

## **PRESS RELEASE**

### **IIJ and Sony to Agree on the Establishment of a Joint Venture to Promote Smart Agriculture**

*"Advancing Sustainable Agriculture Through Soil Moisture Sensors and Irrigation Navigation Services"*

TOKYO and ATSUGI, Japan – November 7, 2025 - Internet Initiative Japan Inc. (IIJ) and Sony Semiconductor Solutions Corporation (Sony) today announced the signing of an agreement to establish a joint venture that will offer soil moisture sensors and irrigation navigation services for smart agriculture. The new company is scheduled to begin operations in April 2026. By combining IIJ's expertise in communication technologies and smart agriculture with Sony's technological capabilities in sensor development and other areas, the company aims to support improvements in work quality and efficiency in agricultural practices, while contributing to sustainable agriculture that is resilient to climate change.

#### **Background of the New Company Establishment**

As global climate change accelerates, the agricultural sector is increasingly exposed to its adverse impacts. To address risks such as poor crop growth caused by increasingly severe extreme weather events, new approaches beyond traditional cultivation methods have become essential. In addition, particularly in Japan, the aging of agricultural workers and the shortage of successors are progressing rapidly, which amplifies the need for labor-saving and more efficient agricultural operations.

In response to these issues, IIJ has been engaged in smart agriculture initiatives since 2017, by leveraging its proprietary water management sensors and wireless communication technologies such as LPWA(\*). IIJ has collaborated with farmers and local governments to build IoT environments across various agricultural fields – from rice paddies to vegetable and citrus farms – and used the collected data to improve the quality and efficiency of agricultural operations.

Sony has been working to contribute to solving environmental and social issues through technology by developing high-precision soil moisture sensors and AI-based data analysis technologies, and by conducting applied research in the agricultural sector.

The new company will combine the technologies and expertise of both companies to develop and deliver services that enhance efficiency in the agricultural practices.

(\*) LPWA (Low Power, Wide Area): A wireless communication technology optimized for IoT/M2M applications, characterized by low power consumption and long-range connectivity.

#### **Business Overview of the New Company**

The new company will develop and sell high-precision moisture sensors and provide irrigation navigation services for facility and open-field farmers. By analyzing data obtained from soil moisture sensors and other sources, the service will provide users optimal irrigation volumes and timing, supporting farmers manage their land more effectively and improve crop yields and quality without relying solely on traditional experience or practices.

<<New Company Overview>>

|                            |                                                                                                                                   |
|----------------------------|-----------------------------------------------------------------------------------------------------------------------------------|
| Company Name               | TBD                                                                                                                               |
| Planned Shareholding Ratio | IIJ 85%, Sony 11%, Others 4%                                                                                                      |
| Planned Establishment Date | April 1, 2026                                                                                                                     |
| Representative Director    | Toru Saito<br>Currently: Deputy Division Director, IoT Business Division, Network Service Business Unit, IIJ                      |
| Total Capital Contribution | JPY559 million                                                                                                                    |
| Business Description       | Development, sales, and support of moisture sensors and agricultural support services utilizing soil moisture sensing technology. |

### About Internet Initiative Japan Inc.

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.iij.ad.jp/en/>.

### About Sony Semiconductor Solutions Corporation

Sony Semiconductor Solutions Corporation is a wholly owned subsidiary of Sony Group Corporation and the global leader in image sensors. It operates in the semiconductor business, which includes image sensors and other products. The company strives to provide advanced imaging technologies that bring greater convenience and fun. In addition, it also works to develop and bring to market new kinds of sensing technologies with the aim of offering various solutions that will take the visual and recognition capabilities of both human and machines to greater heights. For more information, please visit <https://www.sony-semicon.com/en/index.html>.

*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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