

January 6, 2025

To Whom It May Concern,

Insource Co., Ltd.

Takayuki Funahashi

Representative Director, President and CEO

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

KPI (Key Performance Indicators) Progress Report for December 2024

- No. of On-Site Training conducted (126.3% YoY), No. of DX-related On-Site Training conducted (113.8% YoY),
No. of attendees at Open Seminars (119.8% YoY), No. of 'Leaf' active users increased steadily (141.9% YoY) -

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

1. On-Site Training Business

The number of On-Site Training conducted was 1,812 times (126.3% YoY). Of this, the number of training conducted for public sectors and government organizations increased to 614 (129.3% YoY), and those for DX-related was 124 times (113.8% YoY). In December, we focused on making proposals for next year's new employee training and training by job level, as well as closing deals.

■ Monthly no. of On-Site Training conducted

(Unit: time)

	FY23			FY24		
	July	August	September	October	November	December
No. of trainings conducted	2,051	1,568	1,925	2,410	2,502	1,812
(YoY)	(114.5%)	(109.0%)	(106.4%)	(119.4%)	(118.4%)	(126.3%)
Private sector*	1,276	962	1,206	1,519	1,573	1,198
(YoY)	(114.1%)	(120.7%)	(109.2%)	(118.2%)	(117.7%)	(124.8%)
Public sector and government agencies*	775	606	719	891	929	614
(YoY)	(115.2%)	(94.5%)	(101.8%)	(121.6%)	(119.6%)	(129.3%)
DX-related trainings*	183	149	162	214	244	124
(YoY)	(141.9%)	(184.0%)	(138.5%)	(130.5%)	(153.5%)	(113.8%)
Conducted online	468	355	395	462	519	388
(Composition ratio)	(22.8%)	(22.6%)	(20.5%)	(19.2%)	(20.7%)	(18.7%)

*Consolidated subsidiaries are included.

2. Open Seminars Business

The number of attendees in Open Seminars was 12,537 (119.8% YoY) and the number of attendees for DX-related training was 1,732 (114.4% YoY). In December, the number of attendees at DX-related training continued to increase. In addition, training for supervising and developing subordinates expanded, such as training in how to assign work and coaching training, and many people in managerial positions attended. With the opening of seminar classrooms in Shinjuku and Yurakucho, both in Tokyo, in February, we will enhance our services for face-to-face training where attendees come and visit the classrooms.

■ Monthly no. of attendees at Open Seminars

(Unit: attendee)

	FY23			FY24		
	July	August	September	October	November	December
No. of attendees	13,807	12,564	12,945	13,602	14,138	12,537
(YoY)	(131.5%)	(113.7%)	(107.9%)	(125.4%)	(121.9%)	(119.8%)
DX-related trainings*	1,700	1,541	1,432	1,419	1,539	1,732
(YoY)	(144.2%)	(130.0%)	(97.9%)	(119.4%)	(106.4%)	(114.4%)
Conducted online	9,257	8,854	8,548	8,381	8,845	8,558
(Composition ratio)	(67.0%)	(70.5%)	(66.0%)	(61.6%)	(62.6%)	(68.3%)

*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		
	July	August	September	October	November	December
No. of new subscribers	263	206	193	203	196	184
No. of accumulated subscribers	24,035	24,241	24,434	24,637	24,833	25,017
(YoY * No. of new subscribers)	(88.6%)	(80.5%)	(85.8%)	(110.3%)	(88.3%)	(86.0%)
(Progress rate: %)	(99.6%)	(108.2%)	(116.3%)	(8.5%)	(16.6%)	(24.3%)

*Calculation takes place at the end of every month.

4. IT Services Business

The number of paid subscribers for Leaf (HR support system) reached 778 organizations (117.5% YoY) and the number of its active users increased to 4,342,426 (141.9% YoY). The total number of orders delivered for Stress Check Support Service since the beginning of the fiscal year was 120 (132.8% YoY). In December, we focused on the customization development for this term's deliveries.

