

August 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 July 2025

- No. of On-Site Training conducted (117.6% YoY), No. of DX-related On-Site Training conducted (125.7% YoY)  
No. of Open Seminars attendees (118.9% YoY), No. of "Leaf" active users (122.0% YoY) -

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

#### 1. On-Site Training Business

The number of On-Site Training conducted was 2,413 times (117.6% YoY). Of this, the number of training conducted for private sectors increased to 1,476 (115.7% YoY), and those for DX-related was 230 times (125.7% YoY). In July, level-based training for private sectors and training to improve operations using AI/DX grew steadily.

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

(Unit: time)

	FY24					
	February	March	April	May	June	July
No. of conducted trainings	1,713	1,271	2,905	1,774	2,049	2,413
(YoY)	(112.4%)	(112.9%)	(115.9%)	(119.5%)	(123.9%)	(117.6%)
Private sector*	1,182	975	2,122	1,047	1,298	1,476
(YoY)	(113.9%)	(113.1%)	(113.5%)	(116.7%)	(121.4%)	(115.7%)
Public sector and government agencies*	531	296	783	727	751	937
(YoY)	(109.3%)	(112.1%)	(122.9%)	(123.9%)	(128.4%)	(120.9%)
DX-related trainings*	177	110	237	176	185	230
(YoY)	(125.5%)	(115.8%)	(117.3%)	(134.4%)	(131.2%)	(125.7%)
Conducted online	291	225	181	258	328	464
(Composition ratio)	(17.0%)	(17.7%)	(6.2%)	(14.5%)	(16.0%)	(19.2%)

\* 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 conducted trainings from October 2023 onwards has also been changed.

## 2. Open Seminars Business

The number of attendees at Open Seminars was 16,413 (118.9% YoY) and the number of attendees for DX-related training was 2,510 (147.6% YoY). In July, the number of attendees at training related to the generative AI increased mainly in LE segments. There is a growing demand for advanced training for business writing in addition to basic utilization of generative AI, Excel, and macro-development trainings, which are aimed at promoting more efficient operations for individuals.

### ■ Monthly no. of attendees at Open Seminars

(Unit: attendee)

	FY24					
	February	March	April	May	June	July
No. of attendees	11,064	11,291	16,800	10,361	15,380	16,413
(YoY)	(106.7%)	(112.2%)	(113.0%)	(116.9%)	(126.0%)	(118.9%)
DX-related trainings*	1,639	1,888	2,048	1,321	2,086	2,510
(YoY)	(121.8%)	(144.0%)	(113.2%)	(108.1%)	(117.9%)	(147.6%)
Conducted online	7,557	7,994	5,638	6,355	10,446	10,433
(Composition ratio)	(68.3%)	(70.8%)	(33.6%)	(61.3%)	(67.9%)	(63.6%)

\*Consolidated subsidiaries are included.

## 3. Client Base

The number of WEBinsource acquisitions in July was 238, having achieved a 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					
	February	March	April	May	June	July
No. of new subscribers*	227	248	195	235	237	238
No. of accumulated subscribers	25,453	25,701	25,896	26,131	26,368	26,606
(YoY * No. of new subscribers)	(90.8%)	(82.9%)	(79.6%)	(100.4%)	(94.8%)	(90.5%)
(Progress rate: %)	(42.5%)	(52.8%)	(60.9%)	(70.7%)	(80.6%)	(90.5%)

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

#### 4. IT Services Business

The number of paid subscribers for Leaf (HR support system) reached 834 organizations (115.7% YoY) and the number of its active users increased to 4,827,106 (122.0% YoY). The total number of orders delivered for Stress Check Support Service was 4 (FYTD 113.0% YoY). In July, we strengthened adding options for existing clients and proposing of customization in order to securing revenue within the fiscal year.

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

	FY24					
	End of Feb.	End of Mar.	End of Apr.	End of May.	End of Jun.	End of Jul.
No. of paid subscribers (organizations)	793	796	818	828	834	834
(YoY)	(118.4%)	(117.8%)	(118.6%)	(118.6%)	(117.5%)	(115.7%)
No. of active users	4,408,232	4,442,410	4,490,005	4,539,530	4,585,502	4,827,106
(YoY)	(140.8%)	(138.1%)	(121.1%)	(120.9%)	(119.8%)	(122.0%)
No. of customizations* (since the beginning of FY)	31	75	83	85	88	100
(YoY)	(155.0%)	(138.9%)	(110.7%)	(100.0%)	(95.7%)	(99.0%)

\*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)

	FY24					
	February	March	April	May	June	July
No. of orders delivered* (by month)	111	170	2	5	2	4
No. of orders delivered* (since the beginning of FY)	375	545	547	552	554	558
(YoY)	(110.6%)	(114.0%)	(113.5%)	(113.6%)	(112.6%)	(113.0%)

\*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 143 (105.9% YoY), and the number of viewers in the video rental plan was 2,164 (123.3% YoY). The number of video production and customization projects was 37 (194.7% YoY). In July, in particular, sales of outright purchase plans grew such titles as harassment, compliance, and DX, especially with LE segments. In video production and customization orders, there is a growing need for “Training recording and viewing plan”, which distribute online training, record it and deliver its data.

### ■ 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					
	February	March	April	May	June	July
No. of video contents sold (Outright purchase)* by month (YoY)	230 (135.3%)	911 (120.0%)	104 (52.0%)	125 (130.2%)	99 (62.7%)	143 (105.9%)
No. of video production and customization projects* by month (YoY)	24 (184.6%)	140 (538.5%)	21 (161.5%)	25 (192.3%)	25 (71.4%)	37 (194.7%)
No. of rental viewers* by month (YoY)	1,743 (116.4%)	2,636 (151.3%)	2,127 (154.7%)	1,370 (87.9%)	2,213 (153.1%)	2,164 (123.3%)
STUDIO (e-Learning) users* by month (MoM)	105,292 (+192)	108,716 (+3,424)	109,860 (+1,144)	110,607 (+747)	111,027 (+420)	110,593 (-434)

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

## 6. Inquiries

In June, we received 549 inquiries, having achieved a monthly target of 500. 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					
	February	March	April	May	June	July
No. of inquiries YoY	541 (92.0%)	471 (92.9%)	502 (93.5%)	557 (102.4%)	545 (113.5%)	549 (107.1%)
Since the beginning of FY	2,581	3,052	3,554	4,111	4,656	5,205

\*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 t1Q FY23.

## 7. Contents Development

The number of contents developed totaled 30 for training (On-Site Training) and 26 for videos and e-Learnings. This month, we developed employee engagement trainings for managers, aimed at preventing turnover and developing young employees' abilities over the medium to long term. Additionally, we offer trainings to learn knowledge and skills related to human resource allocation, aimed at enhancing organizational capabilities. We also expanded the development of content for international workers in Japan.

### ■No. of new contents developed

(Unit: titles)

	FY24					
	February	March	April	May	June	July
No. of new contents for On-Site Training	31	30	30	30	30	30
since the beginning of FY	151	181	211	241	271	301
(Progress rate: %)	(41.9%)	(50.3%)	(58.6%)	(66.9%)	(75.3%)	(83.6%)
Of which, no. of Digital skills	10	13	17	17	11	11
since the beginning of FY	40	53	70	87	98	109
No. of new contents for e-Learning	19	26	24	20	26	26
since the beginning of FY	114	140	164	184	210	236
(Progress rate: %)	(45.6%)	(56.0%)	(65.6%)	(73.6%)	(84.0%)	(94.4%)

\*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 August 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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