



RebelMouse

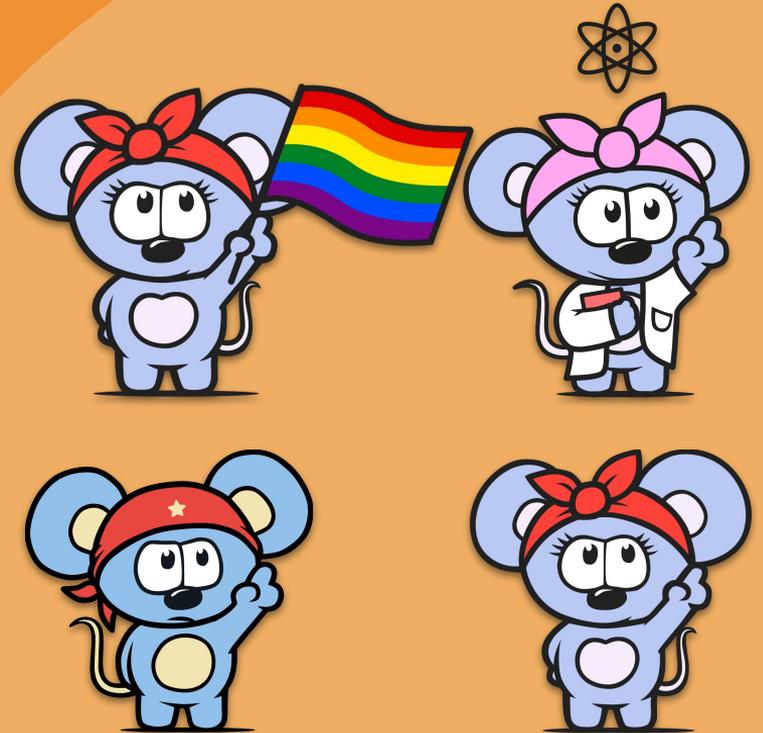
Company Diversity and
Inclusion Report

Diversity Is a Company Pillar

RebelMouse is dedicated to pursuing inclusion for all individuals, regardless of their gender identity, sexual preference, ethnicity, religion, age, or disability. We work hard to form meaningful relationships beyond our platform.

It's this passion that has formed what is now a diverse software company and creative agency that's bucking industry norms.

We conducted an anonymous survey among our employees about how they define themselves. Here are the results.



Gender Distribution

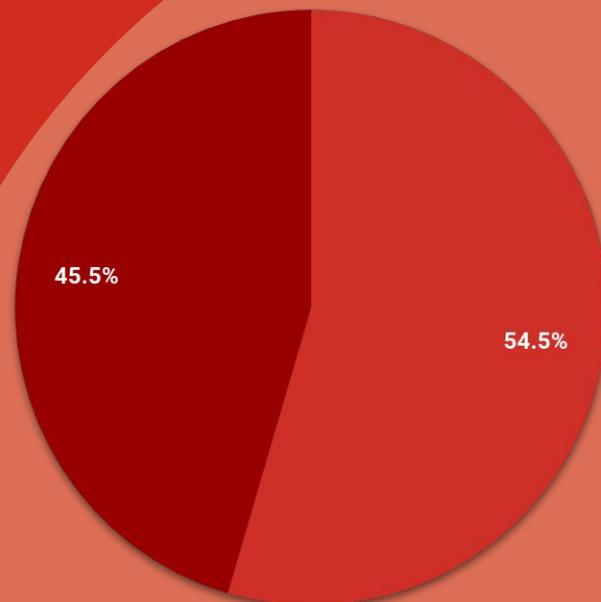
RebelMouse Leadership

- 60% female ♀
- 40% male ♂

RebelMouse Team

- 54.5% female ♀
- 45.5% male ♂

RebelMouse is committed to building a different type of technology company — one that's built by the people the toxic tech industry standards systematically overlook.



