Begun placing ATMs in Kanto and Kansai Region
- •FY10: Begun placing ATMs again from 2H10. Begun placing in Kyushu area
- •FY11: Planned to place ATMs in Kanto, Kansai and Kyushu area
- < About Trust Networks >
- Operates ATM operation business
- •Established July 2007 (77.8% ownership)
- -Receives commission from each withdrawal
- ·ATM machines are leased
- The total number of ATMs placed and the daily usage per ATM is the key to profit growth

Historical Revenue & Income and FY11 Target



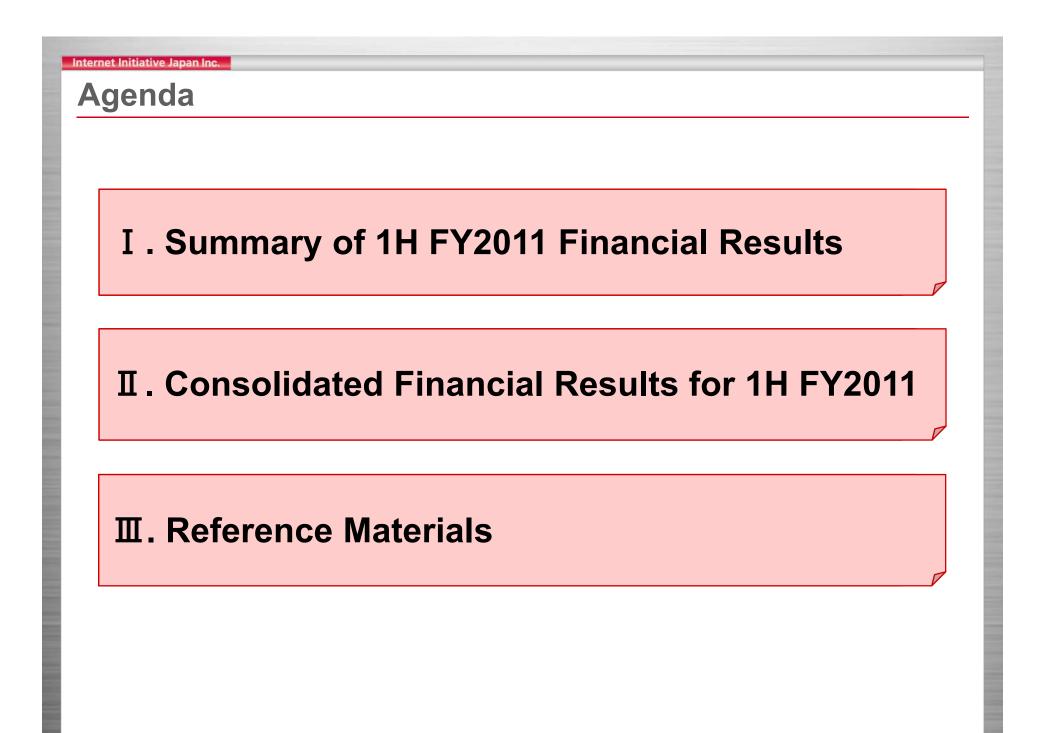
Revenue & Gross Margin



- •Continuous growth of stock revenue
- •SI fluctuated due to economic situation
- •Solid income growth along with stock revenue accumulation
- •Further growth opportunity with (1) cloud computing (2) M&A of IIJ Global

2Q11 Consolidated Financial Results

(Announced on November 8, 2011)



I. Summary of 1H FY2011 Financial Results

<1H FY2011 Financial Results>

 Total revenues 	JPY47,207 million	(up 37.7% YoY)
 Gross margin 	JPY9,236 million	(up 35.0% YoY)
 Operating income 	JPY2,448 million	(up 103.8% YoY)
 Income before income tax expense 	JPY2,291 million	(up 127.7% YoY)
 Net income attributable to IIJ 	JPY1,361 million	(up 58.4% YoY)

Recorded the highest 1H revenue, operating income and income before income tax expense

- Stock revenue type services: Internet connectivity services for corporate use, outsourcing, WAN and systems operation and maintenance grew respectively
- IIJ-Global recorded good business progress.1H11: Revenue and profit contribution of 6 months (1 months for 1H10) Revenues of JPY13.0 billion, costs of JPY10.4 billion, SG&A of JPY1.5 billion and operating income of JPY1.0 billion
- With costs and expenses stabled, profit exceeded our initial 1H11 target and operating income was doubled YoY

