APR / MAY 2024

Investor Updates

deco.cx

The **frontend platform** for continuous evolution

😄 HIGHLIGHTS

Top-down GTM (Sales-led growth)

- Signed contracts ULTRA boost **(+113% ARR MoM)**
- VTEX Day gave us **500+ leads & awareness boost**
- VTEX Connect Europe created **opportunities in Europe**
- Carcará: ongoing **AIs, FILA, FARM, Reserva & Granado**

Bottom-up GTM (Product-led growth)

- Product Hunt launch: **#1 Product of the Day & Week**
- WebSummit: PR boost **from winning PITCH competition**
- BrazilJS brought us **250+ new devs on discord**
- #brazilmentioned: Azion, Turso **bring Primeagen to Brazil**
- Order professional sites on **GetSiteDone.com — now live!**

😡 LOWLIGHTS

- Hacker attacks every week — usually abusing forms in our landing pages.
- We've passed hiring some excellent people in order to preserve runway: increasing short-term cash inflow is a priority to allow further team expansion.
- Self-service subscription started off slowly: we discovered Custom Domains need to be available on the free tier.
- A few broken windows during PH launch have subtracted from the first-time experience for most users.
- We've discovered that there was a public token used for login process that had the ability to read our "invoices" table. We've since patched this access and have found no evidence of outside access to the data.

Signed contracts
For more details, see table below
97

Projected ARR from active customers*
in USD
$1,090,614.38

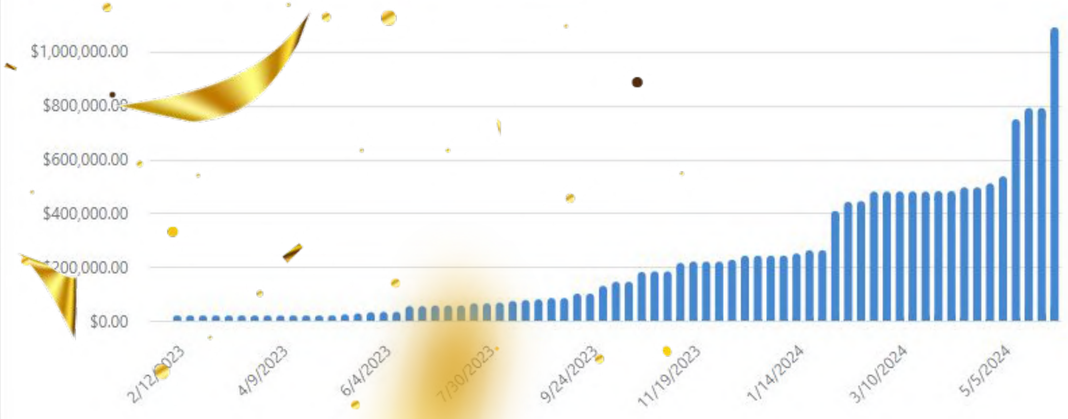
Growth YoY
(ARR)/(ARR D-360)
3,303%

Signed contracts in the last month
7

Projected ARR acquired last month
$554.010,38

Growth MoM
(ARR)/(ARR D-30)
113.00%

Signed ARR history
This chart shows the week-by-week ARR due to total deco.cx contracts



Signed ARR per tier
This graph shows the ARR segmented by client category. These categories are used to segment the market and understand the size and complexity of companies. SMB is the acronym for Small and Medium Business. Mid Market refers to a intermediate market. Finally, Enterprise companies are large organizations, often multinational, with a high volume of revenue and a large number of employees.

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* Projected ARR is based on the customer's number of pageviews on signing date and may vary. Due to implementation time, this ARR currently lags 3 to 6 months behind actual receivables.

INVESTOR UPDATES

VTEX DAY: a huge leap in brand positioning

+500 leads, including:

FILA · asics · cencosud · BABADOTOP · Electrolux · MONTE CARLO
Whirlpool · new balance · OBRAMAX · INSIDER · FARM · Mondelēz International
Carrefour · Klabin · OLYMPIKUS · AREZZO · BRITÂNIA · UNDER ARMOUR
OSCAR · HERING · Pague Menos · Mizuno · LOUNGERIE · Cobasi
VIVARA · Reserva · TOK&STOK · umbro · CENTAURO · DUX NUTRITION LAB

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WATCH OUR VIDEO

Advancing EU opportunities

- We sponsored a small booth at **VTEX Connect Barcelona** to bootstrap sales in Europe.
- We have connected with SIs based in Spain and Europe interested in our Headless Storefront: conversations advance faster in a technically mature market.
- One headless platform expressed interest in white labelling our CMS solution.

