

REBEL GiRLS®

Introduction

2023

Certified



Corporation

WOMEN
OWNED

CERTIFIED BY WOMEN'S BUSINESS ENTERPRISE
NATIONAL COUNCIL

THE GENDER CONFIDENCE GAP

Confidence is the single biggest predictor of a kid's success

At

6

years old, girls think they are less smart and capable than boys.

30%

By the age of 14, girls have 30% lower self esteem than boys

8/10

girls wants to feel more confident

REBELGiRLS®

is THE BRAND FOR
GEN ALPHA GIRLS
GLOBALLY

We are on a mission to help raise
the most *inspired and confident*
generation of girls, now.

We enable girls to be the stars of their
own story, and ask them to become
the heroes of tomorrow.



PARENT-TRUSTED
GIRL-LOVED

23M
Girls

& Growing



Core Audience
Girls

6-12

& Their Families

EMPOWERMENT = iNSPIRATION + iDENTIFICATION + ACTIVATION + CONNECTION

iNSPIRATION

Inspire girls by telling stories



iDENTIFICATION

Recognize themselves as Rebel Girls



ACTIVATION

Get girls to do things



CONNECTION

Connect them to each other



SINCE WE WROTE OUR FIRST BOOK IN 2016 WE HAVE BECOME A PUBLISHING POWERHOUSE



New York
Times
BESTSELLER



8.5m
BOOKS
Sold

2k+
STORIES
of Women

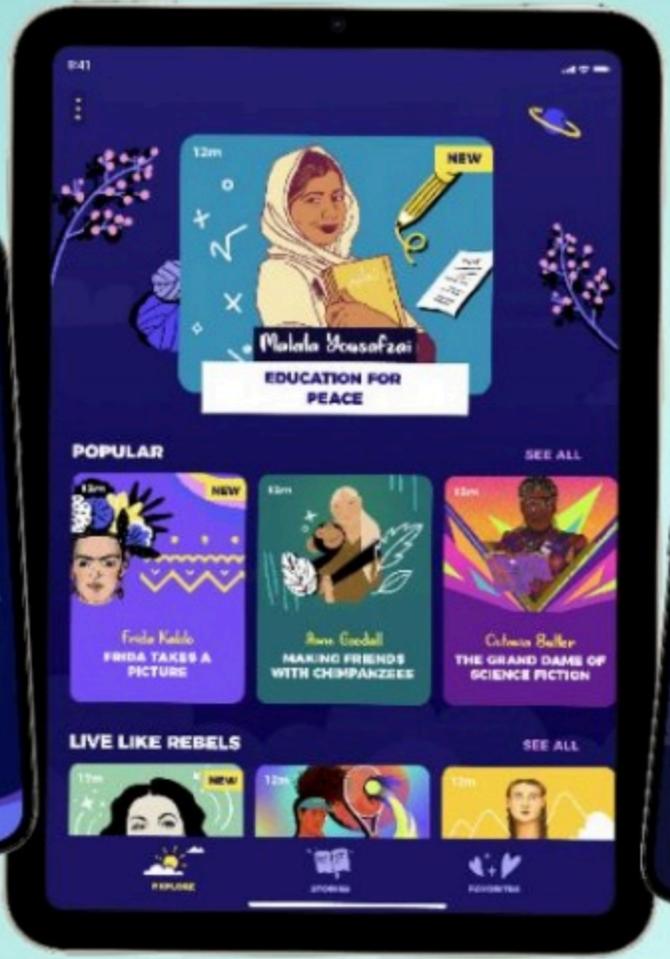
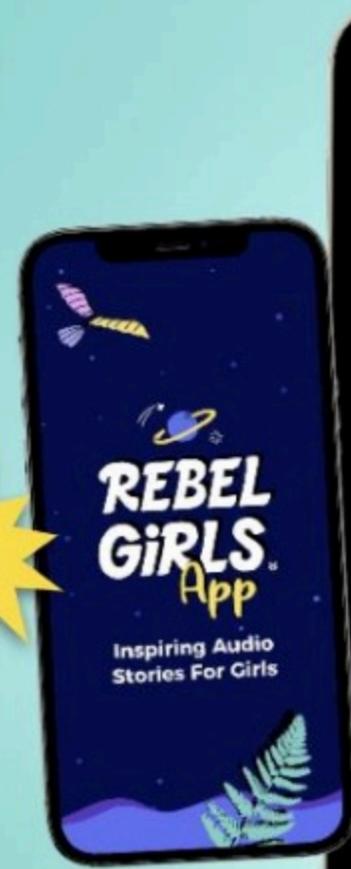
110+
Countries

