

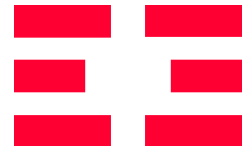


Bread Financial

Locations: Ohio (HQ)

Industries: Diversified Financials

RISK LEVEL:



High Risk

DESCRIPTION:

By complying with the HRC's controversial demands, Bread Financial increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Bread Financial uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Bread Financial supports the Equality Act and is a signatory of the Count Us In Coalition, a part of the Human Rights Campaign. The company has partnered with LGBTQ Youth Centers to teach children about theories of gender fluidity and is a member of the Bloomberg Gender Equality Index. For these reasons, Bread Financial 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**

Bread Financial received a score of 85 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). However, the company 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**

Bread Financials' (1)(2)(3)

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

Bread Financial does not provide viewpoint protections for its employees (1). The company's HRC 2023 CEI rating indicates the company provides a specific benefits guide with a comprehensive explanation of transgender services funded by the company (2)(3).

Corporate Governance and Public Policy

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

Bread Financial signed an open letter in support of the Equality Act and is a signatory of the Count Us In Coalition, a part of the Human Rights Campaign (1)(2)(3). The company has partnered with LGBTQ Youth Centers to teach children about theories of gender fluidity and sexuality using "The Gender Unicorn" (4). Bread Financial is a member of the Bloomberg Gender Equality Index and regularly supports LGBTQ Pride (5)(6)(7)(8)(9). The company'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 (10)(11). By doing so, the company risks dividing employees, alienating customers and harming shareholders.

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

In 2013, Bread Financial (previously Alliance Data) agreed to partner with CREDO, an explicitly ideological long-distance phone services provider that has donated upwards of \$75 million to the ACLU, Planned Parenthood, and hundreds of other left-wing organizations (1). The company'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 (2)(3). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders.

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

Bread Financial has not used its PAC donations or lobbied for ideological purposes (1)(2)(3). The company indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (4)(5). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders.

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023