



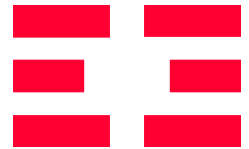
Pernod Ricard

Subsidiaries: Absolut, Jameson, Malibu, Kahlua

Locations: France (HQ)

Industries: Food Beverage and Tobacco

RISK LEVEL:



High Risk

DESCRIPTION:

Pernod Ricard scored a 100 on the 2023 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. By complying with the HRC's controversial demands, Pernod Ricard increases the risk of dividing employees, alienating customers and harming shareholders. The company covers transgender-related medical costs for its employees and their children and provides specific sexual orientation and gender identity-based benefits. It also uses sex and gender ideology criteria in employee recruitment, vendor selection, marketing, and philanthropic support. Pernod Ricard forces employees to undergo multiple ideological trainings and uses its reputation, corporate funds, and political influence to support controversial sex and gender ideologies, organizations, and legislation. Pernod Ricard provides a benefits package for employees which covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children. The company is part of the Global Alliance for Responsible Media. Pernod Ricard is leading an initiative between companies and advertisers and social media companies to enable consumers to report online content as "hate speech" for greater action from social media companies. Pernod Ricard and its subsidiaries have donated to ideological groups hostile to freedom of expression, including the ADL, GLAAD, and the National LGBT Chamber of Commerce. For these reasons, Pernod Ricard receives a High Risk rating.

Corporate Weaponization

Has denied service to 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**

Pernod Ricard received a score of 100 recruits employees based on sexual identity issues. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (1)(2). The company (3)(4)(5)(6)(7). However, Pernod Ricard has not publicly fired customers, suppliers, or vendors based on political views or religious beliefs.

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

Pernod Ricard (1)(2).

Employment policies fail to protect against discrimination based on political affiliation/views and/or religion. **High Risk**

Pernod Ricard indicates the company forces employees to attend multiple, controversial trainings on gender identity, sexual orientation, transgender issues, and divisive racial ideology. The company provides gender transition guidelines for its employees and specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). Pernod Ricard protects its employees against viewpoint discrimination (3).

Corporate Governance and Public Policy

Uses corporate reputation to support ideological causes and/or organizations hostile to freedom of expression. High Risk

Pernod Ricard indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy (1)(2). By doing so, the company risks dividing employees, alienating customers and harming shareholders. Its brand Absolut produced and released a documentary about a Canadian drag queen (3). In 2020, Pernod Ricard announced that it would develop an app through which consumers can report "hate speech" and "misinformation" online directly to brands to enable great censorship on social media (4)(5).

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

(1)(2)(3). The company indicates the company covers transgender related costs for its employees and their children, including paid short-term leave, puberty blockers, cross-sex hormones, chest surgeries, genital surgeries, medical visits and lab monitoring, travel and lodging. Additionally, the company has pledged philanthropic support of at least one organization or event that promotes sex and gender ideology (4)(5). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. The company is a member of the Global Alliance for Responsible Media (6)(7)(8). Pernod Ricard has donated to and partnered with the Anti-Defamation League, the National Urban League, and GLAAD (9)(10).

Uses corporate political contributions for ideological, non-business purposes.

High Risk

Pernod Ricard indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives (1)(2). By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders. Pernod Ricard has not used its PAC donations or lobbying for ideological purposes (3)(4)(5).

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