

February 3, 2025

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 January 2025

- No. of On-Site Training conducted (127.7% YoY), No. of On-Site Training conducted for private sector (127.6% YoY)  
No. of attendees at DX-related Open Seminars (110.4% YoY), No. of 'Leaf' active users increased steadily (142.3% YoY) -

Insource Co., Ltd. today announced KPI (Key Performance Indicators) Progress Report for January 2025.

#### 1. On-Site Training Business

The number of On-Site Training conducted was 1,520 times (127.7% YoY). Of this, the number of training conducted for public sectors and government agencies increased to 545 (127.9% YoY), and those for DX-related was 135 times (107.1% YoY). In January, we focused on closing deals for next year's new employee training and acquiring new clients.

#### ■ Monthly no. of On-Site Training conducted

(Unit: time)

	FY23		FY24			
	August	September	October	November	December	January
No. of trainings conducted	1,568	1,925	2,410	2,502	1,812	1,520
(YoY)	(109.0%)	(106.4%)	(119.4%)	(118.4%)	(126.3%)	(127.7%)
Private sector*	962	1,206	1,519	1,573	1,198	975
(YoY)	(120.7%)	(109.2%)	(118.2%)	(117.7%)	(124.8%)	(127.6%)
Public sector and government agencies*	606	719	891	929	614	545
(YoY)	(94.5%)	(101.8%)	(121.6%)	(119.6%)	(129.3%)	(127.9%)
DX-related trainings*	149	162	214	244	143	135
(YoY)	(184.0%)	(138.5%)	(123.7%)	(133.3%)	(114.4%)	(107.1%)
Conducted online	355	395	462	519	338	337
(Composition ratio)	(22.6%)	(20.5%)	(19.2%)	(20.7%)	(18.7%)	(22.2%)

\* Consolidated subsidiaries are included.

\* From January 2025, the method for calculating the number of times DX-related training conducted was changed. In order to disclose accurate year-on-year comparisons, the number of times training conducted from October 2023 onwards has also been changed.

## 2. Open Seminars Business

The number of attendees at Open Seminars was 9,624 (107.7% YoY) and the number of attendees for DX-related training was 1,466 (110.4% YoY). In January, while the number of attendees at Generative AI-related training increased, the number of attendees at management-related training was lower than planned. With the opening of seminar classrooms in Shinjuku and Yurakucho, both in Tokyo, on February 3, we will continue to 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			
	August	September	October	November	December	January
No. of attendees	12,564	12,945	13,602	14,138	12,537	9,624
(YoY)	(113.7%)	(107.9%)	(125.4%)	(121.9%)	(119.8%)	(107.7%)
DX-related trainings*	1,541	1,432	1,419	1,539	1,732	1,466
(YoY)	(130.0%)	(97.9%)	(119.4%)	(106.4%)	(114.4%)	(110.4%)
Conducted online	8,854	8,548	8,381	8,845	8,558	6,496
(Composition ratio)	(70.5%)	(66.0%)	(61.6%)	(62.6%)	(68.3%)	(67.5%)

\*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 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			
	August	September	October	November	December	January
No. of new subscribers	206	193	203	196	184	209
No. of accumulated subscribers	24,241	24,434	24,637	24,833	25,017	25,226
(YoY * No. of new subscribers)	(80.5%)	(85.8%)	(110.3%)	(88.3%)	(86.0%)	(90.9%)
(Progress rate: %)	(108.2%)	(116.3%)	(8.5%)	(16.6%)	(24.3%)	(33.0%)

\*Calculation takes place at the end of every month.

#### 4. IT Services Business

The number of paid subscribers for Leaf (HR support system) reached 788 organizations (118.3% YoY) and the number of its active users increased to 4,387,595 (142.3% YoY). The total number of orders delivered for Stress Check Support Service was 73 (97.9% YoY). As a large order received in January, it has been decided that the system will be introduced in Hokkaido, Chiba Prefecture, and Kanagawa Prefecture in April 2025.

