



July 29, 2019
BBIX, Inc.
SAKURA internet Inc.

BBIX and SAKURA Internet form Joint Venture “BBSakura Networks, Inc.” in August 2019
-Providing SAKURA internet’s software/cloud based solutions to telecommunication service providers -

Tokyo, July 29, 2019 – BBIX, Inc. (“BBIX”) the Internet Exchange Service Provider under SoftBank Corp. and SAKURA internet Inc. (“SAKURA Internet”), an Internet Infrastructure provider in Japan today announced the establishment of a joint venture in August 2019. The joint venture’s name will be BBSakura Networks, Inc. (“BBSakura”) which aims to provide the mobile network solution services to the customers.

BBIX is providing Roaming Peering eXchange (“RPX”) services to major Mobile Network Operators (“MNO”) in Asia through its PoPs in Japan, Hong Kong and Singapore.

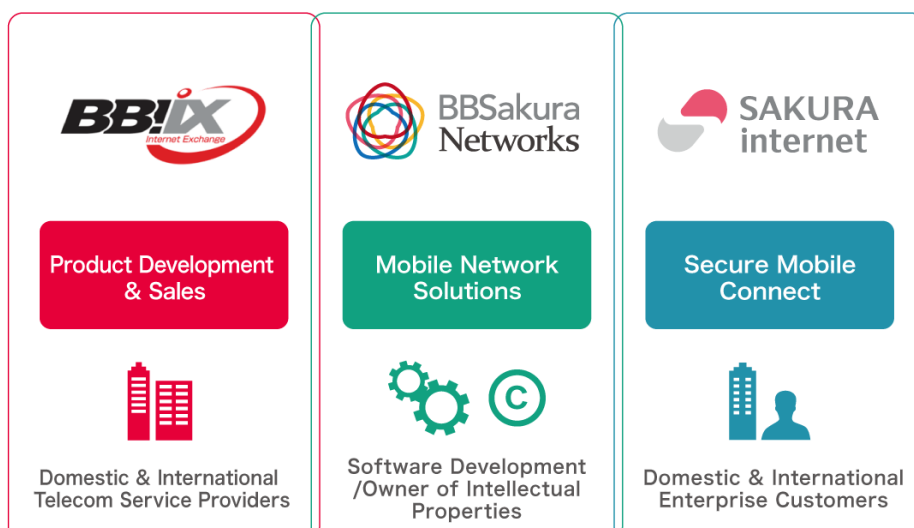
SAKURA Internet is providing multi-carrier supported SIM service called “Secure Mobile Connect” for IoT/M2M purposes. Its mobile core infrastructure is in-house developed by SAKURA Internet and runs on Sakura’s Cloud Infrastructure.

The establishment of BBSakura is aimed to realize the synergy between BBIX and SAKURA Internet. BBIX brings its strength in external network and sales activities, and SAKURA Internet brings its strong software development capabilities to the joint venture.

BBSakura will develop mobile network solutions based on the software and cloud infrastructure owned and developed by SAKURA Internet, and will offer the solutions to both domestic and global telecommunication service providers, including SoftBank Corp.

The importance of software is increasing due to further popularization of cloud computing and the deployment of 5G wireless communication system. Based on the possibility and potential which software engineering brings, BBSakura aims to be a leading technology company contributing to a world where “everything is connected”.

<Illustration of the business model>



<Outline of BBSakura Networks, Inc.>

Company Name	BBSakura Networks, Inc.
HQ	Shinjuku, Tokyo (within Sakura Internet Tokyo Branch)
Board Directors	President & CEO Hideyuki Sasaki(VP, Head of Technology Div., BBIX, Inc.)
	COO Ryosuke Yamaguchi (Director, IoT Business Promotion Office)
	Kunihiro Tanaka(President & CEO, SAKURA internet Inc.)
	Shinji Ueda(Corporate Officer, SAKURA internet Inc.)
	Michikazu Fukuchi(EVP, Board Director and COO, BBIX, Inc.)
	Toshiyuki Miwa(Director, Business Management Department, BBIX, Inc.)
Capital	200 mil. JPY (Including Capital Reserve)
Number of Stock	20,000
Share Structure	BBIX, Inc. : 10,200(51.00%) SAKURA internet Inc. : 9,800(49.00%)
Planned date of establishment	August 1, 2019
Business	Telecommunications operator under Japan's Telecommunications Business Act; leasing, maintenance & management of telecommunications equipment; development, sales, maintenance & management of computer hardware/software
Homepage	https://bbsakura.net

■ Logo



BBSakuraNetworks

■ <Reference>

- Secure Mobile Connect
<https://www.sakura.ad.jp/services/sim/>
- SAKURA Cloud
<https://cloud.sakura.ad.jp/>

Service names listed in this press release are trademarks or registered trademarks of their respective companies.

■ About BBIX

Company Name: BBIX, Inc.

URL: <https://www.bbix.net/en/>

Address: 1-9-1 Higashi Shinbashi, Minato-ku, Tokyo

Representative: Keiichi Makizono, President & CEO

Date of Establishment: June 13, 2003

Capital: 100 million yen

Shareholder: 100% owned by SoftBank Corp.

Business:

Telecommunications operator under Japan's Telecommunications Business Act;
leasing, maintenance & management of telecommunications equipment;
development, sales, maintenance & management of computer hardware/software

■ About SAKURA Internet

Company Name: SAKURA internet Inc.

URL: <https://www.sakura.ad.jp/en/corporate/>

Address: 4-20 Ofukacho, Kita-ku, Osaka, Osaka

Representative: Kunihiro Tanaka, Representative Director President & CEO

Date of Establishment: December 23, 1996

Business:

- Providing Internet connection services
- Setting up and management of servers on the Internet
- Providing various information services using the Internet
- Telecommunications business in compliance with the Telecommunications Business Law
- Design, production and sales of multimedia
- Consulting on the Internet
- Design, development and sales of computer software
- Production, sales and maintenance of computers and computer peripherals
- Leasing and managing of real estate