● Female ● Male



Breaking Tech Industry Norms: Gender

- According to 2017 data from Google, 80% of their workforce was male. »
- The industry standard for employment of women in tech companies similar to RebelMouse is only 20%.
- Women are more underrepresented now than they were in 1990. »
- See some of the amazing women of RebelMouse changing the face of tech. »



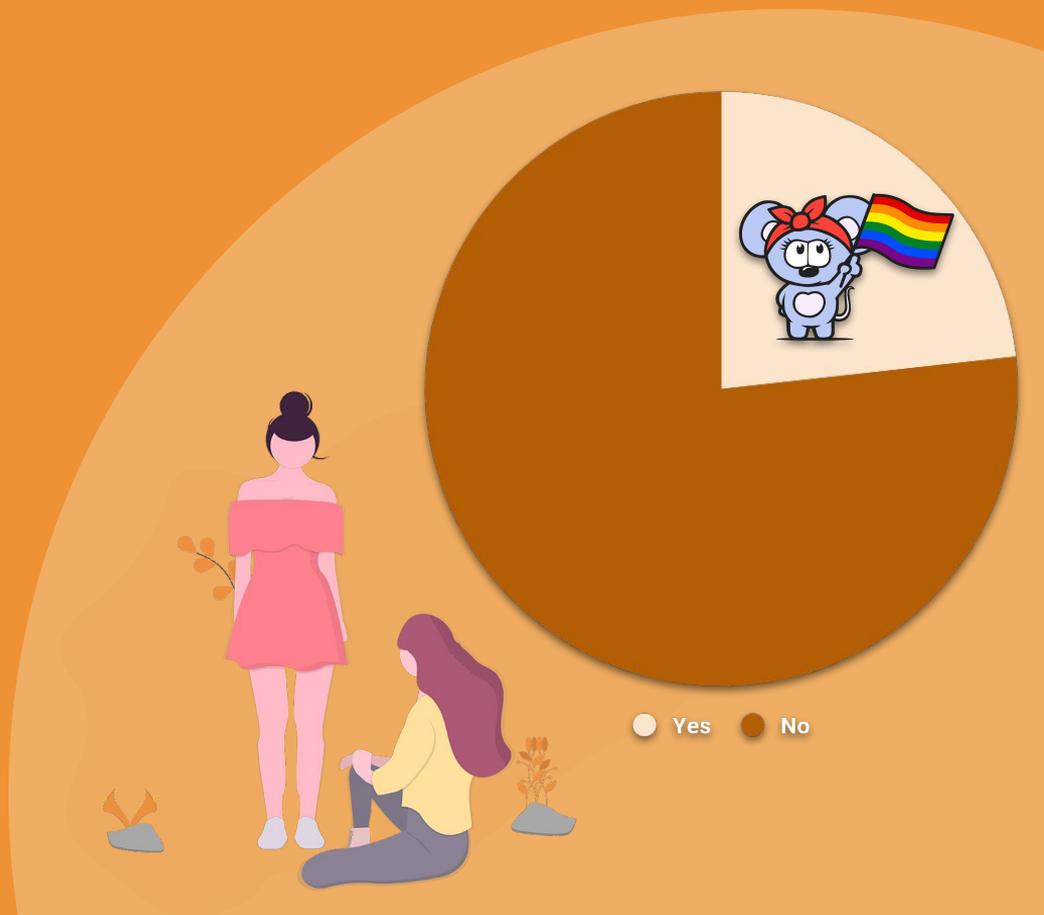
Breaking Tech Industry Norms: Ethnicity/Region

- RebelMouse's team is made up of **40.9% underrepresented minorities**, beating out major tech companies like Apple, Slack, and Facebook. »
- A study of 177 major tech companies in Silicon Valley in 2016 found that 10 large companies still had no black women employees. »
- According to a government study done in 2014, tech executives in Silicon Valley were 57% white. 1.6% were Hispanic, and less than 1% were African American. »



LGBTQ+ Representation

- 23.3% of RebelMouse's employees identify as LGBTQ+ — nearly one-quarter of the company.
- We have many LGBTQ+ community members in top positions as well, including our founder and CEO Andrea Breanna. »
- Our commitment to the LGBTQ+ community is a top priority. Our avatar on all of our social channels is a girl mouse holding an LGBTQ+ flag.

