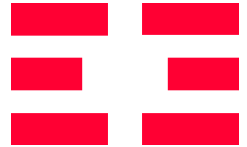



Zola

Locations: New York (HQ)

Industries: Commercial and Professional Services

RISK LEVEL:

High Risk
DESCRIPTION:

Zola 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. The company 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**

Zola ended a marketing deal with the Hallmark company after Hallmark decided to pull several of Zola's advertisements of same sex couples marrying while keeping opposite sex couples getting married (1).

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

Zola does not publish charitable giving guidelines (1).

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

Zola does not publish a nondiscrimination policy (1)(2).

Corporate Governance and Public Policy

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

Zola is a member of the "Don't Ban Equality" business coalition, which advocates against any abortion restrictions because they are "bad for business" (1). The company's CEO & Co-Founder, Shan-Lyn Ma, denounced various states' legislative efforts to protect election integrity and security (2). The company's CEO is a signatory to CEOs for Gun Safety (3).

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

Zola has not used corporate funds to advance ideological causes, organizations, or policies (1).

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

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

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