

November 1, 2024

To Whom It May Concern,

Insource Co., Ltd.

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Representative Director, President and CEO

 (Code number: 6200, Prime Market of the
Tokyo Stock Exchange)

KPI (Key Performance Indicators) Progress Report for October 2024

- No. of video contents sold (119.4% YoY), No. of On-Site Training conducted (130.5% YoY),
No. of attendees at Open Seminars (125.4%% YoY), No. of 'Leaf' active users grew (143.1% YoY) -

Insource Co., Ltd. today announced KPI (Key Performance Indicators) Progress Report for October 2024.

1. On-Site Training Business

The number of On-Site Training conducted was 2,410 times (119.4% YoY), of which those for private sector was 1,519 times (118.2% YoY) and for DX-related was 214 times (130.5% YoY). In October, We are promoting direct marketing tailored to the characteristics of customer segments, which is a key measure for this fiscal year, and are also working to win proposal opportunities for the next fiscal year.

■ Monthly no. of On-Site Training conducted

(Unit: time)

	FY23					FY24
	May	June	July	August	September	October
No. of trainings conducted	1,484	1,654	2,051	1,568	1,925	2,410
(YoY)	(111.6%)	(97.4%)	(114.5%)	(109.0%)	(106.4%)	(119.4%)
Private sector*	897	1,069	1,276	962	1,206	1,519
(YoY)	(108.1%)	(108.5%)	(114.1%)	(120.7%)	(109.2%)	(118.2%)
Public sector and government agencies*	587	585	775	606	719	891
(YoY)	(117.4%)	(82.0%)	(115.2%)	(94.5%)	(101.8%)	(121.6%)
DX-related trainings*	122	141	183	149	162	214
(YoY)	(106.1%)	(119.5%)	(141.9%)	(184.0%)	(138.5%)	(130.5%)
Conducted online	244	265	468	355	395	462
(Composition ratio)	(16.4%)	(16.0%)	(22.8%)	(22.6%)	(20.5%)	(19.2%)

*Consolidated subsidiaries are included.

2. Open Seminars Business

The number of attendees in Open Seminars was 13,602 (125.4% YoY) and the number of attendees for DX-related training was 1,419 (119.4% YoY). There was growth in standard training such as logical thinking and critical thinking, which strengthened thinking ability. In addition, the number of participants in the “Executive Level Up Training”, a follow-up training for the new manager series developed last year, increased.

■ Monthly no. of attendees at Open Seminars

(Unit: attendee)

	FY23					FY24
	May	June	July	August	September	October
No. of attendees	8,861	12,206	13,807	12,564	12,945	13,602
(YoY)	(112.9%)	(114.5%)	(131.5%)	(113.7%)	(107.9%)	(125.4%)
DX-related trainings*	1,222	1,769	1,700	1,541	1,432	1,419
(YoY)	(109.4%)	(126.1%)	(144.2%)	(130.0%)	(97.9%)	(119.4%)
Conducted online	5,584	8,501	9,257	8,854	8,548	8,381
(Composition ratio)	(63.0%)	(69.6%)	(67.0%)	(70.5%)	(66.0%)	(61.6%)

*Consolidated subsidiaries are included.

3. Client Base

As for WEBinsource, our target is to acquire 200 organizations per month. The number of new WEBinsource registrations is an indicator of new client acquisition activity and directly contributes to sales growth in Open Seminars. The acquisition of one WEBinsource registration in FY23 had the effect of increasing revenue by 147 thousand yen in the Open Seminars Business. The number of new registrations is an indicator of the level of activity in sales activities, and we are working to increase this number.

■ WEBinsource: Total no. of subscribers (organizations)

(Unit: organization)

	FY23					FY24
	May	June	July	August	September	October
No. of new subscribers	234	250	263	206	193	203
No. of accumulated subscribers	23,522	23,772	24,035	24,241	24,434	24,637
(YoY * No. of new subscribers)	(88.6%)	(89.3%)	(88.6%)	(80.5%)	(85.8%)	(110.3%)
(Progress rate: %)	(78.3%)	(88.7%)	(99.6%)	(108.2%)	(116.3%)	(8.5%)

*Calculation takes place at the end of every month.

4. IT Services Business

The number of paid subscribers for Leaf (HR support system) reached 755 organizations (116.9% YoY) and the number of its active users increased to 4,203,491 (143.1% YoY). The total number of orders delivered for Stress Check Support Service since the beginning of the fiscal year was 25 (92.6% YoY). The number of active Leaf active users continues to grow, particularly in public sector and government agencies, and we are preparing proposals for October.

(1) “Leaf (HR support system)”: No. of paid subscribers (organizations), no. of active users, no. of customization

(Unit: organization)

	FY23					FY24
	May	June	July	August	September	October
No. of paid subscribers (organizations)	698	710	721	730	741	755
(YoY)	(115.8%)	(116.0%)	(116.7%)	(116.8%)	(116.1%)	(116.9%)
No. of active users	3,754,621	3,826,852	3,957,323	4,022,391	4,070,715	4,203,491
(YoY)	(141.7%)	(140.6%)	(141.1%)	(140.5%)	(140.6%)	(143.1%)
No. of customization	85	92	101	108	133	5
Total no. since the beginning of FY						
(YoY)	(110.4%)	(109.5%)	(114.8%)	(109.1%)	(109.0%)	(150.0%)

*The number of customizations shows the number of organizations that add their own functions when implementing Leaf.

*Figures above are calculated at the end of each month.

(2) Stress Check Support Service: No. of orders delivered (organizations)

(Unit: organization)

	FY23					FY24
	May	June	July	August	September	October
No. of orders delivered (by month)	4	6	2	9	77	25
Cumulative no. of orders delivered since the beginning of FY	486	492	494	503	580	25
(YoY)	(114.1%)	(114.2%)	(113.6%)	(113.5%)	(115.7%)	(92.6%)

*Note that after clients' inspection, the actual sales will be counted.

