



# Gymshark

Locations: United Kingdom (HQ)

Industries: Consumer Durables and Apparel

## RISK LEVEL:



Lower Risk

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

### DESCRIPTION:

Gymshark is Lower Risk. The company does not yield to political activism in shaping corporate governance, preventing initiatives that potentially alienate consumers, divide employees, and harm shareholders. The company elevates merit, excellence, and integrity ahead of race and identity-based policies. The company does not embrace corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues. This approach protects 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. Lower Risk**

*Gymshark has not publicly canceled customers, suppliers, or vendors based on political views or religious beliefs (1).*

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

*Gymshark does not appear to discriminate against charitable organizations based on views or beliefs (1)(2)(3).*

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

*Gymshark protects its employees against viewpoint discrimination (1).*

## Corporate Governance and Public Policy

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

Gymshark advocates for LGBTQ initiatives (1)(2). Otherwise, there are no publicly known cases of the company using its reputation to advance ideological causes or policies (3).

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

In 2020, Gymshark donated \$125,000 to Black Lives Matter (1). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (2).

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

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

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