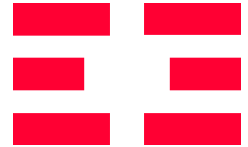




Pacific Life

Locations: California (HQ)
Industries: Insurance

RISK LEVEL:



High Risk

DESCRIPTION:

Pacific Life is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. The company implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Pacific Life embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach fails to safeguard free exercise, free speech, and free enterprise.

Corporate Weaponization

Has canceled 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

Pacific Life received a score of 95 on the 2025 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, Pacific Life has not publicly canceled 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

Pacific Life's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Pacific Life does not discriminate against charitable organizations based on views or beliefs. However, it will only give to religious organizations that provide non-sectarian services (3).

Employment policies fail to protect against viewpoint or other discrimination and/or are ideological in nature. High Risk

Pacific Life's HRC 2025 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). The company offers DEI training to its employees (3). The company appears to prioritize diversity over merit in its leadership composition. From its 2023 Corporate Social Responsibility Report: "The Board places a high priority on the engagement and diversity of the Board and actively considers diversity, along with experience, wisdom, judgement, and integrity, in the recruitment and nomination of directors" (4). The company appears to prioritize diversity over merit in its supply chain. From its Supplier Diversity Program page: "A natural extension of our commitment to enhance an internal culture that embraces diversity, equity and inclusion, the Supplier Diversity program embodies Pacific Life's Core Values while enabling us to remain competitive and provide our clients

and customers with exceptional products and services" (5). The company protects its employees against viewpoint discrimination (6).

Corporate Governance and Public Policy

Uses corporate reputation to support causes, organizations, or policies hostile to freedom of expression.

High Risk

Pacific Life's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). Pacific Life CEO, Darryl Button, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (3)(4). The company supports DEI within its business practices, hosting a DEI Enterprise Inclusion Council (EIC) (5). The company supports DEI within its business practices. From its 2023 Corporate Social Responsibility Report: "Pacific Life earned a SILVER distinction as part of the inaugural 2023 California Insurance Diversity Index, recognizing our leadership and commitment to ensuring the tenets of DEI remain an integral part of our corporate culture and purpose..." (6). The company supports ESG within its business practices. From its 2023 Corporate Social Responsibility Report: "We seek to integrate sustainability to improve performance and reduce risk across ESG factors throughout the company" (7).

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

High Risk

Pacific Life's HRC 2025 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. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). Otherwise, there are no publicly known cases of Pacific Life using corporate funds to advance ideological causes, organizations, or policies (3).

Uses corporate political actions and/or financial contributions for ideological, non-business purposes.

High Risk

Pacific Life's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). In 2021, the company lobbied for Commission to Study the Stigmatization, Criminalization, and Ongoing Exclusion and Inequity for LGBTQ Servicemembers and Veterans Act (3). The company has not used its PAC donations for ideological purposes (4)(5).

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