50
Languages

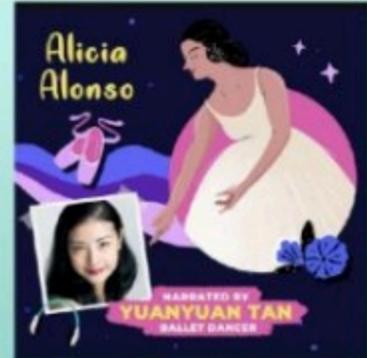
63%
STORIES
BIPOC Women

57%
BOOKS
Co-reading

REBEL GIRLS DIGITAL INCLUDES AN AWARD-WINNING AUDIO APP, CHART TOPPING PODCAST, AND DIGITAL EVENTS



4.6 stars from 8,678 ratings



22m
PODCAST
Downloads

12m
MUSIC
Streams

1.8m
KAHOOT
Players

135k+
APP
Downloads

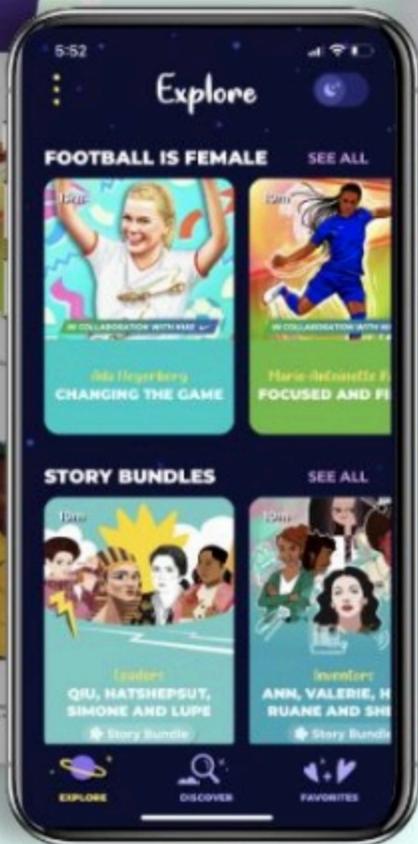
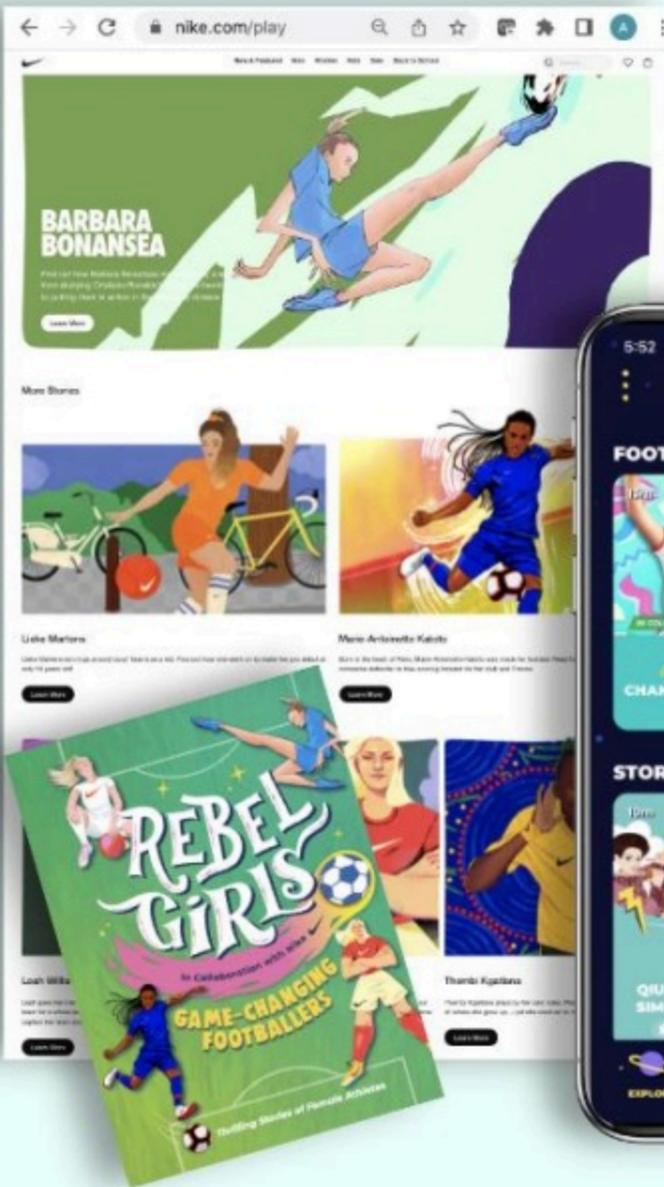
67%
Co-listening of
STORIES