	Initial Targe	et R	lesults
Operating Income	JPY2.0		JPY2.4
Net income attributable to IIJ	JPY1.0		JPY1.4

IIJ's Cloud Computing Service "IIJ GIO" continuously growing, projects and revenue accumulating

- Sep 2011 monthly revenue reached over JPY250 million (JPY120 million for March 2011) and the number of projects reached over 830 as of Sep 2011 (over 600 as of June 2011, 430 as of March 2011)
- > Accelerating promotions (participated in the Cloud Expo convention) and strengthening IIJ GIO partnership programs
- > Opened Mitaka DC and increased the number of container units and servers in Matsue DC

Revised 1H11 financial targets. Full FY2011 financial targets remain unchanged

Income exceeded target with stock revenue growth and steady cost level. Revenue slightly lower than initial 1H11 target due to shortage of systems construction and ATM operation business revenues.

Strengthening IIJ Group's Global Business

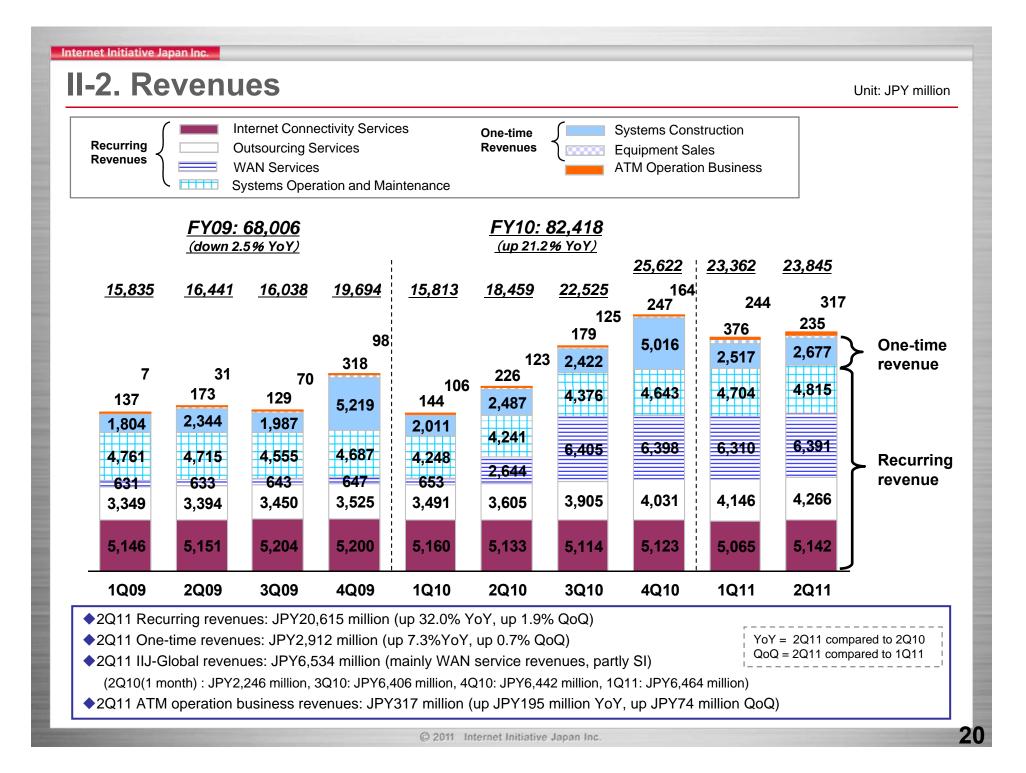
- > Japanese corporate actions to go global and their increasing and strong demands for global network services
- > Constructing private cloud computing SI project in the United States for our largest Japanese SAP clients
- > IIJ-Global will provide "IIJ Global Smart WAN service", "Net de! World", "Multi-lingual helpdesk" services
- > IIJ-Global to establish a representative office in Bangkok (Sep 2011) and a subsidiary in Shanghai

