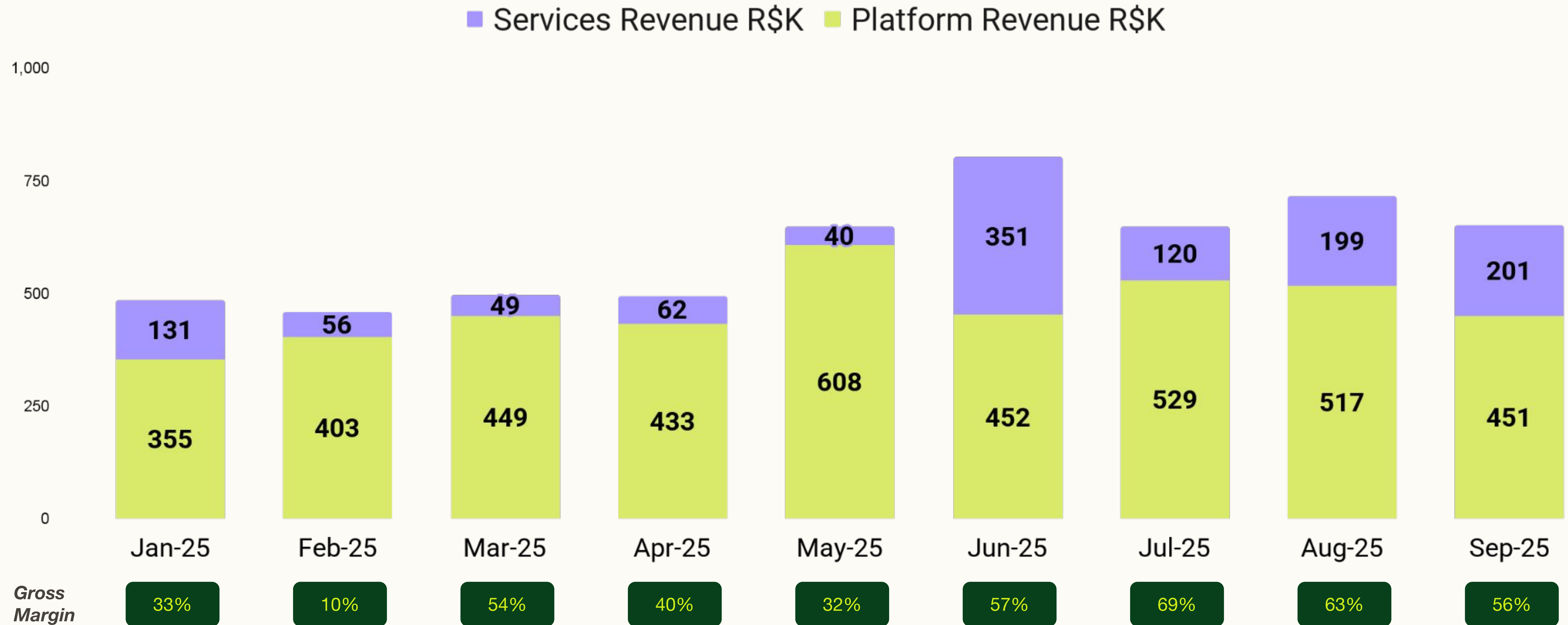




Investor Updates
October 2025

3Q25 Gross Revenue grew **2.8x YoY¹** while Gross Margin gained **18 p.p²** versus 2Q25














Note: (1) R\$710K in 3Q24 vs. R\$2.01M in 3Q25; (2) Comparing average Gross Margin in 3Q25 versus 2Q25

Pipeline: *late-stage*

Notes:

(0) Revenue figures listed do not include markup on top of AI usage, which is contemplated in some of these contracts and will increase total monetization over time.

