



1st December 2015
Asahi Net, Inc.

Asahi Net to launch a voice call-enabled SIM service
~significant smartphone cost savings, same call quality and phone number~

From 17th December 2015, Asahi Net, Inc. (President: Jiro Hijikata; Head office: Chuo-ku, Tokyo, Japan; Listed on the first section of the Tokyo Stock Exchange) will begin offering a SIM service with voice call functionality.

These days an increasing percentage of a household's budget is being spent on communication and customers have a growing need to keep smartphone usage charges to a minimum. This service is aimed at meeting the requirement of such customers by offering significant savings on monthly smartphone usage charges.

In particular, customers with a NTT DOCOMO smartphone who use Mobile Number Portability (MNP) to switch to Asahi Net will find their telephone number and the service quality will not change, and they will be able to reduce their monthly usage charges to about one third with the same smartphone. Furthermore, Asahi Net members who bundle this service with their fiber-optic connection service will receive a 50 yen/month reduction on their Asahi Net monthly usage charge.

With the launch of this service, our existing data SIM services and the new voice-call enabled SIM service will be offered with the service name "Asahi Net LTE" and be referred to as "ANSIM".

With this service we hope as many customers as possible will benefit from lower communication costs and improved convenience.

■ The Asahi Net LTE (ANSIM) concept and logos

Concept

As an Internet provider ranked no. 1 for customer satisfaction and having offered our Internet connection services for over 20 years, we place emphasis on a reliable and simple service providing our customers with cost performance.

Logos



Type 1



Type 2

1. Service Start Date
Thursday 17th December 2015

2. Service Outline

Charges	Initial charge	3,000 yen
	Monthly charge per Plan ※1 ※2	3 Giga Plan (3GB/month data traffic) 1,600 yen 7 Giga Plan (7GB/month data traffic) 2,680 yen ※These monthly charges will be discounted by 50 yen if ANSIM is bundled with another Asahi Net connection service.
	Call charge (in Japan)	20 yen/30 seconds
Speed		Download 150Mbps (max.), Upload 50Mbps (max.)
SIM size		mini-SIM, micro-SIM, nano-SIM
Minimum usage period ※3		1 year

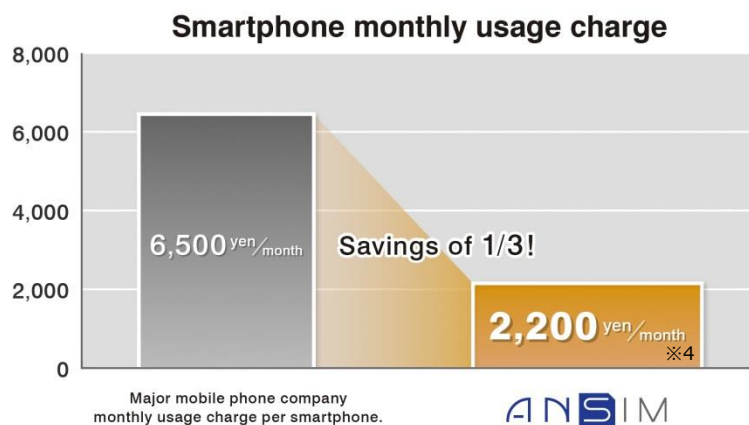
- ※ All charges shown above exclude tax.
- ※ 1 In addition to the above Plans, a 110MB/day Plan is also offered for 1,600 yen/month (excluding tax).
- ※ 2 In addition to these monthly charges, call charges will also be billed for calls made in a month.
- ※ 3 A cancellation charge of 8,000 yen will be billed if the customer cancels the service within 1 year of starting to use it.

3. How To Apply

Applications will be taken on the Asahi Net website and by telephone.

- 1) Asahi Net Website: <http://asahi-net.jp/en/>
- 2) Telephone: 03-6631-0861 (if calling from a NTT landline, call 0120-577-135).
Open 10am to 5pm, Monday through Friday, excluding holidays.
Applications will be accepted from 17th December 2015.

Reference: A diagram showing the reduction in monthly charge



- ※ The monthly charges shown exclude tax.
- ※4 The 2,200 yen ANSIM monthly charge shown has been calculated based on use of the ANSIM 3 Giga Plan (1,600 yen/month) and 15 minutes/month of call charges (600 yen/month).

Contact Point

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