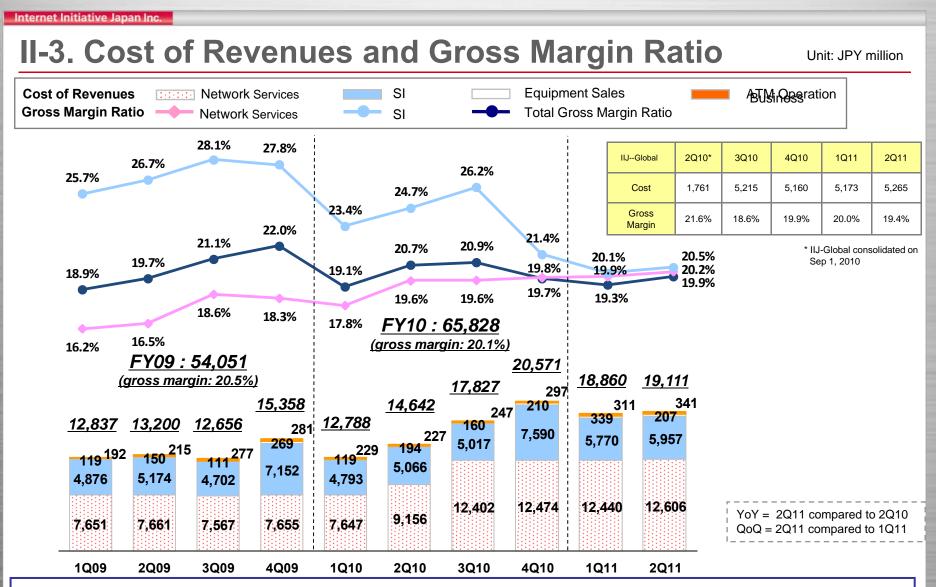
II-1. Consolidated Results for 1H FY2011

Unit: JPY billion

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	% of Revenues 1H11 (11/4~11/9)	% of Revenues 1H10 (10/4~10/9)	YoY	% of Revenues 1H11 Revised Target (11/4~11/9)	% of Revenues 1H11 Initial Target (11/4~11/9)
Total Revenues	47.2	34.3	37.7%	47.2	47.5
Total Costs	80.4% 38.0	80.0% 27.4	38.4%	_	_
Gross Margin	19.6% 9.2	20.0% 6.8	35.0%	_	_
SG&A/R&D	14.4% 6.8	16.5% 5.6	20.3%	_	_
Operating Income	5.2% 2.4	3.5% 1.2	103.8%	5.1% 2.4	4.2% 2.0
Income before Income Tax Expense	4.9% 2.3	2.9% 1.0	127.7%	4.7% 2.2	^{3.6%} 1.7
Net Income Attributable to IIJ	2.9% 1.4	2.5% 0.9	58.4%	^{2.9%} 1.4	^{2.1%} 1.0