(1) Paid on delivery

	Status	Product	One-off R\$ ¹	Recurring R\$
	✓ Closed	Analysis Mode	100K	-
	✓ Closed	deco sites	12K	-
	✓ Closed	deco sites, services & platform	130.5K	15K
	✓ Closed	deco sites	-	30K
	✓ Closed	deco AI services & platform	100K	-
	✓ Closed	deco AI services	15K	-
	✓ Closed	deco AI services	510K	-
	✓ Closed	deco AI services	30K	-
	✋ Final negotiations	Full ecosystem	-	90K
	✋ Final negotiations	Partner Agentic Software	200K	-
	✋ Final negotiations	deco AI services & platform	55K	200K
<i>Total</i>			1,132.5K	335K

Funding, growth and efficiency gains kept our finances *on track*

Last investor update:

12-month runway preserved: revenue & efficiencies offset burn

Now:

20+ months runway

Projects and pipeline generating revenue

Further infrastructure efficiency gains

Additional equity funding

 Results

Steady shipments:

*Bauducco, Breton,
Zee.Dog Global & more
powered by deco sites*

Pageviews

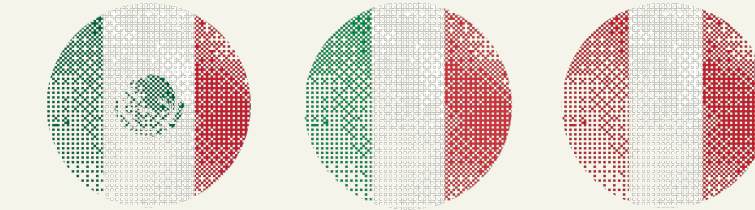
330M

Requests

10B

Bandwidth

350TB



 zee.dog

 **HERING**
in store

Bauducco

ROSA VALVERDE

 **Eletrotrafo**

BRETON

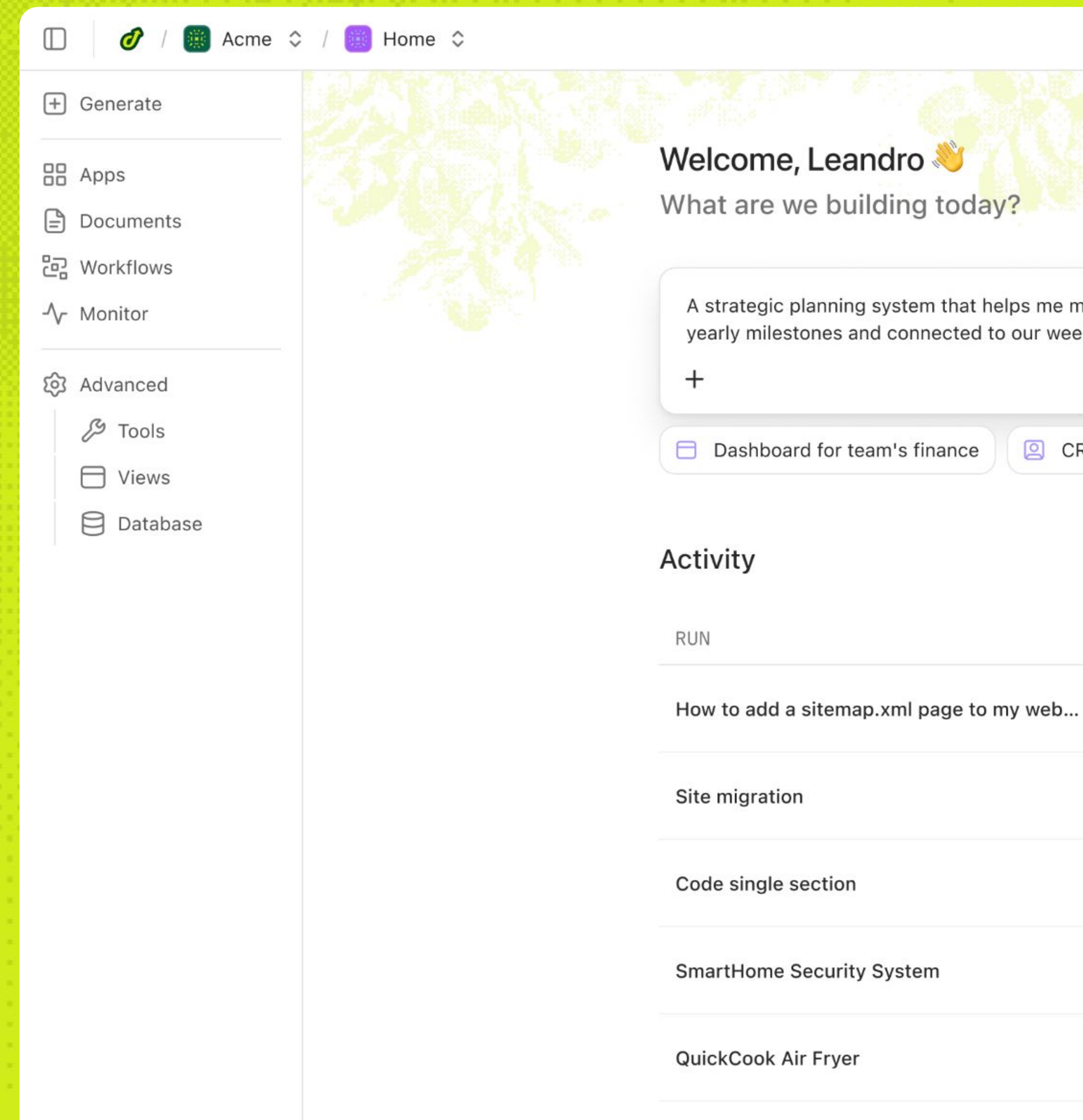
deco.day

- AWS sponsorship
- ~200 attendees
- ~450 live stream
- Six AI founders
- Harvard Prof. Mangabeira Unger
- Successful brand repositioning



Open-source admin for your *internal AI apps*

Build, automate, and launch
AI apps with logs, approvals,
and billing included.