3+
Hours/Week on
APP

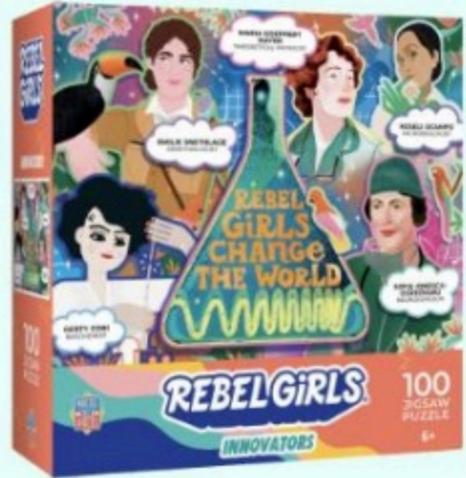
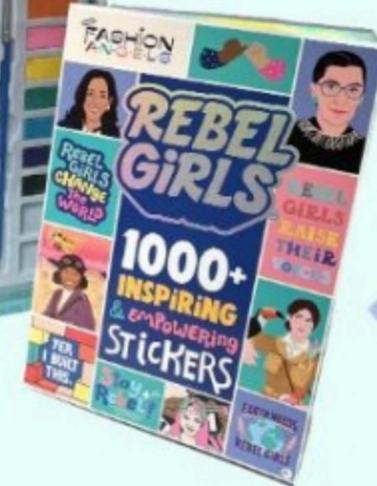
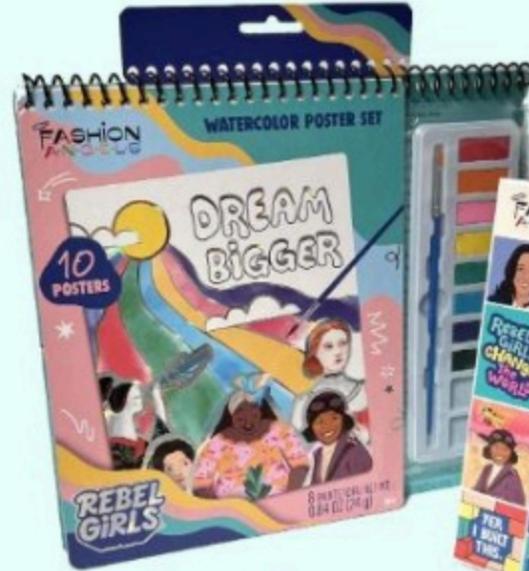
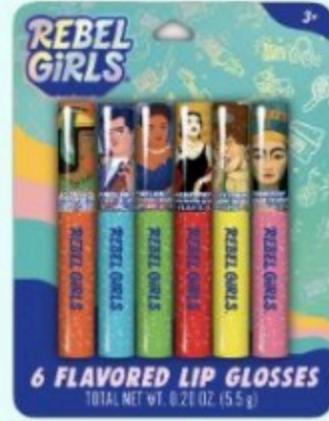
BUILDING OUT REBEL GIRLS STUDIOS WITH PARTNERSHIPS