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Carcará: 10 people and 5 strategic projects in 2 mo.

- AIs, FILA, FARM, Reserva and Granado ongoing.
- **For sites with >60M yearly pageviews**, we are:
  - **Sharing the first 3 months of MRR** with the implementation team *and;*
  - **Offering free acceleration** by a *Forward Deployed Engineer* & *Deployment Strategist* from Carcará

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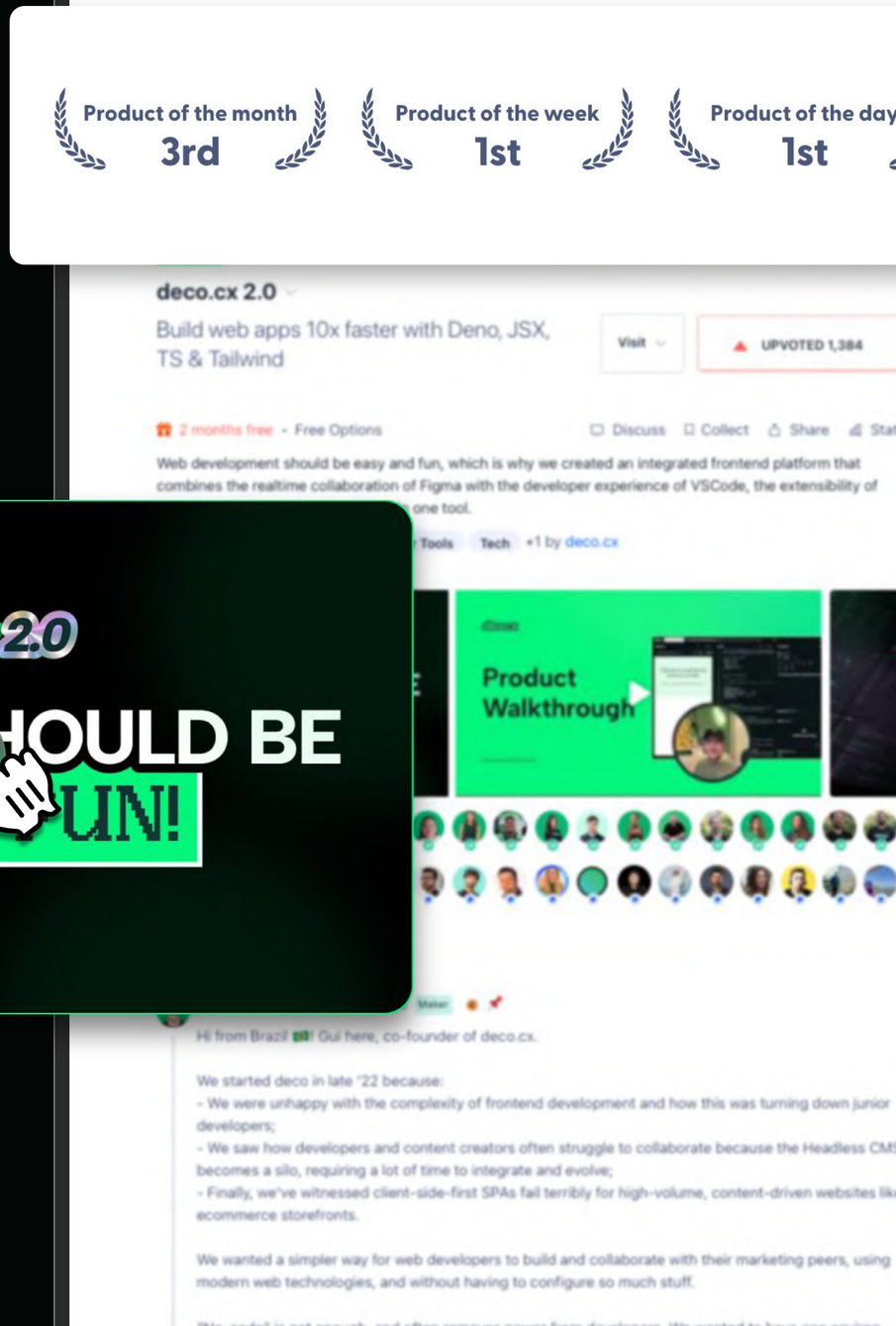
deco.cx 2.0 awarded Product of the Week!