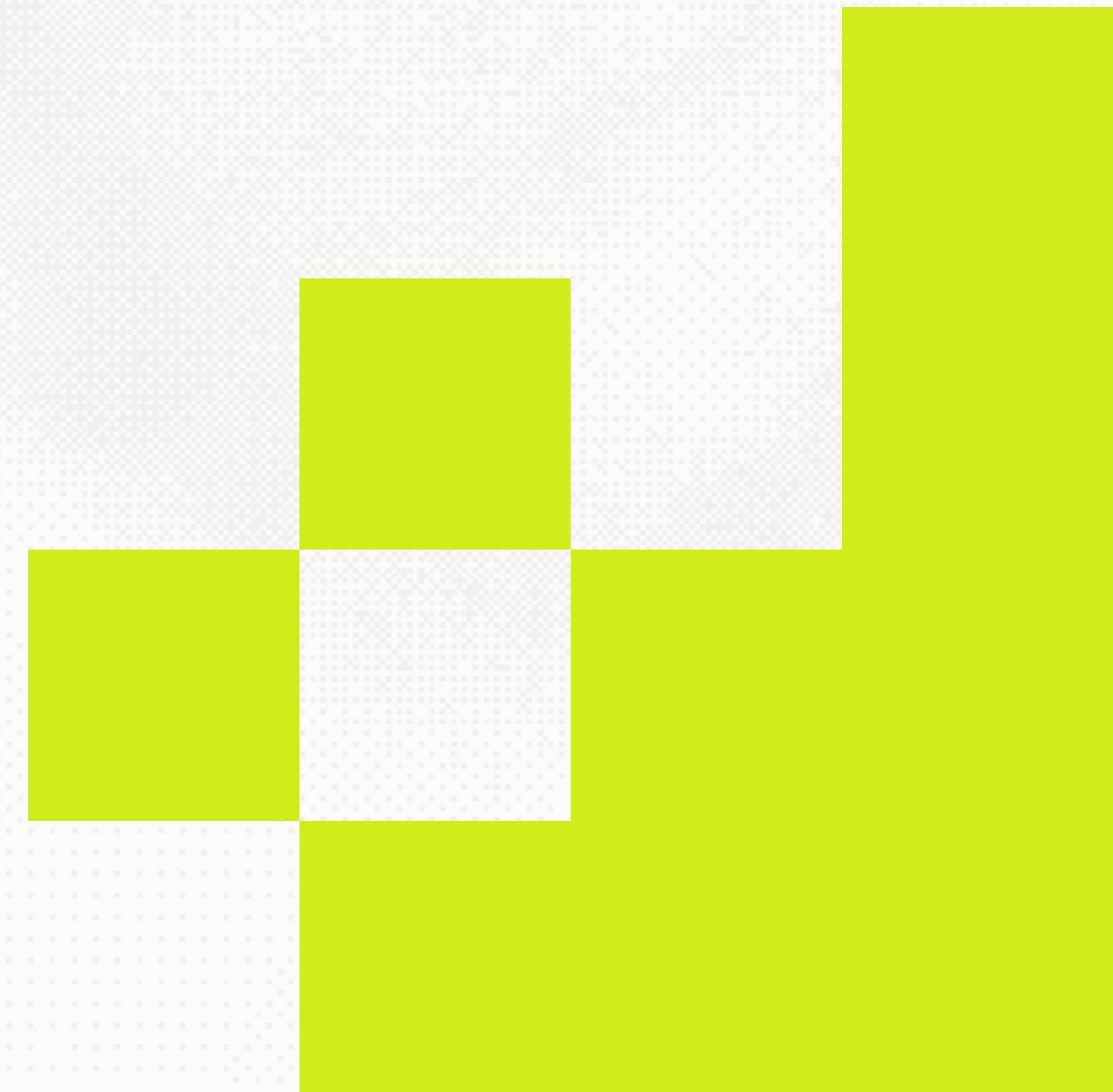
Self-Hosted & Enterprise Ready

‘Can we run this in **our infrastructure** with **our models and guardrails?**’ — Every enterprise ever

deco CMS is the **cheapest and fastest way** to deploy a **governed** AI automation platform to the infrastructure you **already pay for**.



Google Cloud Platform



```
18   createTool({
19     id: "MY_TOOL",
20     description: "Say hello",
21     inputSchema: z.object({ name: z.string() }),
22     outputSchema: z.object({ message: z.string() }),
23     execute: async ({ context }) => ({
24       message: `Hello, ${context.name}!`,
25     }),
26   });
27
28   const createMyWorkflow = (env: Env) => {
29     const step = createStepFromTool(createMyTool(env));
30
31     return createWorkflow({
```

ajudar?



Claude 3.7 Sonnet



Open-source TypeScript SDK for **web devs**

Natural-language builder for business users



Self-host support for any cloud.
Zero ops, full control, no lock-in.

