

December 2, 2024

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 November 2024

- No. of On-Site Training conducted (118.4% YoY), No. of DX-related On-Site Training conducted (153.5% YoY),
No. of attendees at Open Seminars (121.9% YoY), No. of 'Leaf' active users remained steadily (141.3% YoY) -

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

1. On-Site Training Business

The number of On-Site Training conducted was 2,502 times (118.4% YoY), of which those for private sector was 1,573 times (117.7% YoY) and for DX-related was 244 times (153.5% YoY). In November, we focused on increasing the business activities of our sales representatives.

■ Monthly no. of On-Site Training conducted

(Unit: time)

	FY23				FY24	
	June	July	August	September	October	November
No. of trainings conducted	1,654	2,051	1,568	1,925	2,410	2,502
(YoY)	(97.4%)	(114.5%)	(109.0%)	(106.4%)	(119.4%)	(118.4%)
Private sector*	1,069	1,276	962	1,206	1,519	1,573
(YoY)	(108.5%)	(114.1%)	(120.7%)	(109.2%)	(118.2%)	(117.7%)
Public sector and government agencies*	585	775	606	719	891	929
(YoY)	(82.0%)	(115.2%)	(94.5%)	(101.8%)	(121.6%)	(119.6%)
DX-related trainings*	141	183	149	162	214	244
(YoY)	(119.5%)	(141.9%)	(184.0%)	(138.5%)	(130.5%)	(153.5%)
Conducted online	265	468	355	395	462	519
(Composition ratio)	(16.0%)	(22.8%)	(22.6%)	(20.5%)	(19.2%)	(20.7%)

*Consolidated subsidiaries are included.

2. Open Seminars Business

The number of attendees in Open Seminars was 14,138 (121.9% YoY) and the number of attendees for DX-related training was 1,539 (106.5% YoY). In November, there was growth in themes such as problem solving, risk management and business execution. In addition, the new manager training for those who were promoted in October was very successful.

■ Monthly no. of attendees at Open Seminars

(Unit: attendee)

	FY23				FY24	
	June	July	August	September	October	November
No. of attendees	12,206	13,807	12,564	12,945	13,602	14,138
(YoY)	(114.5%)	(131.5%)	(113.7%)	(107.9%)	(125.4%)	(121.9%)
DX-related trainings*	1,769	1,700	1,541	1,432	1,419	1,539
(YoY)	(126.1%)	(144.2%)	(130.0%)	(97.9%)	(119.4%)	(106.4%)
Conducted online	8,501	9,257	8,854	8,548	8,381	8,845
(Composition ratio)	(69.6%)	(67.0%)	(70.5%)	(66.0%)	(61.6%)	(62.6%)

*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	
	June	July	August	September	October	November
No. of new subscribers	250	263	206	193	203	196
No. of accumulated subscribers	23,772	24,035	24,241	24,434	24,637	24,833
(YoY * No. of new subscribers)	(89.3%)	(88.6%)	(80.5%)	(85.8%)	(110.3%)	(88.3%)
(Progress rate: %)	(88.7%)	(99.6%)	(108.2%)	(116.3%)	(8.5%)	(16.6%)

*Calculation takes place at the end of every month.

4. IT Services Business

The number of paid subscribers for Leaf (HR support system) reached 766 organizations (116.8% YoY) and the number of its active users increased to 4,282,138 (141.3% YoY). The total number of orders delivered for Stress Check Support Service since the beginning of the fiscal year was 46 (100.0% YoY). In November, we focused on developing products to be delivered in the next term and on making proposals to public sectors.

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

	FY23				FY24	
	June	July	August	September	October	November
No. of paid subscribers (organizations)	710	721	730	741	755	766
(YoY)	(116.0%)	(116.7%)	(116.8%)	(116.1%)	(116.9%)	(116.8%)
No. of active users	3,826,852	3,957,323	4,022,391	4,070,715	4,203,491	4,282,138
(YoY)	(140.6%)	(141.1%)	(140.5%)	(140.6%)	(143.1%)	(141.3%)
No. of customization	92	101	108	133	5	11
Total no. since the beginning of FY						
(YoY)	(109.5%)	(114.8%)	(109.1%)	(109.0%)	(250.0%)	(183.3%)

*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	
	June	July	August	September	October	November
No. of orders delivered (by month)	6	2	9	77	24	46
Cumulative no. of orders delivered since the beginning of FY	492	494	503	580	24	70
(YoY)	(114.2%)	(113.6%)	(113.5%)	(116.9%)	(88.9%)	(100.0%)

*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 180.4% YoY, and that of viewers in the video rental plan increased 114.9% YoY. The number of viewers increased after we had made improvements to the system so that they could apply for the one-week video rental plan from the web page.

■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	
	June	July	August	September	October	November
No. of video contents sold (Outright purchase)* by month (YoY)	158 (107.5%)	135 (105.5%)	101 (114.8%)	195 (151.2%)	157 (130.8%)	184 (180.4%)
No. of video production projects* by month (YoY)	35 (437.5%)	19 (237.5%)	37 (616.7%)	23 (255.6%)	7 (175.0%)	23 (164.3%)
No. of rental viewers* by month (YoY)	1,445 (175.8%)	1,755 (121.9%)	1,822 (177.4%)	1,448 (134.7%)	1,337 (82.8%)	1,276 (114.9%)
STUDIO (e-Learning) users* by month (MoM)	89,897 (+492)	90,447 (+550)	91,621 (+1,174)	93,576 (+1,955)	107,279 (+13,703)	107,817 (+538)

*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 November was 504 (117.9% YoY). We are continuing to make improvements to the website and implement campaign measures.

■No. of Inquiries

	FY23				FY24	
	June	July	August	September	October	November
No. of inquiries YoY	480 (103.4%)	512 (118.0%)	517 (102.6%)	455 (104.1%)	544 (105.0%)	504 (117.9%)
Since the beginning of FY	4,568	5,080	5,597	6,052	544	1,048

*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). Of these, We have developed the series “DX Promoters” for those leading DX promotion, and training for newly appointed managers, with the aim of clients from MM to SMB. There are 25 e-Learning trainings, and we have created themes related to DX enhancement that introduce examples of Microsoft Copilot utilization and ChatGPT prompt technology. We are steadily developing all of these courses towards our development goals for this term.

■No. of new contents developed

(Unit: titles)

	FY23				FY24	
	June	July	August	September	October	November
No. of new contents for On-Site Training	30	30	30	30	30	30
since the beginning of FY	276	306	336	366	30	60
(Progress rate: %)	(76.7%)	(85.0%)	(93.3%)	(101.7%)	(8.3%)	(16.7%)
Of which, no. of Digital skills	3	5	7	5	5	7
since the beginning of FY	98	103	110	115	5	12
No. of new contents for e-Learning	25	24	21	23	20	25
since the beginning of FY	189	213	234	257	20	45
(Progress rate: %)	(75.6%)	(85.2%)	(93.6%)	(102.8%)	(8.0%)	(18.0%)

*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%) ▪ 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>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 December 2, 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.

【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