*This service has the highest number of deliveries in March every year.

5. e-Learning/video Business

The number of contents sold (outright purchases) was 130.8% YoY, and that of viewers in the video rental plan increased 82.8% YoY. In addition, there was a significant increase in the number of subscriptions to the STUDIO (e-Learning) , and the number of users (IDs) exceeded 100,000.

■e-Learning/videos: No. of video contents sold, no. of rental viewers, no. of video productions, no. of STUDIO subscription users (IDs) (Unit: ID) (Unit: Content)

	FY23					FY24
	May	June	July	August	September	October
No. of video contents sold (Outright purchase)* by month (YoY)	96 (110.3%)	158 (107.5%)	135 (105.5%)	101 (114.8%)	195 (151.2%)	157 (130.8%)
No. of video production projects* by month (YoY)	13 (433.3%)	35 (437.5%)	19 (237.5%)	37 (616.7%)	23 (255.6%)	7 (175.0%)
No. of rental viewers* by month (YoY)	1,558 (253.3%)	1,445 (175.8%)	1,755 (121.9%)	1,822 (177.4%)	1,448 (134.7%)	1,337 (82.8%)
STUDIO (e-Learning) users* by month (MoM)	89,405 (+178)	89,897 (+492)	90,447 (+550)	91,621 (+1,174)	93,576 (+1,955)	107,279 (+13,703)

*Calculation takes place at the end of every month.

6. Inquiries

As for inquiries, our target is to acquire 500 inquiries per month. In FY23 each acquisition of one inquiry had the effect of increasing revenue by 329 thousand yen. The number of inquiries in October was 544 (105.0% YoY). We are continuing to make improvements to the website and implement campaign measures.

■No. of Inquiries

	FY23					FY24
	May	June	July	August	September	October
No. of inquiries YoY	544 (145.1%)	480 (103.4%)	512 (118.0%)	517 (102.6%)	455 (104.1%)	544 (105.0%)
Since the beginning of FY	4,091	4,568	5,080	5,597	6,052	544

*Inquiries refers to those that lead to increased sales, such as business negotiations, visits, proposals, quotations, sending of materials, and system demonstrations, which are received via Web inquiry forms, e-mails, and telephone calls. The calculation method has been changed since the first quarter of FY23.

7. Contents Development

The number of contents developed totaled 30 for training (On-Site Training). Of these, We have developed new products that have been customized for specific industries and occupations, such as medical institutions and construction consultants. We have developed 20 e-learning courses, including the “Prospective employee Skills Up” series and health management-related themes such as “Eye Health Lectures”. We are steadily developing all of these courses towards our development goals for this term.

■No. of new contents developed

(Unit: titles)

	FY23					FY24
	May	June	July	August	September	October
No. of new contents for On-Site Training	30	30	30	30	30	30
since the beginning of FY	246	276	306	336	366	30
(Progress rate: %)	(68.3%)	(76.7%)	(85.0%)	(93.3%)	(101.7%)	(8.3%)
Of which, no. of Digital skills	11	3	5	7	5	5
since the beginning of FY	95	98	103	110	115	5
No. of new contents for e-Learning	22	25	24	21	23	20
since the beginning of FY	164	189	213	234	257	20
(Progress rate: %)	(65.6%)	(75.6%)	(85.2%)	(93.6%)	(102.8%)	(8.0%)

*Figures above are calculated at the end of each month.

(For reference) KPI (Key Performance Indicators) and Performance Correspondence Chart

Performance	Related KPIs
Monthly performance	<ul style="list-style-type: none"> Number of On-Site Training conducted (Composition ratio of sales in FY22: 48.9%) Attendees at Open Seminars (Same as above: 24.3%) Organizations and users of Leaf (Same as above: 12.1%) Number of e-Learning and videos sold (Same as above: 14.7%)
1 month to 3months	<ul style="list-style-type: none"> Number of inquiries <p>Negotiations, visits, proposals, quotes, sending materials, confirming prices, purchasing or adding Smart Packs, and requests for system demonstrations are all factors in the client's decision to use our services. This is a leading performance indicator for three months from the current month.</p>
In several months to 6 months	<ul style="list-style-type: none"> Number of registered WEBinsource clients <p>WEBinsource is our entry level product for new customers, who are potential to purchase a variety of our services. The number of new registrations is an indicator of sales activity and a leading performance indicator for SMBs for the next few months to six months.</p>
In 6 months to 2 or 3 years	<ul style="list-style-type: none"> Number of new contents developed <p>The increase in the number of trainings, e-Learning and videos and other contents developed will contribute to long-term growth of the company. It does not realize significant sales immediately, but rather contributes to business performance six months to two or three years afterwards.</p>

Based on our classification of private-sector client segments by the size of their employees, we conduct sales activities.

- Large Enterprise (LE): Large and Second-tier companies (1,000 or more employees)
- Medium Market Business (MM): Medium-sized companies (300-999 employees)
- Small Medium Business (SMB): Medium-sized companies and Small and growing companies (Less than 299 employees)

We will keep expanding our businesses in order to adapt to changes in the social environment by offering a wide variety of services such as online training, IT and e-Learning and videos.

◇For Excel data of latest KPI, download from <https://www.insource.co.jp/en/ir/insmthdata.html>

※Available from November 1, 2024 at 20:00 JST

*Microsoft, Excel, Word, Windows, Teams is a trademark or registered trademark of Microsoft Corporation in the United States and other countries.

The preliminary figures above may differ from the upcoming financial statements. This information is created with the utmost caution, but we do not fully guarantee its accuracy.

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