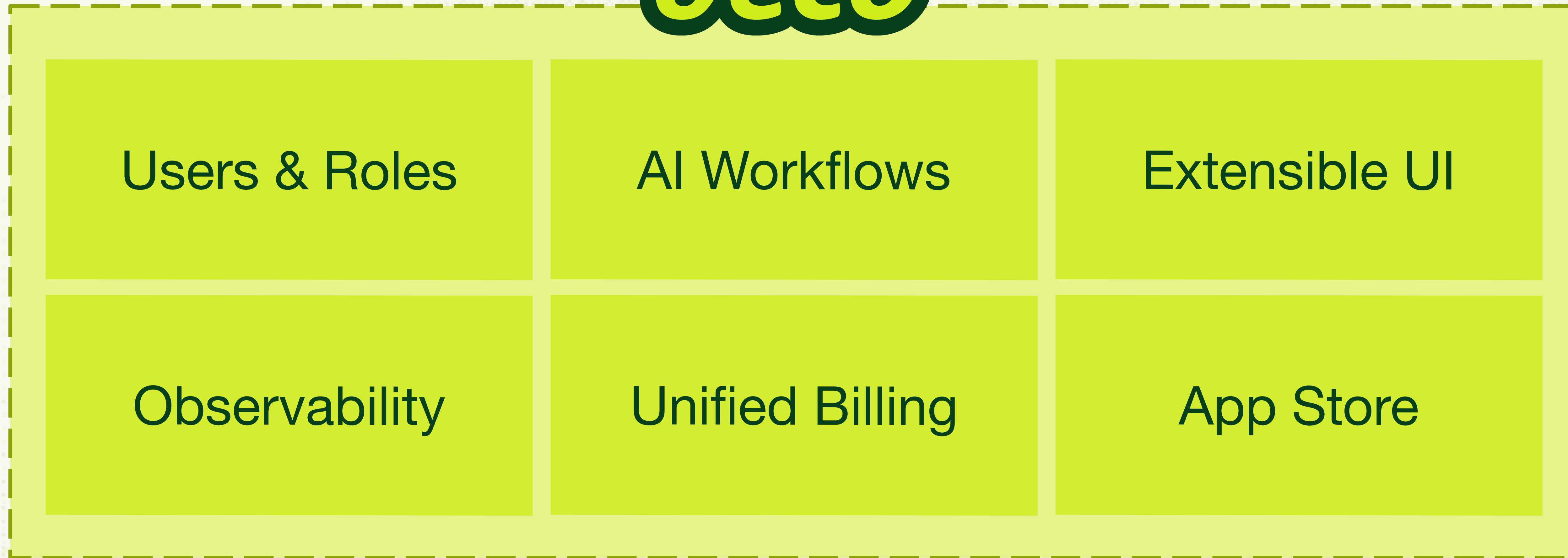


Generate, then version in
Git like any other project

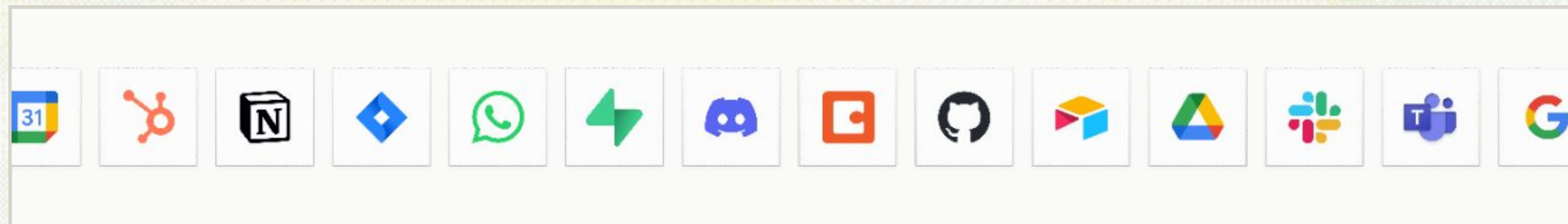


UIs, workflows, agents
in one repo

Deco



↑ YOUR DATA & TOOLS (MCPs) ↓



We are discovering two use cases

Open-source + self-host serves both ends: mass adoption and enterprise needs.

Zero to One:

New ventures are using deco to **bootstrap operations quickly**: deploy first agents & workflows in minutes, then ship a production ready admin in days.

Mature Organizations:

Enterprises with scattered AI experiments use deco to **centralize control**: approvals, costs, roles, logs—run under their own policies/infra.



deco

The Context Management System

decocms.com

- Blog
- Logs
- Pages
- Database
- Future OS
- Deco Stats
- Stats
- Github Events
- Sites
- + Generate
- Apps
- Documents
- Workflows
- Agents
- Developer
- Tools
- Views
- Files Soon
- Link Soon

Search

Pages + Create new

Show Insights for www.decocms.com

Name	Path	
Blog	/blog	...
Blog Category	/blog/category	...
Blogpost	/blog/post/:slug	...
Find a Partner	/find-a-partner	...
Home	/	...
deco sites	/use-case/deco-sites	...
My New Page	/example-path	...
Partners	/partners	...
Podcasts	/resources/podcasts	...
Política de Privacidade - EN	/privacy-policy	...
Política de privacidade - PT	/politica-de-privacidade	...
Pricing	/pricing	...

GROWTH PLAN

Team Balance \$7,170.34



- decocms | stagi...
