



Purple Innovation, Inc.

Subsidiaries: Purple Innovation, LLC
Locations: Utah (HQ)
Industries: Household and Personal Products

RISK LEVEL:



Medium Risk

DESCRIPTION:

Purple Innovation, Inc. 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

Purple integrates ESG into its business practices. From its 2025 Proxy Statement: "In addition, starting in 2024, we further used third-party on-site audits to validate ESG programs on selected suppliers. Our ESG audit and compliance have improved by 15% in the last six months and all critical suppliers are now participating on our enhanced supplier screening and monitoring" (1). Also, from its 2024 Proxy Statement: "Our Human Capital & Compensation Committee also advises

management on practices related to workforce diversity, equity and inclusion programs, including... the administration of executive compensation programs and equity plans with a focus on the Company's commitment to diversity and inclusion" (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

Purple 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

Purple appears to prioritize diversity over merit in its leadership composition. From its Nomination & Governance Committee Charter: "The Committee shall have the following authority and responsibilities:...Develop, recommend to the Board for approval, and oversee a policy on Board diversity, equity and inclusion" (1). The company does not provide viewpoint protections for its employees (2).

Corporate Governance and Public Policy

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

Medium Risk

Purple supports ESG within its business practices. From its 2024 Proxy Statement: "The

purpose of our ESG Committee is to integrate into our strategy those ESG activities that we believe drive

sustainable operations and competitive advantage" (1). Otherwise, the company has not supported ideological causes or policies (2).

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

Medium Risk

Purple was a corporate sponsor of the Trevor Project, an organization that advocates for controversial sex and gender ideology, including "gender transition" drugs and surgeries for minors, through legislation, litigation, advertising, and PR campaigns. The organization also hosts online chatrooms that allow adults to communicate with minors as young as 13 about sexually explicit topics. Adults in these chatrooms have encouraged minors to adopt transgender identities and withhold this information from their parents (1)(2)(3)(4)(5). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (6).

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

Lower Risk

Purple has not used its PAC donations for ideological purposes and does not report on its lobbying at this time (1)(2)(3).

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