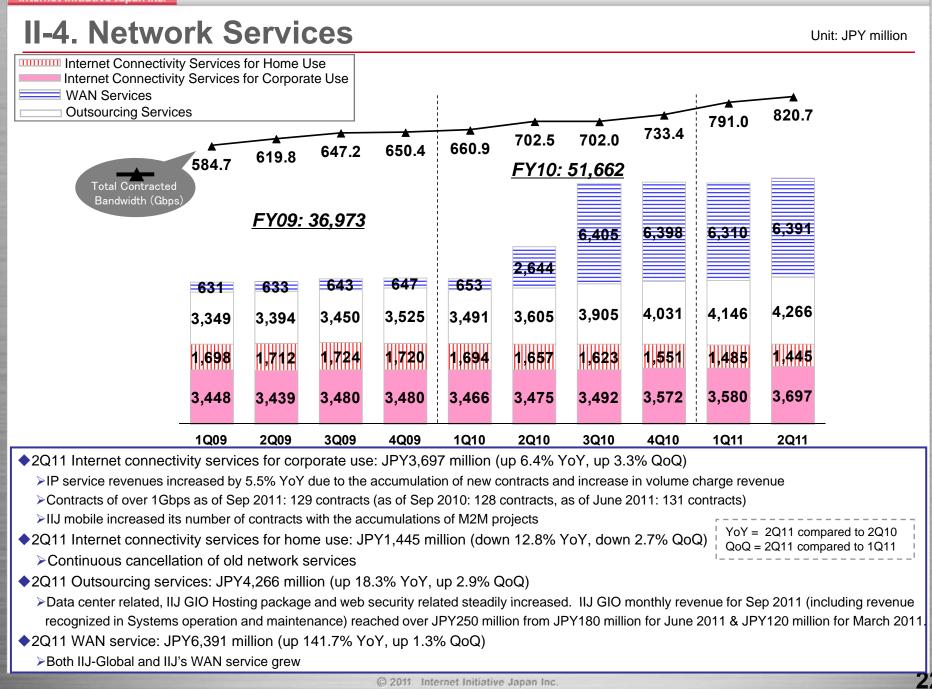


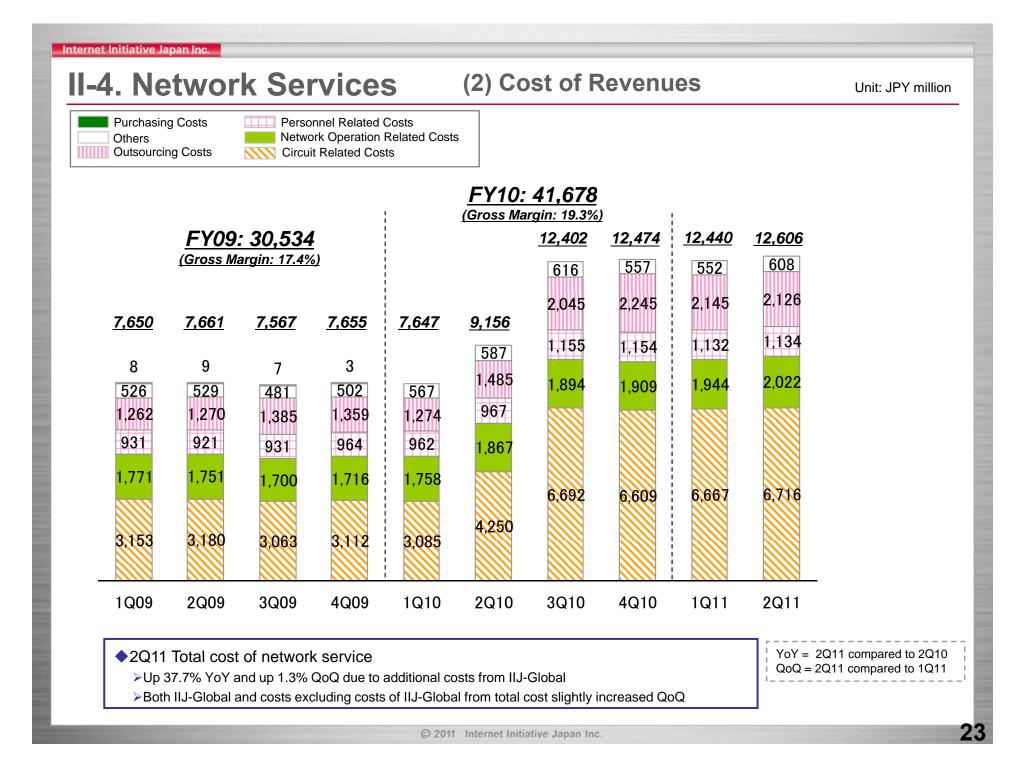
◆2Q11 Gross margin: JPY4,734 million (up JPY918 million YoY, up JPY232 million QoQ)

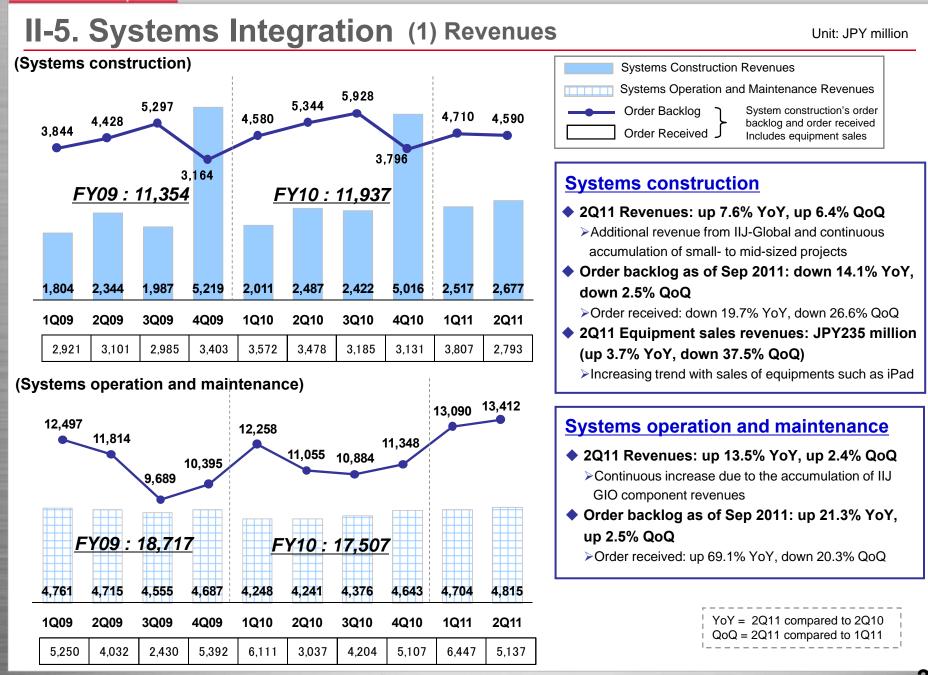
>Network service gross margin: JPY3,194 (up JPY968 million YoY, up JPY113 million QoQ due to the additional gross margin related to IIJ-Global and the continuous increase in revenues of outsourcing service)

