



July 18, 2014

BBIX Inc.

## **Launch of Smart IX Service by BBIX Subsidiaries Outside Japan**

BBIX, Inc. (Head office: Tokyo, Japan; President & CEO: Junichi Miyakawa), a SoftBank Group company that provides Internet Exchange (IX) services, announces that from August 2014 it will launch Smart IX Service on a trial basis with subsidiaries established in Singapore and Hong Kong, BBIX Singapore Pte. Ltd. and BBIX Hong Kong Pte. Limited. Scheduled to launch commercially in October 2014, Smart IX Service is an Internet Exchange service that links Tokyo with international connections.

### ■ Service outline

Smart IX Service is the first IX service in the Asia region that enables international connections. Marking the world's first mobile international data roaming network with a large-scale peering\* environment, BBIX will provide Internet Exchange (IX) service and Roaming Peering Exchange (RPX) service to Internet Service Providers (ISP) and Mobile Network Operators (MNO) in Asian countries. To prepare for expected increases in mobile traffic, BBIX will aim for operations that realize a comfortable connectivity environment.

\*Peering: Operators interconnect to networks and exchange traffic each other.

### ■ Establishment of BBIX subsidiaries outside Japan

In recent years, Internet traffic in Asian countries has increased dramatically on the back of favorable economic conditions, and the region is expected to generate the majority of the world's IP traffic in the future. With the aim of improving connectivity within the Asian region and realizing ideal interoperability for Internet traffic switching, BBIX established BBIX Singapore Pte. Ltd. and BBIX Hong Kong Pte. Limited in December 2013 to deploy Smart IX Service as a new IX service in the region.

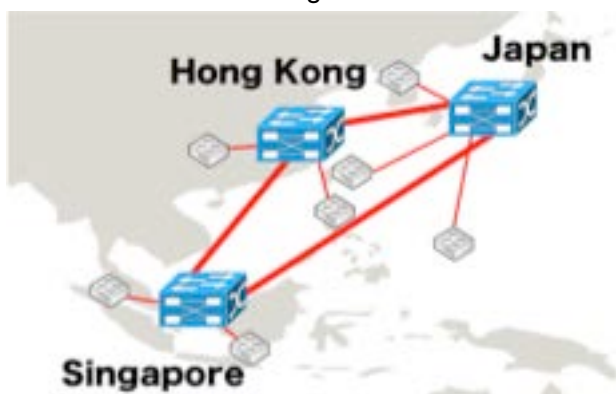
BBIX will work to provide superior Internet environments that help contribute to the growth of Internet services.

■ Smart IX Service outline

1. Provided services

Exchange service	Internet Exchange (IX)	Roaming Pairing Exchange(RPX)
Connection provision destination	Japan / Singapore / Hong Kong	
Port type	10GE / 1GE	1GE
One-time charge (without tax)	5,000 USD	5,000 USD
Offer price (without tax)	2,000 USD / mo.	2,000 USD / mo.

2. Smart IX service image



■ About BBIX subsidiaries

BBIX Singapore Pte. Ltd.

Head office: 8 ROBINSON ROAD, #13-00, ASO BUILDING, SINGAPORE (048544)  
 Representative: Junichi Miyakawa  
 Date of est.: December 5, 2013  
 Capital: 126,000 SGD  
 Ownership: 100% owned by BBIX Inc.  
 Business: Internet Exchange business, etc.

BBIX Hong Kong Pte. Limited

Head office: RM 1202A, 12/F FORTRESS TOWER, 250 KING'S RD NORTH POINT, HONG KONG  
 Representative: Junichi Miyakawa  
 Date of est.: December 9, 2013  
 Capital: 788,000 HKD  
 Ownership: 100% owned by BBIX Inc.  
 Business: Internet Exchange business, etc.

■ About BBIX

Company name: BBIX, Inc.  
 URL: <http://www.bbix.net/en/>  
 Head office: 1-9-1 Higashi Shimbashi, Minato-ku, Tokyo, Japan  
 Representative: Junichi Miyakawa, President & CEO  
 Date of est.: June 13, 2003  
 Capital: 100 million yen  
 Ownership: 100% owned by SoftBank BB Corp.  
 Business: Telecommunications operator under Japan's Telecommunications Business Act; leasing, maintenance & management of telecommunications equipment; development, sales, maintenance & management of computer hardware/software.

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

Inquiries:

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