

LOVESAC

Lovesac Co.

Locations: Connecticut (HQ)

Industries: Consumer Durables and Apparel

RISK LEVEL:



Medium Risk

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DESCRIPTION:

Lovesac Co. is Medium Risk. The company often 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 occasionally embraces corporate initiatives that redirect its central focus from business goals to partisan policies and divisive issues at times. 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. Medium Risk

Lovesac integrates ESG into its business practices by vetting vendors for emissions. From its Vendor Code of Conduct: "We expect our vendor partners to cooperate with Lovesac in providing records of annual energy, gas, water, and fuel consumption. Calculated annual greenhouse gas (GHG) emissions should also be made available, including the method of calculation... Procedures to reduce the consumption of resources and GHG emissions can be incorporated into the environmental management system as a best practice" (1). It integrates ESG into its business practices by setting Scope 3 goals. From its 2024 ESG Report: "Instead, our net zero emissions target includes all areas of our operations and supply chain, meaning we will achieve net zero emissions across all of Scope 1, 2, and 3. To achieve these goals, we rely on strong partnerships with suppliers who share similar values and aim to mitigate their own climate related risks" (2). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (3).

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

Lovesac does not appear to discriminate against charitable organizations based on views or beliefs (1).

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

Lovesac offers diversity training to its employees (1). It appears to prioritize diversity over merit in its hiring. From its 2024 ESG Report: "We are committing to: broadening access, visibility, and transparency to our recruitment processes and expanding our outreach to foster a diverse applicant pool" (2). The company appears to prioritize diversity over merit in its business structure through

the establishment of gender and racial targets for its leadership composition. The company states "we announced measurable DEI goals of increasing the number of women and BIPOC in leadership roles throughout the Company to better reflect society as a whole" (3). It does not provide viewpoint protections for its employees (4)(5).

Corporate Governance and Public Policy

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

Lovesac is committed to net zero emissions by 2040 (1). It supports DEI within its business practices, hosting a DEI Council (2). It supports DEI within its business practices. From its 2023 ESG Report: "To bring our DEI mission to light through consistent action, we leverage ongoing training programs, diversified recruitment platforms, an internal network of DEI Champions, and newly established Associate Resource groups" (3). It supports ESG within its business practices. From its 2024 ESG Report: "Lovesac's commitment to its ESG goals begins at the highest levels of leadership, with our Board of Directors" (4).

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

Lovesac 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

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

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