Google Kids Space



CONSUMER PRODUCTS CONTINUING DOMESTIC & INTL. EXPANSION



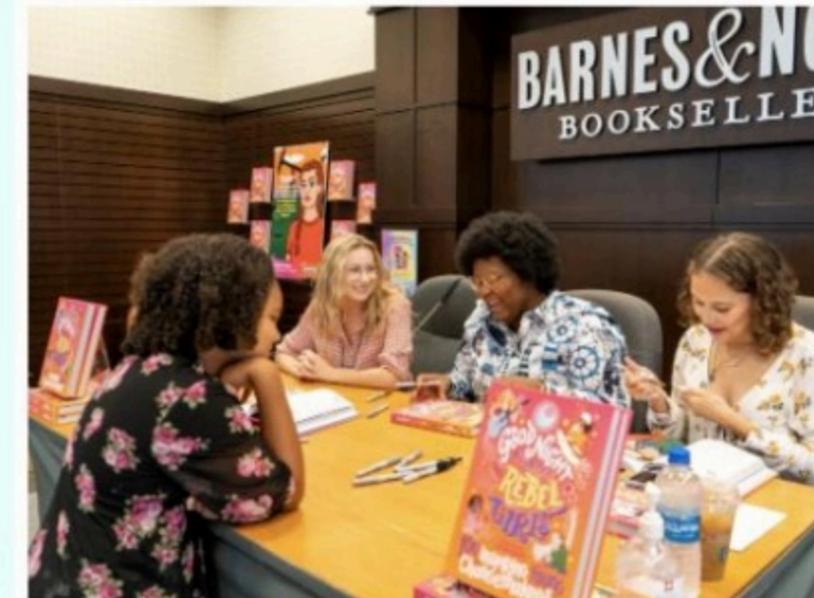
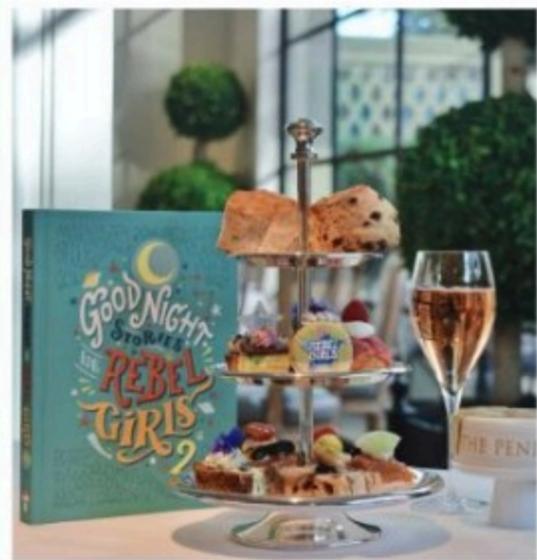
Global representation with KFS announced in Dec 2022