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

	FY23			FY24		
	July	August	September	October	November	December
No. of paid subscribers (organizations)	721	730	741	755	766	778
(YoY)	(116.7%)	(116.8%)	(116.1%)	(116.9%)	(116.8%)	(117.5%)
No. of active users	3,957, 323	4,022,391	4,070,715	4,203,491	4,282,138	4,342,426
(YoY)	(141.1%)	(140.5%)	(140.6%)	(143.1%)	(141.3%)	(141.9%)
No. of customization	101	108	133	5	11	17
Total no. since the beginning of FY						
(YoY)	(114.8%)	(109.1%)	(109.0%)	(250.0%)	(183.3%)	(113.3%)

*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		
	July	August	September	October	November	December
No. of orders delivered (by month)	2	9	77	24	38	120
Cumulative no. of orders delivered since the beginning of FY	494	503	580	24	62	182
(YoY)	(113.6%)	(113.5%)	(116.9%)	(88.9%)	(88.6%)	(132.8%)

*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 84.4% YoY, and that of viewers in the video rental plan increased to 1,514 (127.8% YoY). The video rental plan has been well received for its smooth application and viewing due to system improvements, and the number of viewers continues to increase.

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

	FY23			FY24		
	July	August	September	October	November	December
No. of video contents sold (Outright purchase)* by month (YoY)	135 (105.5%)	101 (114.8%)	195 (151.2%)	157 (130.8%)	184 (180.4%)	190 (84.4%)
No. of video production projects* by month (YoY)	19 (237.5%)	37 (616.7%)	23 (255.6%)	7 (175.0%)	23 (164.3%)	13 (59.1%)
No. of rental viewers* by month (YoY)	1,755 (121.9%)	1,822 (177.4%)	1,448 (134.7%)	1,337 (82.8%)	1,276 (114.9%)	1,647 (127.8%)
STUDIO (e-Learning) users* by month (MoM)	90,447 (+550)	91,621 (+1,174)	93,576 (+1,955)	107,279 (+13,703)	107,817 (+538)	108,138 (+321)

*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 December was 432 (93.0% YoY). We are continuing to make improvements to the website and implement campaign measures.

■No. of Inquiries

	FY23			FY24		
	July	August	September	October	November	December
No. of inquiries YoY	512 (118.0%)	517 (102.6%)	455 (104.1%)	544 (105.0%)	504 (117.9%)	432 (93.0%)
Since the beginning of FY	5,080	5,597	6,052	544	1,048	1,479

*Inquiries refer 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). This month, we have newly developed training for customer harassment countermeasures tailored to specific industries, such as finance and transportation. There are 27 e-Learning trainings, and we have expanded our e-Learning content for administrative organizations, including the “Local Public Law”.

■No. of new contents developed

(Unit: titles)

	FY23			FY24		
	July	August	September	October	November	December
No. of new contents for On-Site Training	30	30	30	30	30	30
since the beginning of FY	306	336	366	30	60	90
(Progress rate: %)	(85.0%)	(93.3%)	(101.7%)	(8.3%)	(16.7%)	(25.0%)
Of which, no. of Digital skills	5	7	5	5	7	6
since the beginning of FY	103	110	115	5	12	18
No. of new contents for e-Learning	24	21	23	20	25	27
since the beginning of FY	213	234	257	20	45	72
(Progress rate: %)	(85.2%)	(93.6%)	(102.8%)	(8.0%)	(18.0%)	(28.8%)

*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 FY23: 47.2%) Attendees at Open Seminars (Same as above: 24.5%) Organizations and users of Leaf (Same as above: 12.1%) Number of e-Learning and videos sold (Same as above: 14.8%)
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 have the 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>An increase in the number of content developments, such as training, e-Learning, and videos, 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 January 6, 2025 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.

【Inquiries】 Insource Co., Ltd. <https://www.insource.co.jp/en/ir/index.html>

Press Contact

CEO Office (Ms. Aya Inoue & Ms. Satoko Shimoji)

Email: info_ir@insource.co.jp