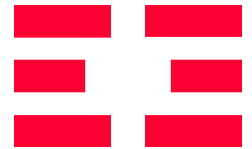




HelloFresh

Subsidiaries: EveryPlate
Locations: Germany (HQ)
Industries: Food Beverage and Tobacco

RISK LEVEL:



High Risk

View this company on 1792 Exchange: <https://1792exchange.com/company/hellofresh/>

DESCRIPTION:

HelloFresh is High Risk. The company yields to political activism in shaping corporate governance, potentially alienating consumers, dividing employees, and harming shareholders. HelloFresh 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. High Risk

At the height of the Black Lives Matter protests in June 2020, HelloFresh immediately terminated a branding partnership with Lea Michele over an accusation that the actress engaged in "microaggressions" on the set of Glee several years earlier (1). HelloFresh appears to prioritize diversity over merit in its leadership composition (2).

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

HelloFresh does not appear to discriminate against charitable organizations based on views or beliefs. The company gives charitable donations through its LiveAid program, which donates food support to nominated families in need (1).

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

HelloFresh requires its employee leads to take unconscious bias training (1). The company protects its employees against viewpoint discrimination (2). The company considers freedom of thought ("political opinion") to be an important component of a diverse workplace (3).

Corporate Governance and Public Policy

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

HelloFresh employs a Global DEI Officer (1). Otherwise, there are no publicly known cases of the company using its reputation to advance ideological causes or policies (2)(3).

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

HelloFresh donated to the Brooklyn NAACP in June 2020 (1)(2). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (3).

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

HelloFresh does not operate a PAC or engage in lobbying at this time (1)(2)(3).

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