- Blog
- Logs
- Pages
- Database
- Future OS
- Deco Stats
- Stats
- Github Events
- Sites
- Generate
- Apps
- Documents
- Workflows
- Agents
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- Link Soon
- GROWTH PLAN
- Team Balance \$7,170.34

- Deco Company
- Chat Soon
- Future Soon
- Products Soon
- Brand Positioning
- ICP Soon
- Market Insights Soon
- Team Soon
- Competitors Soon
- Financials Soon

Proposals 39 Changelog

Dashboard

Overview of your brand positioning and change proposals

Company Details

Edit Company



Company Name
Deco

Description
A generative control plane for data, tools, models, permissions, and memory so you can prototype in chat, ship in code, and run & monetize agentic apps in production.

Headline
Deco is the home for all your AI apps.

Website
<https://decocms.com>

Category
Context CMS (open-source admin for AI agents)

Change Proposals

39 pending

AI-suggested updates to your brand positioning based on Notion content

Check for Updates

Review 39 Proposals

Platform Overview

Comprehensive infrastructure metrics for Deco Sites

Oct 01, 2025 - Oct 12, 2025

Total Requests 3.9B <small>-68.4% MoM</small>	Bandwidth 104.67 TB <small>-77.9% MoM</small>	Pageviews 115.0M <small>-70.5% MoM</small>	Efficiency 33.61 <small>req/pageview</small>
Cache Hit Rate 31.5% <small>-5.2% MoM</small>	Error Rate 15.74% <small>+5.2% MoM</small>	Active Teams 526	Active Sites 791

