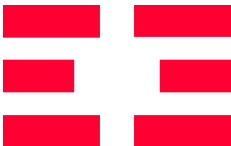




# Under Armour

Locations: Maryland (HQ)  
Industries: Consumer Durables and Apparel

RISK LEVEL:



High Risk

DESCRIPTION:

Under Armour scored a 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with Human Rights Campaign’s controversial demands, Under Armour 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. Under Armour 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. Under Armour does not protect its employees against viewpoint discrimination. However, the company has not publicly terminated business relationships based on views or beliefs. Under Armour supports the Equality Act, opposed new voting legislation, and allegedly held "antiracist" trainings for its white employees. Under Armour CEO left Trump's manufacturing council due to his comments in a rally in Charlottesville but does not discriminate against charitable organizations based on views or beliefs. The company denounced various states’ legislative efforts to protect election integrity and security. For these reasons, Under Armour 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.** **Medium Risk**

Under Armour 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). However, Under Armour has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

Under Armour(1)(2). Under Armour does not discriminate against charitable organizations based on views or beliefs (3).

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

Under Armourindicates 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). Under Armour does not provide viewpoint protections for its employees (3).

## Corporate Governance and Public Policy

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

Under Armour indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). customers and harming shareholders. Under Armour is a member of the Business Coalition for the Equality Act and opposed Georgia's new restrictive voting law (3)(4). The company allegedly had mandatory "antiracist" trainings for white employees (5). Under Armour Founder Kevin Plank left then-President Trump's manufacturing council as a result of Trump's comments regarding the 2017 Charlottesville rally (67).

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

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.

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

Under Armour 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. Under Armour does not operate a PAC at this time and has not used its lobbying for ideological purposes (3)(4)(5).

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