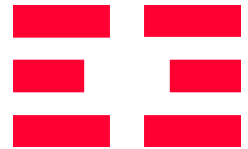


**DIAGEO**

## Diageo

Subsidiaries: Johnnie Walker, Guinness, Tanqueray, Bailey's, Smirnoff, Captain Morgan, Crown Royal, Don Julio, Ciroc, Ketel One, J&B, Casamigos, Buchanan's  
 Locations: New York (HQ), United Kingdom  
 Industries: Food Beverage and Tobacco

### RISK LEVEL:

**High Risk**

### DESCRIPTION:

Diageo 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, Diageo 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. Diageo 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. Diageo is part of the Global Alliance for Responsible Media. The company pledged \$20 million to BLM and related causes and is a Platinum sponsor of the Human Rights Campaign. Diageo supports the Equality Act and is a corporate partner of the National LGBT Chamber of Commerce. For these reasons, Diageo 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**

*Diageo is a member of the Global Alliance for Responsible Media, which aims to demonetize advertisements and suppress content that "vilifies" individuals based on sexual orientation and gender identity, discusses "debated social issues in a negative or partisan context" or spreads "hate speech" (1)(2)(3). The company received a score of 100 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 (4)(5). However, there are no known instances of Diageo terminating business relationships due to views or beliefs.*

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

*DiageoRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2).*

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

*Diageo 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). Diageo does not provide protections against viewpoint discrimination (3).

## Corporate Governance and Public Policy

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

Diageo 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. Diageo signed an open letter in support of the Equality Act (3). Diageo joined the #StopHateForProfit initiative (4).

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

Diageo 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). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Diageo is a member of the Global Alliance for Responsible Media and a Platinum Partner with the HRC (3)(4)(5)(6). Diageo also pledged \$20 million to the Black Lives Matter movement and related causes around Baltimore, where its subsidiary Guinness maintains a brewery location (7)(89).

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

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

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