SI gross margin: JPY1,536 million (down JPY126 million YoY, up JPY85 million QoQ mainly due to initial costs burden of IIJ GIO)

>ATM operation business gross loss: JPY24 million (2Q10: JPY104 million, 1Q11: JPY68 million)



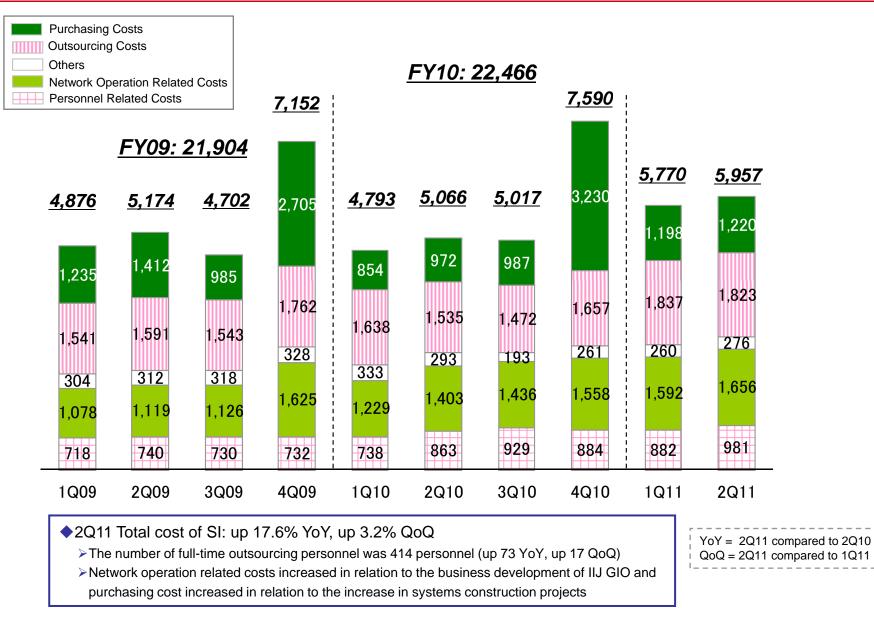




II-5. Systems Integration (2) Cost of Revenues

Unit: JPY million

25

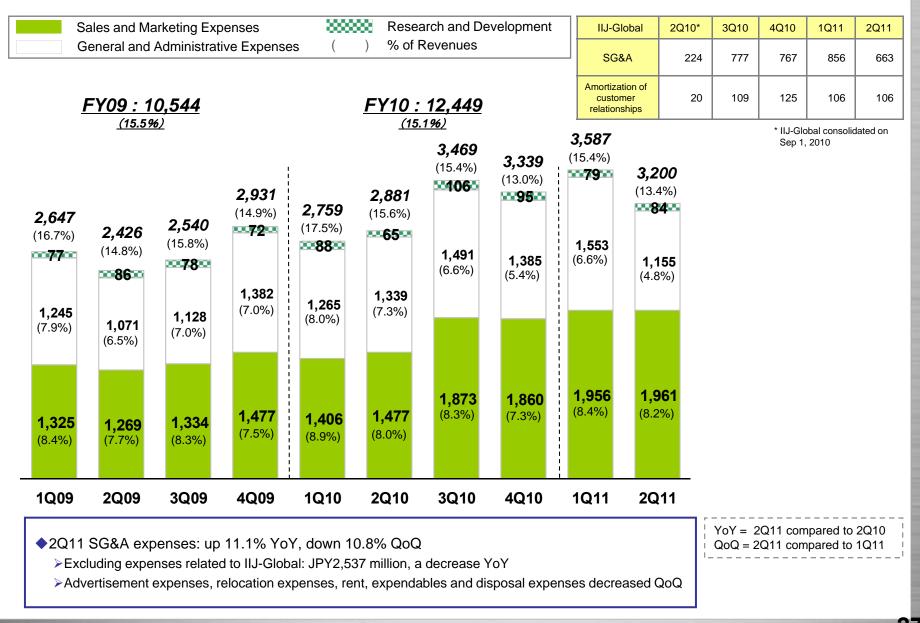


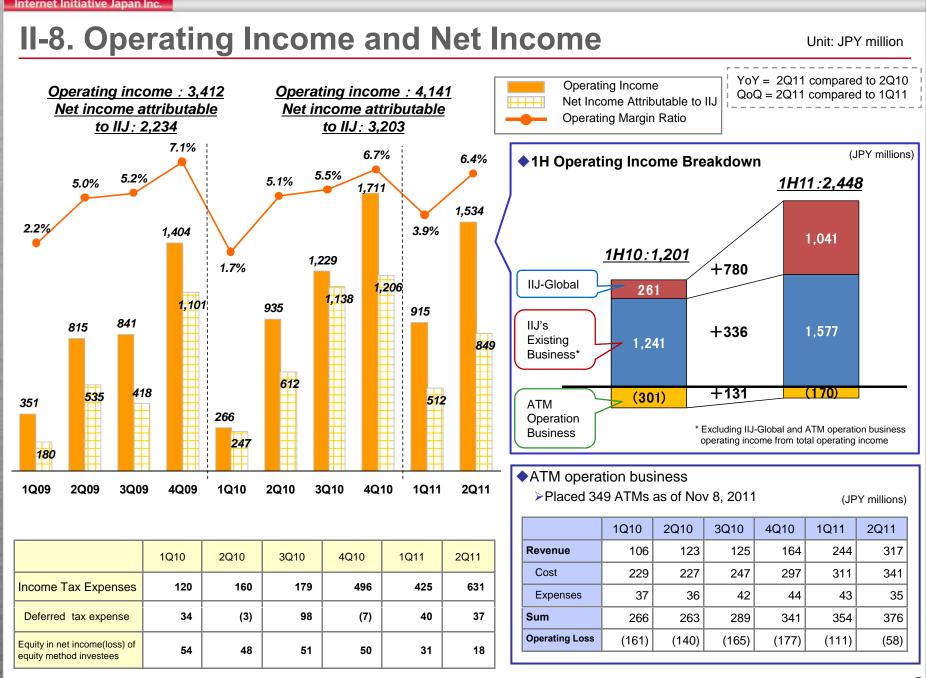
Internet Initiative Japan Inc. **II-6.** Number of Employees Contract worker (Personnel) Full time worker 1.968 1,944 1,955 1,953 2,000 267 243 246 258 1,687 [Employee Distribution] 263 Administration 1,500 14% Sales 19% 1.000 Engineers 1,710 1,709 1,701 1,686 67% 1,424 500 0 2010/3 2011/6 2010/9 2011/3 2011/9 Unit: JPY million 3,554 3,627 3,686 Personnel related costs and (13.9%) (15.5%) (15.5%) expenses(% of revenue) YoY = 2Q11 compared to 2Q10 Number of employees as of Sep 2011: 1,955 personnel (down 13 YoY, up 2 QoQ) QoQ = 2Q11 compared to 1Q11 > Hired 44 newly graduates in April 2011 (60 newly graduates in FY2010, 77 in FY2009) > Planning on hiring 76 newly graduates in April 2012

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II-7. SG&A Expenses/R&D

Unit: JPY million





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II-9. Consolidated Balance Sheets

Unit: JPY million

	March 31, 2011	September 30, 2011	Changes
Cash and Cash Equivalents	13,314	10,974	(2,339)
Accounts Receivable	16,431	14,453	(1,979)
Inventories	601	662	+60
Prepaid Expenses	1,680	2,386	+706
Other Investments	2,794	2,870	+76
Property and Equipment	16,481	18,715	+2,234
Goodwill and Other Intangible Assets	11,843	11,536	(307)
Accounts payable	13,574	8,678	(4,896)
Borrowings (Short-term and Long-	13,430	11,970	(1,460)
Accumulated Deficit	(14,023)	(12,966)	+1,057
Accumulated Other Comprehensive Loss	(85)	(63)	+22
Total IIJ Shareholders' Equity	29,652	30,748	+1,096
Total Assets	71,473	69,102	(2,371)