- Video was a **huge success**
- +7.5K votes, comments and video views
- 7k unique site visitors*
- 1065 sites created*



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*in the 72 hours following the launch

Web Summit Rio: we won PITCH vs 1000+ startups

- This victory resulted in an **organic PR boost**, accelerating several conversations with prospects.

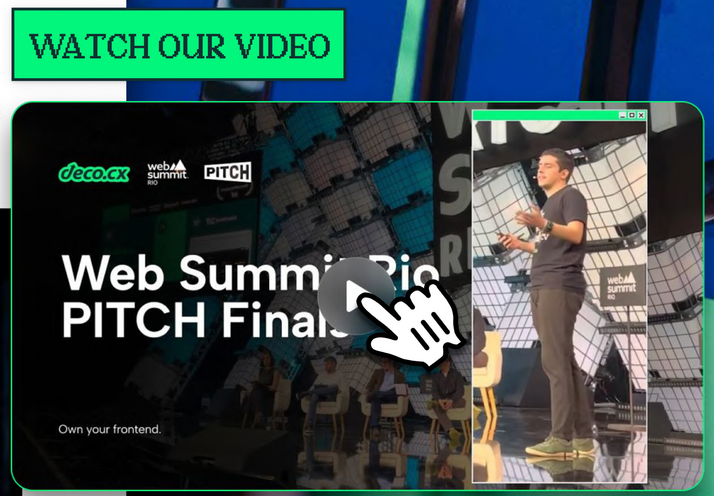
O GLOBO | Web Summit Rio

Rio / Web Summit Rio

Web Summit Rio se consolida como palco privilegiado para inovadores

Competição de startups não rende dinheiro, mas acelera negócios das vencedoras — e duas brasileiras já levaram o troféu

Por Carolina Nalin — Rio
26/04/2024 08h00 · Atualizado há um mês



WATCH OUR VIDEO

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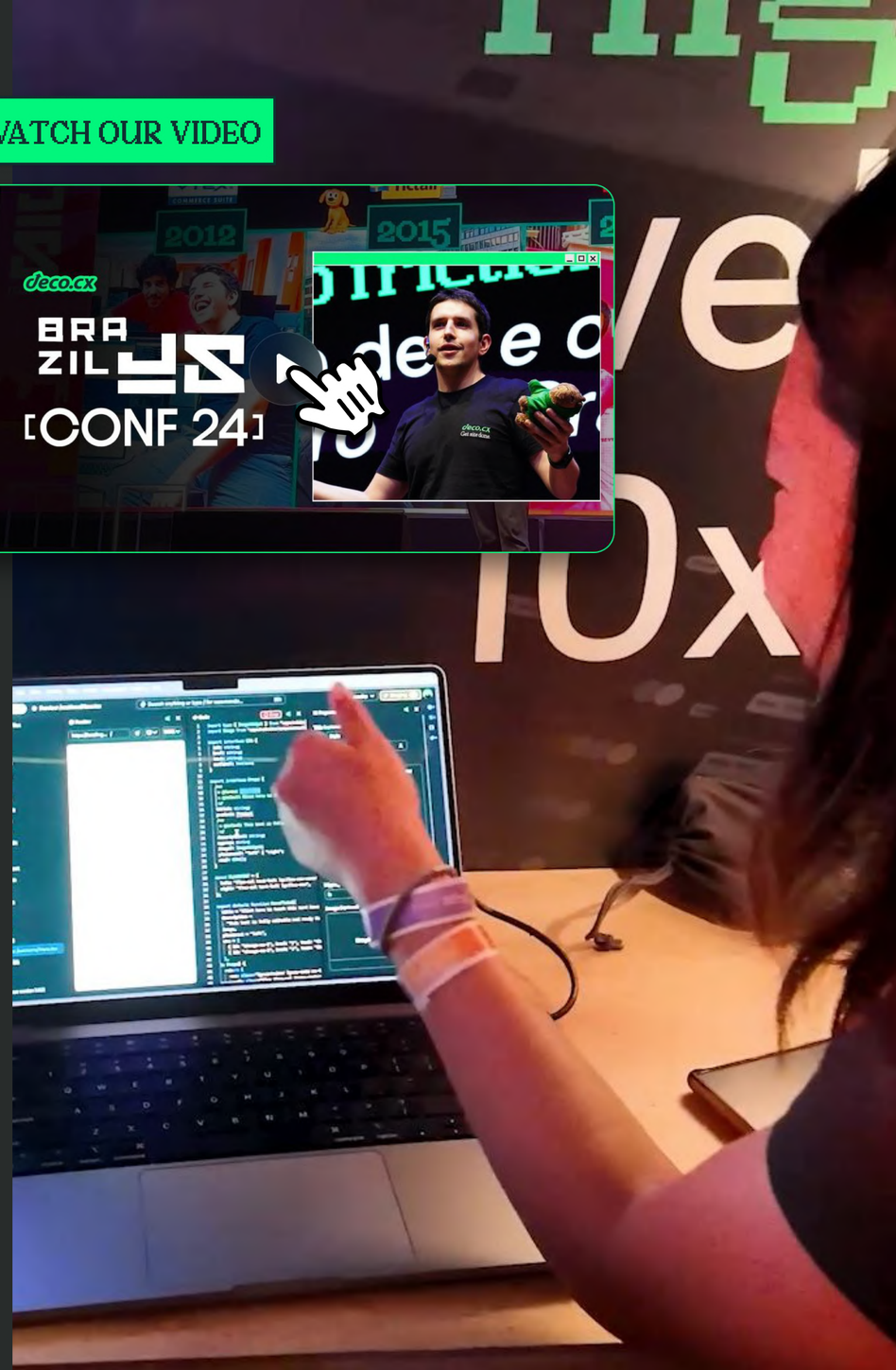
BrazilJS exposure grew our community by 10% in 2 days

