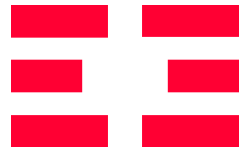




Molson Coors

Subsidiaries: Coors, Coors Light, Miller Lite, Vizzy Hard Seltzer, Blue Moon, Topo Chico, MillerCoors
Locations: Illinois (HQ)
Industries: Food Beverage and Tobacco

RISK LEVEL:



High Risk

DESCRIPTION:

Molson Coors has not publicly terminated business relationships based on views or beliefs. By complying with Human Rights Campaign's controversial demands, Molson Coors 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. Molson Coors 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 donated \$1 million to the Human Rights Campaign (HRC) and also funds racial justice organizations and LGBTQ advocacy coalitions. Its Project Justice Initiative has donated \$3 million to racial justice organizations including the National Urban League and the YWCA. Molson Coors regularly uses its reputation to promote LGBTQ causes. The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces. For these reasons, Molson Coors 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**

Molson Coors received a score of 100 on the 2023 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, Molson Coors 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**

Molson Coors (1)(2). Molson Coors does not appear to discriminate against religious organizations in its charitable giving. It pledged \$100 million by 2025 to "improve livelihoods, foster empowerment and build resilient communities" (3).

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

Molson Coors 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). Molson Coors 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

Molson Coors 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. Molson Coors signed an open letter in support of the Equality Act (34)(5). The company opposed the Florida Parental Rights in Education Act, which would prohibit teaching gender identity and sexual orientation to kids in K-3rd grade (6). Molson Coors offers a "Gender Affirmation Benefits" program to its Canadian employees that covers the cost of "masculinisation or feminisation treatments and procedures for their gender transition surgery" (7)(8). The company has marched in the Milwaukee Pride Parade every year since 2017 (9). Through the Miller Lite brand, Molson Coors aired an advertisement criticizing the lack of inclusivity towards women in the beer industry and offering to "buy back" distasteful beer ads featuring women (10). Molson Coors' CEO signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (11). Miller Lite has worked with the Matthew Shepherd Foundation for LGBTQ+ advocacy and Vizzy Hard Seltzer made a pride pack in collaboration with the HRC (12)(13).

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

Molson Coors 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. Vizzy Hard Seltzer is a gold corporate partner of the HRC, has donated \$1 million to the HRC, and publicly advocated for donations to the HRC on Giving Tuesday (3)(4)(5). Molson Coors has pledged over \$4 million to Black Lives Matter and related causes (6)(7)(8)(9)(10). The company also supports the Bail Project, which pays bail for criminals and works to end the cash bail system (11)(12). Molson Coors is a copper sponsor of Out & Equal, a corporate partner of the National LGBT Chamber of Commerce (NGLCC), and sponsored Denver Pridefest (13)(14)(15). Miller Lite launched the "Open & Proud" program in partnership with the Equality Federation, to which it has donated \$450,000, and has partnered with the Matthew Shepherd Foundation for LGBTQ+ advocacy (16)(17)(18). The company's "Tap Into Change" program raised \$100,000 for LGBTQ+ focused organizations (19).

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

Molson Coors 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. Molson Coors has not used its PAC donations or lobbying for ideological purposes (3)(4)(5).

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