Platform Metrics
Toggle between requests, bandwidth, and pageviews

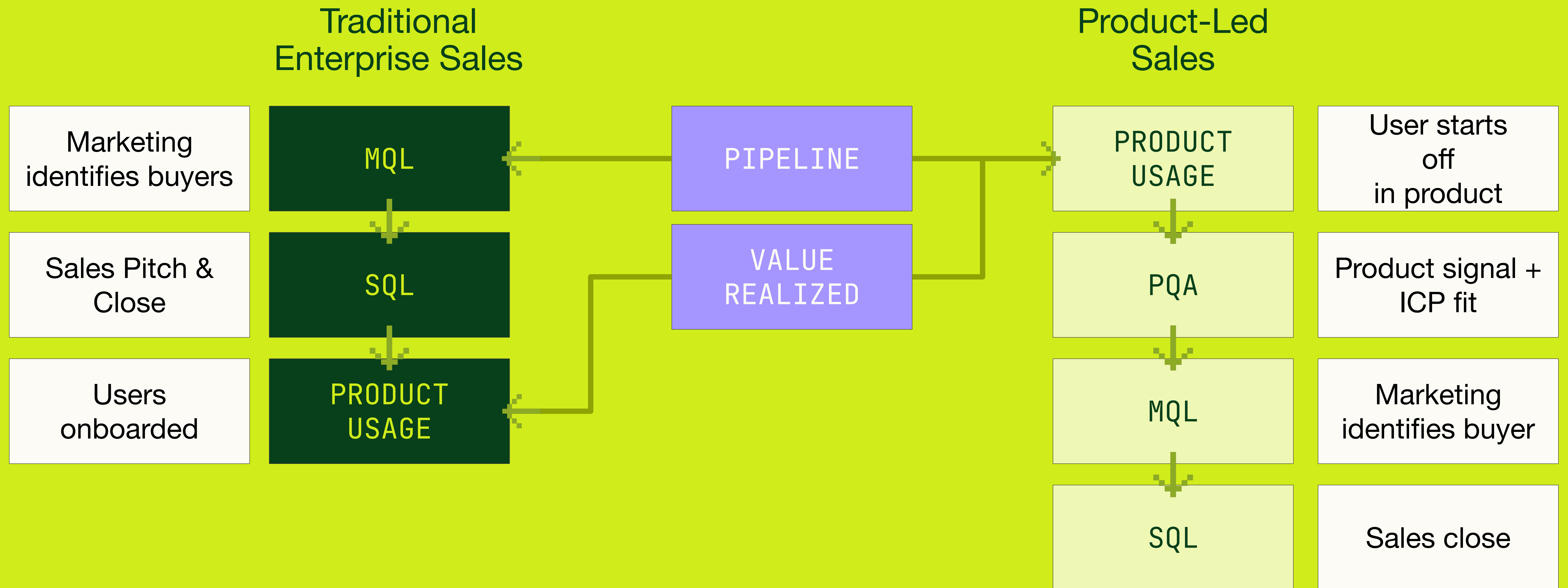
Requests 1,256,343,925	Bandwidth 26,174.62	Pageviews 35,446,039
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OpenAI released *a no-code agent builder. So what?*

- OpenAI's AgentKit introduces AI automation to millions of people.
- Enterprise use-cases require vendor independence and cloud-prem support.
- We focus one layer above: generating the **ops admin** for your AI workflows.



B2B Product-Led Sales



Deco is doubling-down in
community-driven growth

deco.camp

Enabling a wave of agentic engineers

Over **200 applicants**, completed one certification round, and so far **30 Agentic Engineers** have been certified.

Asynchronous content + hands-on lab
to complete and qualify for certification

Enrollment open for next class



01

Thriving Community

Builders clone deco's open-source repository and deploy an AI app within minutes

02

Unified Platform

All deco.cx customers operate on the unified AI admin, with integrated billing and observability

03

Autonomous Operation

Walk the Talk: our core internal operations are automated with AI workflows

A few asks:

Give us feedback

Join our Oct 15
workshop



deco.camp

October batch
Become an Agentic Engineer
<https://deco.camp>



Keep us in the loop

AI Engineer ecosystem

Introduce us to top AI
engineers and champion
deco as the ecosystem
coordinator.



Happy Automating!

See you in 2026

“In life you wind up with one of two things – the results or the reason why you don’t have the results. Results don’t have to be explained. They just are.”