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

	FY23		FY24			
	August	September	October	November	December	January
No. of paid subscribers (organizations)	730	741	755	766	778	788
(YoY)	(116.8%)	(116.1%)	(116.9%)	(116.8%)	(117.5%)	(118.3%)
No. of active users	4,022,391	4,070,715	4,203,491	4,282,138	4,342,426	4,387,595
(YoY)	(140.5%)	(140.6%)	(143.1%)	(141.3%)	(141.9%)	(142.3%)
No. of customization	108	133	5	11	17	20
Total no. since the beginning of FY						
(YoY)	(109.1%)	(109.0%)	(250.0%)	(183.3%)	(113.3%)	(111.1%)

\*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			
	August	September	October	November	December	January
No. of orders delivered (by month)	9	77	24	38	101	73
Cumulative no. of orders delivered since the beginning of FY	503	580	24	62	163	236
(YoY)	(113.5%)	(116.9%)	(88.9%)	(88.6%)	(119.0%)	(97.9%)

\*Note that the actual sales will be recorded after clients' inspection.

\*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 95.5% YoY. The number of video production and customization projects increased 4.6 times compared to the previous year. There was an increase in the number of outright purchases of videos on the themes of compliance, and business and human rights. The number of viewers in the video rental plan increased to 936 (129.1% YoY), and there was an increase in the number of applications related to harassment prevention.

### ■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			
	August	September	October	November	December	January
No. of video contents sold (Outright purchase)* by month (YoY)	101 (114.8%)	195 (151.2%)	157 (130.8%)	184 (180.4%)	190 (84.4%)	148 (95.5%)
No. of video production projects* by month (YoY)	37 (616.7%)	23 (255.6%)	7 (175.0%)	23 (164.3%)	13 (59.1%)	37 (462.5%)
No. of rental viewers* by month (YoY)	1,822 (177.4%)	1,448 (134.7%)	1,337 (82.8%)	1,276 (114.9%)	1,514 (127.8%)	936 (129.1%)
STUDIO (e-Learning) users* by month (MoM)	91,621 (+1,174)	93,576 (+1,955)	107,279 (+13,703)	107,817 (+538)	108,138 (+321)	105,100 (-3,038)

\*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 January was 561 (111.4% YoY). We are continuing to make improvements to the website and implement campaign measures.

### ■No. of Inquiries

	FY23		FY24			
	August	September	October	November	December	January
No. of inquiries YoY	517 (102.6%)	455 (104.1%)	544 (105.0%)	504 (117.9%)	432 (93.0%)	561 (111.4%)
Since the beginning of FY	5,597	6,052	544	1,048	1,479	2,040

\*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 created new trainings related to job retention, such as career support for subordinates. In addition, we are rapidly expanding our training contents related to risk and compliance, and harassment prevention to reflect current social situations.

### ■No. of new contents developed

(Unit: titles)

	FY23		FY24			
	August	September	October	November	December	January
No. of new contents for On-Site Training	30	30	30	30	30	30
since the beginning of FY	336	366	30	60	90	120
(Progress rate: %)	(93.3%)	(101.7%)	(8.3%)	(16.7%)	(25.0%)	(33.3%)
Of which, no. of Digital skills	7	5	5	7	6	12
since the beginning of FY	110	115	5	12	18	30
No. of new contents for e-Learning	21	23	20	25	27	23
since the beginning of FY	234	257	20	45	72	95
(Progress rate: %)	(93.6%)	(102.8%)	(8.0%)	(18.0%)	(28.8%)	(38.0%)

\*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"> <li>Number of On-Site Training conducted (Composition ratio of sales in FY23: 47.2%)</li> <li>Number of Attendees at Open Seminars (Same as above: 24.5%)</li> <li>Number of Organizations and Users of Leaf (Same as above: 14.6%)</li> </ul>
1 month to 3months	<ul style="list-style-type: none"> <li>Number of inquiries</li> </ul> <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"> <li>Number of registered WEBinsource clients</li> </ul> <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"> <li>Number of new contents developed</li> </ul> <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 (2,000 or more employees)
- Medium Market Business (MM): Medium-sized companies (300-1,999 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 February 3, 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.

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