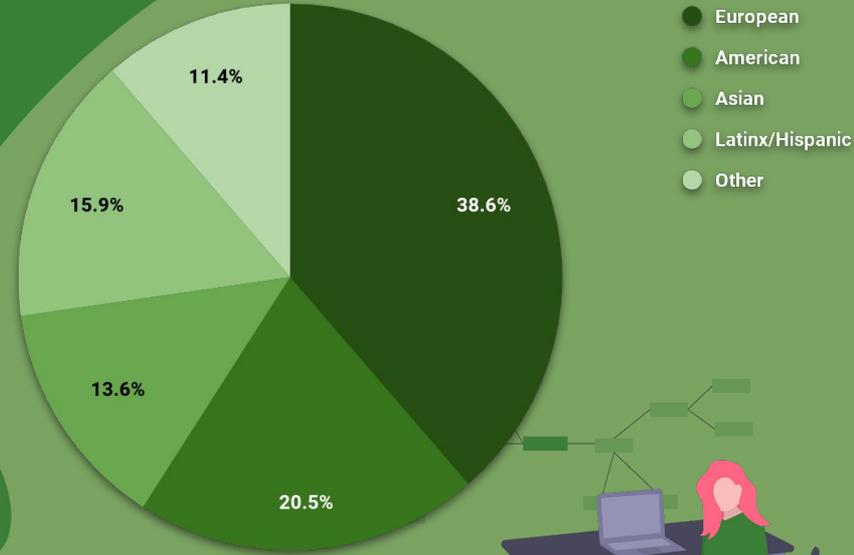


Ethnicity/Region Makeup

Team Diversity

- 38.6% are European
- 20.5% are American
- 15.9% are Latinx/Hispanic
- 13.6% are Asian
- 11.4% are a mix of different backgrounds

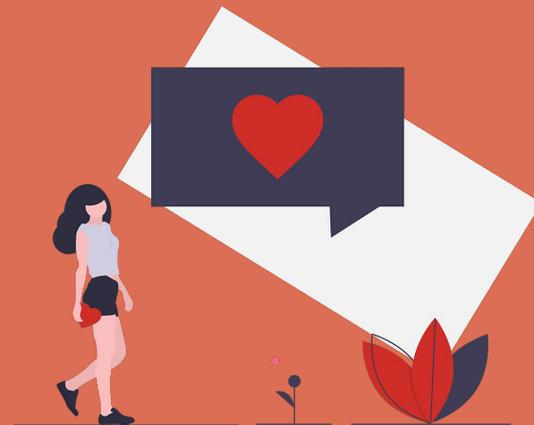
RebelMouse has 60 employees located in 26 different countries all across the world. »



Breaking Tech Industry Norms: LGBTQ+ Representation

- LGBTQ+ tech employees reported experiences of bullying and public humiliation at significantly higher rates, according to 2017 data. »
- That same study found that 37% of LGBTQ+ tech employees left the industry due to unfairness.
- **RebelMouse has a zero-tolerance policy on bullying for any reason.** We celebrate the LGBTQ+ community and have a sister web property, *Fluidity.Love*, that was incubated inside of RebelMouse. »

#TRANSLIVESMATTER

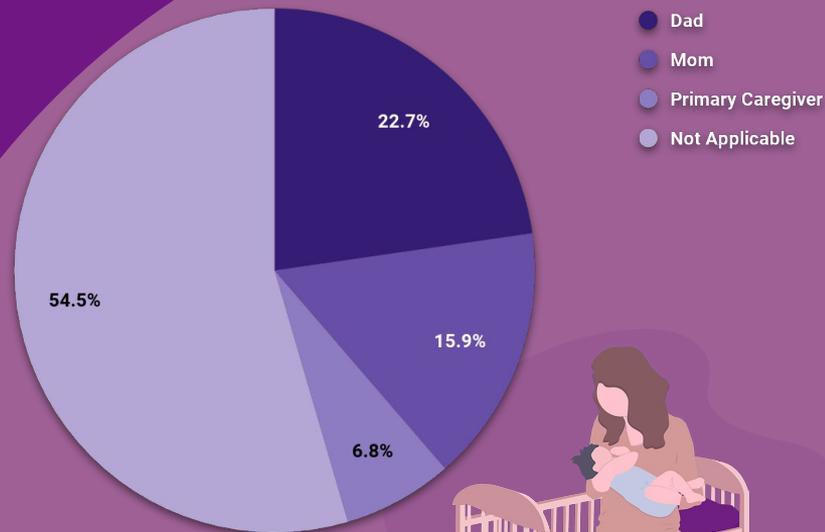


Empowering Those Who Care for Others

Work-life balance is incredibly important to us at RebelMouse. When asked, our survey participants identified as the following:

