

April 1, 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 March 2025

- No. of On-Site Training conducted (112.9% YoY), No. of attendees at DX-related Open Seminars (144.0% YoY)
No. of 'Leaf' active users (138.1% YoY), No. of video customization projects increased significantly (538.5% YoY) -

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

1. On-Site Training Business

The number of On-Site Training conducted was 1,271 times (112.9% YoY). Of this, the number of training conducted for private sectors increased to 975 (113.1% YoY), and those for DX-related was 110 times (115.8% YoY). In March, we strengthened our efforts to expand sales of next fiscal year's DX training by job level. We also closed deals for new employee training to be held in April, and focused on building up sales for the third quarter.

■ Monthly no. of On-Site Training conducted

(Unit: time)

	FY24					
	October	November	December	January	February	March
No. of trainings conducted	2,410	2,502	1,812	1,520	1,714	1,271
(YoY)	(119.4%)	(118.4%)	(126.3%)	(127.7%)	(112.5%)	(112.9%)
Private sector*	1,519	1,573	1,198	975	1,182	975
(YoY)	(118.2%)	(117.7%)	(124.8%)	(127.6%)	(113.9%)	(113.1%)
Public sector and government agencies*	891	929	614	545	532	296
(YoY)	(121.6%)	(119.6%)	(129.3%)	(127.9%)	(109.5%)	(112.1%)
DX-related trainings*	214	244	143	135	177	110
(YoY)	(123.7%)	(133.3%)	(114.4%)	(107.1%)	(125.5%)	(115.8%)
Conducted online	462	519	338	337	291	225
(Composition ratio)	(19.2%)	(20.7%)	(18.7%)	(22.2%)	(17.0%)	(17.7%)

* 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 11,291 (112.2% YoY) and the number of attendees for DX-related training was 1,888 (144.0% YoY). In March, the number of attendees for OJT and other training related to mentoring subordinates and junior employees increased. Applications for DX-related business improvement training using Copilot in particular have been increasing. In addition, We are preparing for holding new employee training in April.

■ Monthly no. of attendees at Open Seminars

(Unit: attendee)

	FY24					
	October	November	December	January	February	March
No. of attendees	13,602	14,138	12,537	9,624	11,064	11,291
(YoY)	(125.4%)	(121.9%)	(119.8%)	(107.7%)	(106.7%)	(112.2%)
DX-related trainings*	1,419	1,539	1,732	1,466	1,639	1,888
(YoY)	(119.4%)	(106.4%)	(114.4%)	(110.4%)	(121.8%)	(144.0%)
Conducted online	8,381	8,845	8,558	6,496	7,557	7,994
(Composition ratio)	(61.6%)	(62.6%)	(68.3%)	(67.5%)	(68.3%)	(70.8%)

*Consolidated subsidiaries are included.

3. Client Base

The number of WEBinsource acquisitions in March was 248, achieving the monthly target of 200. 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.

■ WEBinsource: Total no. of subscribers (organizations)

(Unit: organization)

	FY24					
	October	November	December	January	February	March
No. of new subscribers*	203	196	184	209	227	248
No. of accumulated subscribers	24,637	24,833	25,017	25,226	25,453	25,701
(YoY * No. of new subscribers)	(110.3%)	(88.3%)	(86.0%)	(90.9%)	(90.8%)	(82.9%)
(Progress rate: %)	(8.5%)	(16.6%)	(24.3%)	(33.0%)	(42.5%)	(52.8%)

*Calculation takes place at the end of every month.

4. IT Services Business

The number of paid subscribers for Leaf (HR support system) reached 796 organizations (117.8% YoY) and the number of its active users increased to 4,442,410 (138.1% YoY). The total number of orders delivered for Stress Check Support Service was 234 (FYTD 127.4% YoY). The number of customization projects increased with the start of using “Leaf” in April.

