

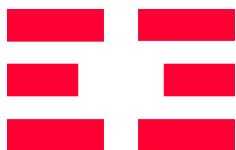


## Zoetis

Locations: New Jersey (HQ)

Industries: Pharmaceuticals Biotechnology and Life Sciences

RISK LEVEL:



High Risk

### DESCRIPTION:

Zoetis 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. Zoetis 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 Medium Risk corporately boycotts, divests, or sanctions regions, people groups, or industries.**

*Zoetis received a score of 100 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). The company integrates ESG into its business practices. From its Supplier Conduct Principles: "Any waste, wastewater or emissions with the potential to adversely impact human or environmental health shall be appropriately managed, controlled and treated prior to release into the environment" (3). The company promotes divisive sex and gender policies. Its Supplier Conduct Principles require international vendors to include sexual orientation and gender identity in their nondiscrimination policy (4). However, the company has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (5).*

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

High Risk

*Zoetis' HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). The Zoetis Foundation's charitable giving focus areas are education, well-being, and livelihoods (3). The company likely uses Benevity as its charitable giving platform. Benevity vets charities according to the Southern Poverty Law Center's Hate List, which includes mainstream libertarian, conservative, family, and religious advocacy organizations (4)(5)(6).*

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

High Risk

*Zoetis' 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's CEO Kristin Peck signed Catalyst's Champions for Change pledge, indicating its support of DEI in its leadership*

composition through the establishment of gender and racial targets (3)(4). The company is a signatory of the Gender & Diversity KPI Alliance, appearing to prioritize diversity over merit in its business structure through the establishment of gender and racial targets for its leadership composition and its support of DEI in its hiring and promotions (5)(6). The company offers unconscious bias, valuing differences, avoiding exclusion, microaggressions, and DEI training to its employees (7)(see page 10). The company appears to prioritize diversity over merit in its leadership composition. From its 2023 Corporate Governance Principles: "Diversity of skills, experience, race, ethnicity, gender, cultural background and thought among Board members is an important factor in the selection of directors" (8). The company appears to prioritize diversity over merit in its business structure through the establishment of gender and racial targets for its hiring and leadership composition. The company is seeking 40% women in director levels, 25% people of color representation, 5% black colleague representation, and 6% of latinx colleague representation increased by 2025 (9). The company does not provide viewpoint protections for its employees (10).

## Corporate Governance and Public Policy

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

High Risk

Zoetis' 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). The company signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (3). The company's CEO is a member of the Business Roundtable, which supports stakeholder capitalism over traditional shareholder obligations (4). The company's CEO Kristin Peck signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (5)(6). The company implemented a Diversity and Inclusion Council and a Chief Information and Digital Officer (7). The company scored a 100 out of 100 on the 2023-2024 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group (8)(9).

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

High Risk

Zoetis' 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). The company is a corporate partner of the NGLCC (3). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (4).

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

High Risk

Zoetis' 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). The company has not used its PAC donations or lobbying for ideological purposes (3)(4)(5).

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