- 38.6% of our employees are parents
- 6.8% of our employees are primary caregivers

Our flexible remote-only work environment makes it easy to put your family first. But we also actively encourage making it a priority for employees to arrange their schedule to be there for their kids at school drop-off or pickup or their important moments in life.

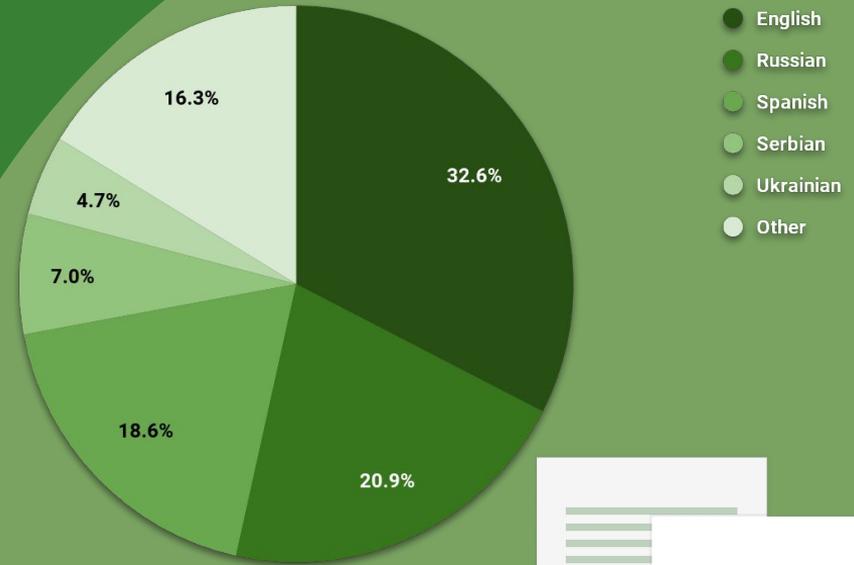


Native Language Breakdown

RebelMouse proudly has a number of polyglots on the team. Here's what the native language makeup of our team looks like:

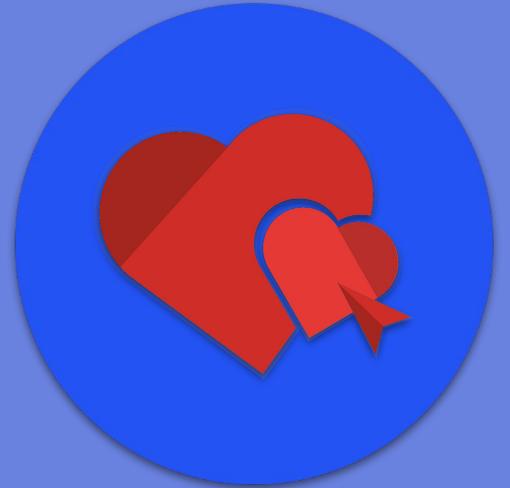
- 32.6% English
- 20.9% Russian
- 18.6% Spanish
- 7% Serbian
- 4.7% Ukrainian

RebelMouse also has at least one employee that identifies Armenian, Bengali, Filipino/Ilonggo, Gujarati, Italian, Polish, or Portuguese as their native language.



A Network of Support and Inclusion

- When asked, 100% of RebelMouse employees said that they feel safe and supported to be themselves.
- It's estimated that diversity efforts could net the IT industry an extra \$400 billion in revenue each year. »
- RebelMouse breaks apart diversity statistics for no monetary gain. We simply have a passion for the freedom and security of all individuals.



“Not just safe and supported. I also feel encouraged and appreciated for who I am. Maybe even more importantly, I feel the care we all have for each other makes for a positive environment that allows all of us to grow in our own unique ways.”