

REBELIAM MEDIA

ABOUT US

- Rebeliam Media is a brand for Gen Z that not only entertains but also helps them. It's a media company, it's a brand, its Vice meets AwesomenessTV... but with a bit of Rebellion!
- There is no brand for teens that educates, helps and entertains. That is where Rebeliam Media comes in.
- Rebeliam Media creates original programming for YouTube, Facebook, Snapchat and Instagram while also selling original content to streaming services such as Amazon, Hulu, Netflix, Apple, Viacom, Quibi and many others.

86% of Gen Z use the Internet for entertainment.



THE DIFFERENCE

- Rebeliam Media aims to replicate the success and core business model that made AwesomenessTV extremely profitable, however, we intend to do it better, smarter, and have a much greater impact.
- We not only aim to entertain Gen Z, but we focus on content that educates and provides a positive platform for meaningful discussion for their generation.
- We have the experience and knowledge to know what factors and strategies are highly effective and which factors and strategies are anemic to production, profit, and to the brand.
- AwesomenessTV's brand and demographic, as well as other competitors, are ageing out as they are struggling to evolve.
- Gen Z is the future of TV and branded content. Rebeliam Media is the only brand perfectly situated to tap into this burgeoning market.

ABOUT THE PRODUCER



Autumn deVity is a Creator, Executive Producer, Writer and Director of scripted and unscripted television and film. She was Head of Documentary/Docudrama at AwesomenessTV, and during her 6 year tenure at ATV, she created, wrote, produced and directed 9 hit shows that collectively have over 500 million YouTube views.

Her hit YouTube shows are Cheerleaders, Cheerhab, My Dream Quinceañera, Malibu Surf, Make Me Over and Joffrey Elite.

Autumn also wrote, produced and directed the feature film Altered Reality that premiered at SuperCon Film Festival and is available on Amazon.

TRACK RECORD

- Autumn was the 10th employee of AwesomenessTV, which was founded with \$5MM in seed capital
- Autumn created AwesomenessTV's most successful hits and is responsible for the key original content that led to the largest acquisition of its kind to DreamWorks Animation
- Autumn was responsible for approximately 50% of all of AwesomenessTV's original content library that was acquired.
- AwesomenessTV sold one year after inception for a total of \$150MM to DreamWorks (\$33MM initial cash purchase with \$117MM additional cash infusion when the first milestones were met)
- \$155MM is a Return on Investment (ROI) of 2,900% or 30x the initial investment.
- The shows Make Me Over, My Dream Quinceañera, Cheerleaders, Cheerhab and LA Story have been repackaged and sold around the world as television shows to Hulu, Amazon, DHX Media, iTunes, MTN, CBC, ITV2, Pluto TV, Xbox360, MTN, Roku, GO90, SVT2 and Samsung.

Show	Views
Malibu Surf	42,632,920
Joffrey Elite	12,648,134
LA Story**	5,652,880
My Dream Quinceañera	182,695,528
Life After Quince	30,144,147
Cheerhab	20,416,387
Cheerleaders New Jersey	7,496,862
Cheerleaders	178,483,607
Make Me Over	45,228,758

525,399,223

Total Views

** = the majority of the episodes were hosted on go90, a video service owned and operated by Verizon Communications

WHY GEN Z

There are no competitors who are successfully targeting the Gen Z market.

They are the most active and profitable demographic. Many media, retail, service and product driven companies are striving to break into the Gen Z market. They are unsuccessful and are looking for the answer.



Generation Z is one of the most powerful consumer forces in the market today. Their buying power is **\$44 billion** and expands to **\$600 billion** when considering the influence they have on their parents' spending.

Campaign Monitor

The answer is Rebeliam!

TALENT POOL

REBELIAM
MEDIA



Gabi Butler
1.7M Instagram Followers
105K YouTube Subscribers



Amanda Steele
2.5M Instagram Followers
2.7M YouTube Subscribers



Ingrid Nilsen
1.2M Instagram Followers
3.7M YouTube Subscribers



Teala Dunn
3.2M Instagram Followers
2.1M YouTube Subscribers



Cimorelli Sisters
976K Instagram Followers
5.4M YouTube Subscribers



Danielle Cohn
4.8M Instagram Followers
1.7M YouTube Subscribers



Rebecca Black
918K Instagram Followers
1.4M YouTube Subscribers



Matt Smith
1.3M Instagram Followers
11.5M YouTube Subscribers

EXECUTIVE TEAM



Jeremy Lopez

Chief Executive Officer



Autumn deVity

Founder & Chief Creative Officer

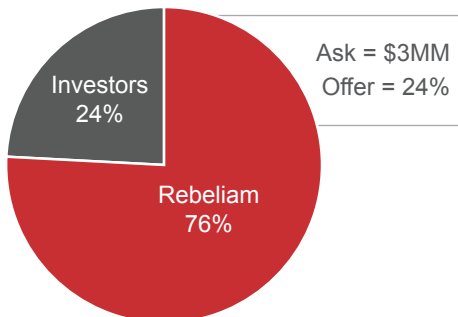


Babette Perry

Agent & Sales

INVESTMENT OPPORTUNITY

EQUITY OFFERING



CONSERVATIVE PROJECTED ROI



- Assuming a conservative 50MM buyout (100MM less than DreamWorks for AwesomenessTV)
- 24% equity would net \$12MM return
- Return on Investment = 4x

REVENUE DISTRIBUTION