Nonmarketable

- equity securities: JPY1,899 million > Available for sale
- equity securities: JPY819 million
- ≻Others: JPY152million

Increased due to investments related to IIJ GIO

➤Non-amortized

intangible assets: JPY5,980 million
Goodwill; JPY5,788 million
(IIJ-Global: JPY2,288 million)
Trademark: JPY192 million
Amortized intangible assets
(Customer relationships): JPY5,536 million
(IIJ-Global: JPY3,254 million)

Decreased in relation to the payment of accounts payable

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IIJ Shareholder's equity ratio:
Sep 30, 2011: 44.5%
March 31, 2011: 41.5%

II-10. Consolidated Cash Flows

<Operating Activities> FY09 : 9,621 FY10: 12,564 4,177 3,360 3,279 2,966 2,835 2.628 2,274 2,164 1,468 1,323 1Q09 2Q09 3Q09 4Q09 1Q10 2Q10 3Q10 4Q10 1Q11 2Q11

-955

1Q10

-10,782

2Q10

FY10: (13,493)

3Q10

4Q10

1Q11

-990

4Q09

-693

3Q09

<Investing Activities>

-1,000

2Q09

<u>FY09 : (3</u>,788)

-1,105

1Q09

and purchased equipments for systems integration projects. <2Q11 Investing Activities> -892 -864 -1,165 -2.069

2Q11

>Purchase of property and equipments:

>Decrease in accounts payable: JPY1,345 million

• While operating income increased YoY, there were

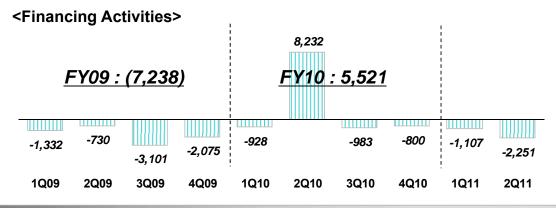
payments for operation and maintenance services

JPY1,304 million

etc

30

etc



<2Q11 Financing Activities>

<2Q11 Operating Activities>

Increased operating income

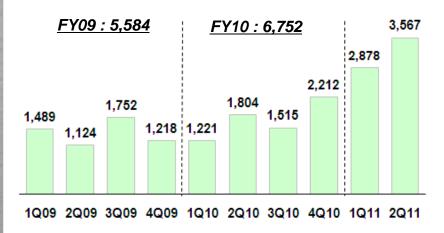
- >Long-term bank borrowing: JPY3,000 million
- >Repayment of short-term bank borrowings (net): JPY4,460 million
- >Principle payments under capital leases: JPY791 million

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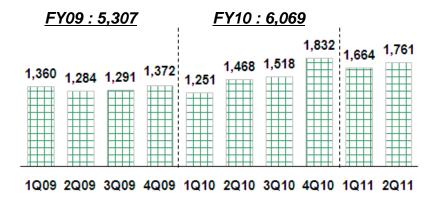
Unit: JPY million

II-11. Other Financial Data (CAPEX etc.)

CAPEX (Include Capital Lease)



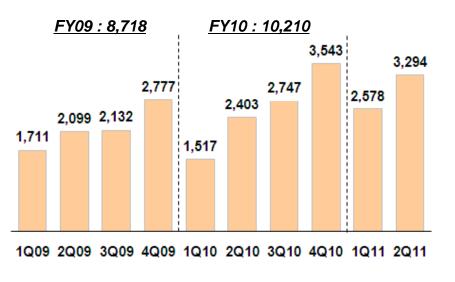
Depreciation and Amortization



1H11 CAPEX Breakdown

≻IIJ−Global	JPY0.3 billion
➤Cloud related	JPY1.7 billion
	(of which, JPY0.5 billion not in original plan)
≻Matsue DC	JPY0.9 billion
Customer project related	JPY0.9 billion (not in original plan)
➢ATM operation business	JPY0.3 billion

Adjusted EBITDA



III-1. Reference: FY2011 Financial Target (Remain unchanged)

Unit: JPY billion (except for Net Income and Cash Dividend per Share)

