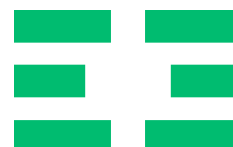




Sheplers

Locations: Kansas (HQ)
Industries: Consumer Durables and Apparel

RISK LEVEL:



Lower Risk

DESCRIPTION:

Sheplers 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 implements race and identity-based policies that replace merit, excellence, and integrity with preferential treatment and outcomes. Overall, 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

Sheplers 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. N/A

Sheplers does not publish charitable giving guidelines (1).

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

Sheplers appears to prioritize diversity over merit in its hiring. From its Careers page: "Our mission is to cultivate an inclusive, equitable, and diverse team, organization, and culture where all feel an undeniable sense of belonging, welcomed, and empowered" (1). The company does not provide viewpoint protections for its employees (2)(3).

Corporate Governance and Public Policy

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

The company supports ESG within its business practices. From its Environmental, Social, and Governance Matters report: "We are committed to operating our business in a way that respects environmental, social and governance strategies" (1). Otherwise, there

are no publicly known cases of the company using its reputation to advance ideological causes or policies (2).

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

Sheplers has not used corporate funds to advance ideological causes, organizations, or policies (1)(2).

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

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

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