WE BRING GIRLS AND FAMILIES TOGETHER WITH OUR EVENTS

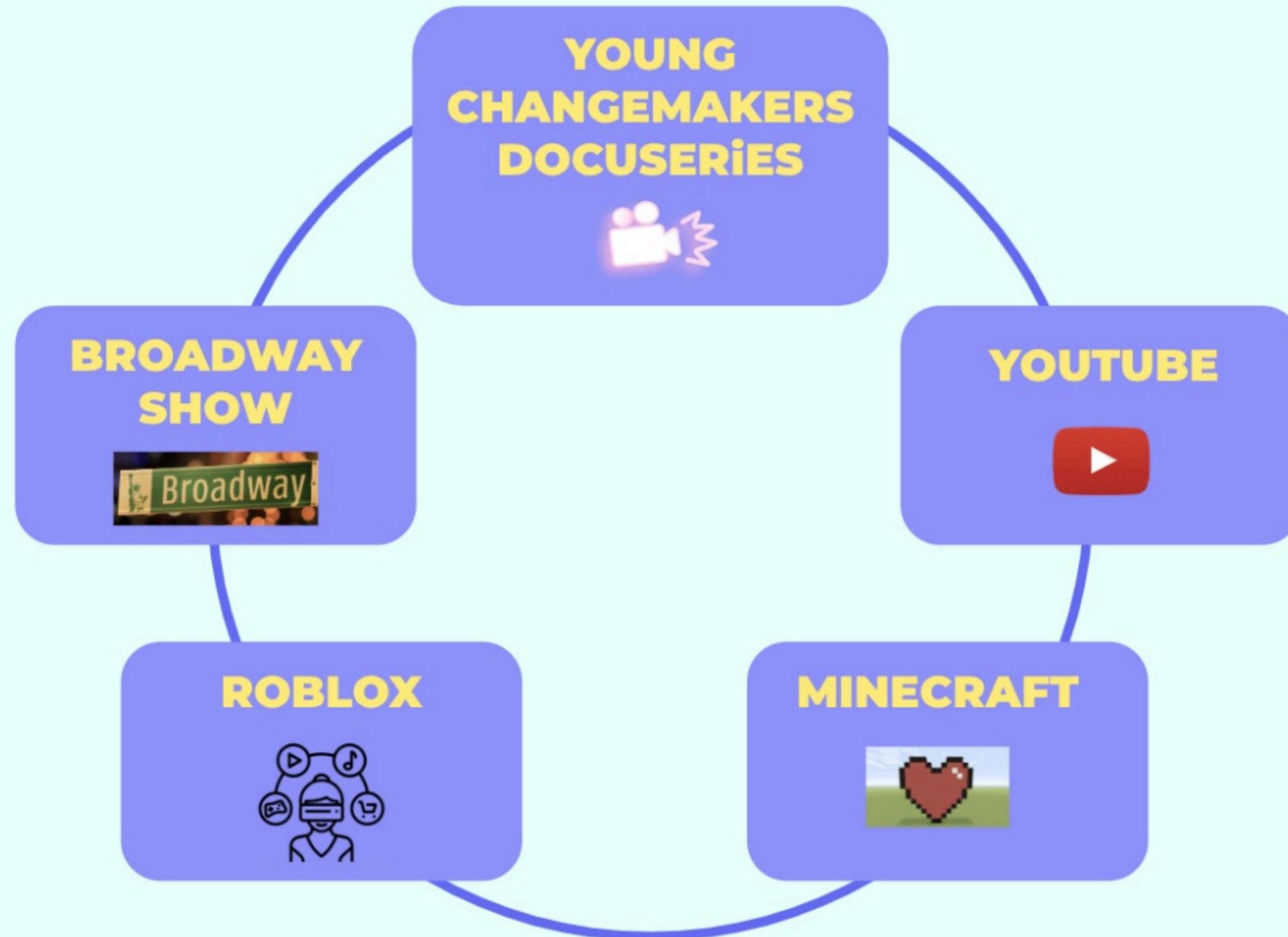
RETAIL/IN-STORE

CORPORATE

REBEL GIRLS FEST



WE ARE EXPANDING STORYTELLING WITH TV, THEATER, THE METaverse AND ANIMATED SHORTS



BUILDING COMMUNITY IS OUR SUPERPOWER

WE ARE A PLATFORM FOR A PLURALITY OF GLOBAL VOICES

ILLUSTRATORS

- ★ 400+ artists
- ★ 50+ countries



Queenbe Monyei



Eleni Debo



Naomi Silverio



Nona Willis Aronowitz



Lilly Workneh



Abelle Hayford



Caribay Marquina



Momona Tamada



Cashawn Thompson



Shin Hye Koo



Andra Day



Maya Gabeira



Jameela Jamil



Diane Guerrero

WRITERS & EDITORS

- ★ 60+ writers
- ★ 15+ Countries

AUDIO NARRATORS

- ★ 120+ Narrators
- ★ 15+ Countries

81
NPS
Score

PHENOMENAL GIRL LOVE AND PARENT TRUST



"Hi there I love this app it's like before I listened to this app my life was blank but then when I downloaded the app it was my life was in heaven and it just opened up my life."



"... The app is great! Can't sleep without it. 20 out of 10!"



She picked this out herself. She said "Mom! It's a Rebel Girls shirt."
@rebelgirls



"It's such a great source of inspiration and building strong values! They are fun for parents to listen to also."



"I'm 8 (9 in a month) and my little sister is 5 (almost 6) and we love ❤️ this podcast!"

BY 2025 REBEL GiRLS WILL HAVE . . .



PARTNERSHIPS

10+ large partnerships with halo brands

REACHED 50M GiRLS GLOBALLY

FILM/TV

Live action series
Docuseries
Broadway Show

EXPERIENTIAL

Tentpole + licensed IRL + Metaverse Events + Experiences

SOCIAL

2M followers w/ expansion into Tik Tok and YouTube

CONSUMER PRODUCTS

30+ licenses Multi-category collection rollout

WEB 3

RG experiences in Roblox, Minecraft, NTFs

AUDIO

500+ pieces of audio content
50M+ podcast downloads

BOOKS

85+ Titles in print
Announcing imprint

BEING BUILT BY A WORLD CLASS LEADERSHIP TEAM



Jes Wolfe
CEO



Elena Favilli
Co-Founder



Christina Miller
Board of Directors



Michon Vanderpoel
Sales



Sarah Parvis
Book Development



Lauren Chan Lee
Product



Rachel Toby
Finance & Operations



Joy Smith
Audio Development



Aashi Vel
Partnerships



Amy Pfister
Comms & Community



Bryan Haut
Marketing

Team experience: WarnerMedia + NBCU + Audible + Care.com + Morgan Stanley + Boston Consulting Group + World Bank + Stub Hub + Pandora + Vox + Abrams + Epic + BrainPop + Modcloth