- Guilherme was one of the speakers at the event, where he had the opportunity to talk about our product and the strategy behind our evolution.
- Focused on web development, the two-day event saw our booth packed with a high-quality audience, resulting in **250 new developers joining our community.**

WATCH OUR VIDEO



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INVESTOR UPDATES

BrazilMentioned

Azion + Turso + deco.cx

- The event featured The Primeagen, a renowned tech influencer, and focused on web development.
- Our sponsorship led to fruitful conversations with Azion and Turso. We're now using Turso to power our native database feature called **deco records!**

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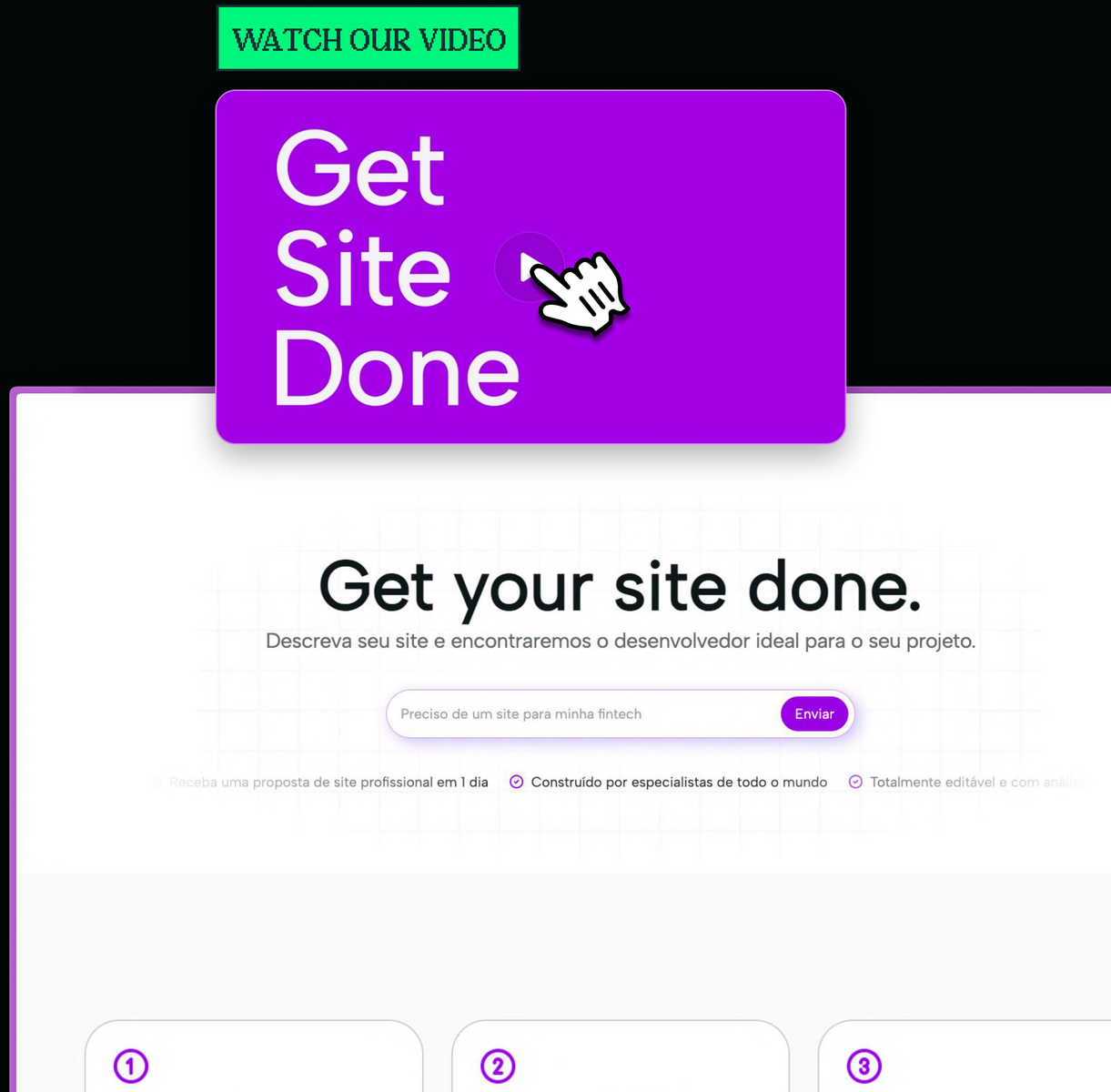
GetSiteDone.com is now live!