	FY11 Target (11/4~12/3)			YoY 0 to FY09 Acutal)	
Total Revenues	100.0	82.4	+17.6	21.3%	
Operating Income	6.3	4.1	+2.2	52.1%	
Income before Income Tax Expense (Benefit)	5.6	3.8	+1.8	46.1%	
Net Income attributable to IIJ	3.4	3.2	+0.2	6.1%	
Net Income attributable to IIJ per Share	JPY 16,775	JPY 15,761	JPY +1,014	6.4%	
Cash Dividend per Share	JPY 3,000 (Annual)	JPY 2,750 (Annual)	JPY +250	9.1%	

III-2. Reference: IIJ Group Companies

(As of Oct 31, 2011)

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		Company Name	Ownership	Main Business
	Net Care	Net Care, Inc.		Provides a full range of network operation and management services, from customer support, end-user help desks, monitoring and troubleshooting to integrated management services.
		Net Chart Japan Inc.	100%	Provides network construction services, primarily for LANs, such as network installation wiring, installation and set-up of equipment, installation of applications, and operational support.
	II America	IIJ America Inc.		Provides quality Internet services in the U.S. with a focus on U.Sbased enterprises doing business in the Asia-Pacific region. Also IIJ-A constructs and operates on U.S. Internet backbone network.
Consolidated Subsidiaries	hitha	hi-ho, Inc.		Supports customer's safe, secure and comfortable Internet life based on ISP business for personal users.
		IIJ Innovation Institute Inc.		An incubation business for the next generation internet. (R&D)
	IIJ Global	IIJ Global Solutions Inc.		Provides domestic network outsourcing related services including WAN service and international network related services
	Trust	Trust Networks Inc.	77.8%	Operates ATM network systems placed in designated facilities. Receives commission for each withdrawal transaction from a bank account.
	mp	Internet Multifeed Co.	32%	Provides mutual access with other major ISPs and content distribution services based on Multifeed technology. Also MFEED operates JPNAP, a distributed IX service.
Equity Method Investees	i-revo	Internet Revolution, Inc.	30%	Operates a comprehensive portal site that provides various contents, such as SNS, blogs, stunning games, videos, and music.
	TRINITY Leyeby Marketing Saddelion	Trinity Inc.	45%	Provides operation of reward point management system

III-3. Reference: IIJ Press Releases

Date			Press Releases
FY11	2Q	8/18	IIJ to Build Infrastructure for docomo market (i-mode)
		9/6	IIJ Global to Develop the IIJ Global Smart WAN Service
		9/14	IIJ Global to Launch SaaS-based Asset Management Service GLASS
		9/16	IIJ Opens the Mitaka Data Center
		9/29	Net Chart, Fuji Electric Cable and Panduit Launch Joint Venture in Narrow-Gauge Patch Cables
	3Q	10/3	IIJ Strengthens VPN Functions on IIJ Routers and Remote Access Solution
		10/14	IIJ Global Launches Net de! World, an Internet VPN Service Connecting 200 Countries Worldwide
		10/14	IIJ Global to Establish Offices in China and Thailand
		10/20	IIJ to Deliver IIJ GIO Cloud Service to Tokyo Stock Exchange for Remote Data Backup System
		10/24	IIJ Revises Its FY2011 First Half Financial Target
		10/31	IIJ GIO Cloud Service to Support Web Infrastructure Integration at Sumitomo Forestry

Forward Looking Statement

Statements made in this presentation regarding IJ's or management's intentions, beliefs, expectations, or predictions for the future are forward-looking statements that are based on IIJ's and managements' current expectations, assumptions, estimates and projections about its business and the industry. These forward-looking statements, such as statements regarding revenues and operating and net profitability, are subject to various risks, uncertainties and other factors that could cause IIJ's actual results to differ materially from those contained in any forward-looking statement. These risks, uncertainties and other factors include: the possibility a decrease of corporate spending or capital expenditure due to depression in Japanese economy and/or corporate earnings decreased; the possibility that less of reliability for our services and loss of business chances due to interrupt or suspend of our services; the possibility an increase over estimate in network rerated cost and outsourcing cost, personnel cost etc.; increase in competition and strong pricing pressure; the recording of an impairment loss as a results of an impairment test on the non-amortized intangible assets such as goodwill; a decline in value and trending value of our holding securities; the amount and timing of the recognition of deferred tax benefits or expenses; and other risks referred to from time to time in IIJ's filings on Form 20-F of its annual report and other filings with the United States Securities and Exchange Commission ("SEC").

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