



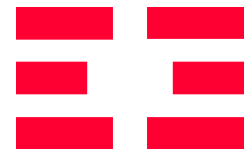
## Mars Inc.

Subsidiaries: Iams, Pedigree, Skittles, M&Ms, Snickers, Wrigley's, Altoids, Starburst, Orbit, Ben's Original, Twix, 3 Musketeers, Kind, Tasty Bite, BluePearl, Seeds of Change, Pamesello, Celebrations, Eclipse, Dove, Bounty

Locations: Virginia (HQ)

Industries: Food Beverage and Tobacco

### RISK LEVEL:



High Risk

### DESCRIPTION:

Mars scored a 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Mars increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Mars forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. The company does not protect its employees against viewpoint discrimination. The company is part of the Global Alliance for Responsible Media. America First Legal filed a letter with the EEOC requesting a civil rights investigation into Mars over discriminatory practices in hiring. Mars has lobbied to support the Equality Act and a senior executive at Mars has issued an op-ed opposing a minimum age for gender transition surgeries. The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. Mars' brands have promoted BLM and related organizations and causes. For these reasons, Mars receives a High Risk rating.

### Corporate Weaponization

**Has denied service to customers, suppliers, or vendors due to their political views or religious beliefs OR corporately boycotts, divests, or sanctions regions, people groups, or industries.** **High Risk**

Mars received a score of 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). 3(4)(5).

**Charitable giving (including employee matching programs) policies or practices discriminate against charitable organizations based on views or religious beliefs.** **High Risk**

Mars's HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Mars does not discriminate against charitable organizations based on views or beliefs 3(4).

**Employment policies fail to protect against discrimination based on political affiliation/views and/or religion.** **High Risk**

Mars's HRC 2023 CEI rating indicates the company forces employees to attend multiple, controversial trainings on gender identity,

sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Mars does not provide viewpoint protections for its employees (3). America First Legal filed a letter with the EEOC requesting a civil rights investigation into Mars over discriminatory practices in hiring (4)(5).

## Corporate Governance and Public Policy

### Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

Mars's HRC 2023 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. (3)(4). The company supports the Equality Act and opposes bans on transgender athletes in female sports (56)(7). The company's opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (8). Mars Twitter account also criticized then-President Trump's views on immigration (9). M&M released a new "female-only" wrapper featuring only "female" M&M characters including new lesbian M&Ms and a "plus-size" character to represent body positivity (10). Skittles has promoted LGBTQ and BLM messaging and causes through its promotions, products, and fundraisers (11). CEO Poul Weihrauch is a member of the Business Roundtable (12). America First Legal filed a complaint against Mars, Inc. with the EEOC for discriminatory hiring practices (13)(14).

### Uses corporate funds to advance ideological causes, organizations, or policies hostile to freedom of expression. High Risk

Mars's HRC 2023 CEI rating indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (1)(2).customers and harming shareholders.(3)(4)(5). The company has funded GLAAD and other LGBTQ advocacy groups (6). Mars is a copper sponsor of Out & Equal and a corporate partner of the National LGBT Chamber of Commerce (7)(8). Kind bars, a subsidiary of Mars, has a partnership with popular transgender influencer Dylan Mulvaney and Skittles has promoted LGBTQ and BLM messaging and causes through its promotions, products, and fundraisers (9)(10)(11).

### Uses corporate political contributions for ideological, non-business purposes. High Risk

Mars's HRC 2023 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Mars does not operate a PAC at this time but has lobbied for the Equality Act (3)(4).

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