- Describe the website you need and connect to a high-performance dev
- Get a completely bespoke, visually editable site in less than 72h
- Faster and cheaper than Fiverr or Upwork
- Projects from $99 to $499
- Soon: international invoices available



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Team & Ops

- Current team: 35 (deco.cx) + 10 (Carcará)
- New hires:
    - Senior Designer 🇵🇹
    - Data Scientist
    - LATAM Sales & Partnerships
    - 4x Interns (3 SWE, 1 Designer)

New this month

- **deco 2.0:** Integrated Developer Environment with window-based navigation and **in-browser code editing**
- **deco records** - every deco site with a **SQLite database** to store application data
- New **HTMX** storefront: way more performant with **less JS**
- Page List displays avg, p90 & p95 latency in milliseconds
- A/B test results page show views and conversion for each content version
- Headless CMS: users can run A/B test and manage mobile apps on their own codebases
- decopilot: AI assistant now uses Claude LLM and is able to create blocks
- Git integration brings pull requests, commit diff and status to deco dashboard
- Application logs available in realtime
- Billing with real time metrics for usage, integrated with Kubernetes infrastructure
- warp, an open-source tunnel developed internally, allows developers to link deco with their local environments
- Cache optimization for more speed & improved disk usage
- Support for async rendering using HTMX

We have 12 new live projects

Loja Precisão • Technos • NotCo • Território Saber • Casa e Vídeo • Hot Rio • True Source • Lojas Top Móveis • Óticas Prevent • Prohall • Gaston • Saddicenter

NotCo

The **frontend platform** for continuous evolution

$ Cash Flow Statement

	05/2024
(+) Cash flows from operating activities	27.494
(-) COGS	(10.763)
(-) Customer acquisition[1]	(42.299)
(-) Administrative structure	(19.891)
(-) Platform development[2]	(67.649)
(-) Other expenditures	(12.889)
(-) Carcará Starting Cash	(100.000)
(=) Net cash from operating activities	(225.997)

1. Sales & Marketing team compensation + events

2. Equipment acquisition & engineering team compensation

Values in USD

Opening balance	1.545.308
Closing balance	1.319.311
Committed Capital	35.000

Recurring Burn	90.908
Total Burn	217.508
Burn rate (%)	6.5%
Runway (months)	15

**Burn rate = recurring cash burn / (closing balance + committed investment)*
***Runway is given in a worst case scenario not considering future revenue*

We discovered that, in **2027**,

Evolving brands win

First web editor

Anyone can build the web

We are the platform of choice for modern web creators who deliver authentic experiences.

By the end of July 2024...

- Share templates at deco.store
- Refined Storefront section library
- Web analytics for free sites
- Custom admin Spaces with dashboards

Last web editor

Scale to global success

Edge-native global platform that grows to any traffic amount, with full observability and control.

By the end of July 2024...

- 80% operating margin
- EU and US Kubernetes clusters live
- Breakthrough TTFB: <500ms median
- Instant site creation with HMR

Generative personalization

Deliver unique experiences

AI-based experiences that evolve and personalize in auto-pilot. Reach audiences intimately.

By the end of July 2024...

- 80% acceptance rate on code generation
- Automatic performance suggestions based on CDN metrics
- Landing page creation with decopilot

A huge **thank you** for your support from our team!

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See you again on August 5th, 2024