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

	FY24					
	October	November	December	January	February	March
No. of paid subscribers (organizations)	755	766	778	788	793	796
(YoY)	(116.9%)	(116.8%)	(117.5%)	(118.3%)	(118.4%)	(117.8%)
No. of active users	4,203,491	4,282,138	4,342,426	4,387,595	4,408,232	4,442,410
(YoY)	(143.1%)	(141.3%)	(141.9%)	(142.3%)	(140.8%)	(138.1%)
No. of customizations* (since the beginning of FY)	5	11	17	20	31	75
(YoY)	(250.0%)	(183.3%)	(113.3%)	(111.1%)	(155.0%)	(138.9%)

*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)

	FY24					
	October	November	December	January	February	March
No. of orders delivered* (by month)	24	38	101	101	111	234
No. of orders delivered* (since the beginning of FY)	24	62	163	264	375	609
(YoY)	(88.9%)	(88.6%)	(119.0%)	(109.5%)	(110.6%)	(127.4%)

*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 120.0% YoY, and the that of video production and customization projects was 538.5% YoY. The number of viewers in the video rental plan increased to 2,636 (151.3% YoY). With the fiscal year-end budget spending, the number of sales of new videos related to DX and compliance increased. In addition, the sharp increase in applications for high unit price video production and customization services indicates that customers are expanding their use of our video-related offerings.

■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)

	FY24					
	October	November	December	January	February	
No. of video contents sold (Outright purchase)* by month (YoY)	157 (130.8%)	184 (180.4%)	190 (84.4%)	148 (95.5%)	230 (135.3%)	911 (120.0%)
No. of video production and customization projects* by month (YoY)	7 (175.0%)	23 (164.3%)	13 (59.1%)	37 (462.5%)	24 (184.6%)	140 (538.5%)
No. of rental viewers* by month (YoY)	1,337 (82.8%)	1,276 (114.9%)	1,514 (127.8%)	936 (129.1%)	1,743 (116.4%)	2,636 (151.3%)
STUDIO (e-Learning) users* by month (MoM)	107,279 (+13,703)	107,817 (+538)	108,138 (+321)	105,100 (-3,038)	105,292 (+192)	108,716 (+3,424)

*Calculation takes place at the end of every month.

6. Inquiries

In March, we received 471 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. We are continuing to make improvements to the website and implement campaign measures in order to meet the monthly target.

■No. of Inquiries

	FY24					
	October	November	December	January	February	March
No. of inquiries YoY	544 (105.0%)	504 (117.9%)	432 (93.0%)	561 (111.4%)	543 (92.3%)	471 (92.9%)
Since the beginning of FY	544	1,048	1,479	2,040	2,583	3,052

*Inquiries refer to those that lead to increased sales, such as business negotiations, visits, proposals, quotations, sending 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) and 26 for videos and e-Learning. This month, we developed training aimed at acquiring new ways of working and skills that will help people adapt to changes in the business environment, such as time management in the digital age, work procedures, and customer satisfaction (CS) improvement training.

■No. of new contents developed

(Unit: titles)

	FY24					
	October	November	December	January	February	March
No. of new contents for On-Site Training	30	30	30	30	31	30
since the beginning of FY	30	60	90	120	151	181
(Progress rate: %)	(8.3%)	(16.7%)	(25.0%)	(33.3%)	(41.9%)	(50.3%)
Of which, no. of Digital skills	5	7	6	12	10	13
since the beginning of FY	5	12	18	30	40	53
No. of new contents for e-Learning	20	25	27	23	19	26
since the beginning of FY	20	45	72	95	114	140
(Progress rate: %)	(8.0%)	(18.0%)	(28.8%)	(38.0%)	(45.6%)	(56.0%)

*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 FY23: 47.2%) Number of Attendees at Open Seminars (Same as above: 24.5%) Number of Organizations and Users of Leaf (Same as above: 14.6%)
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 (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 April 1, 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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