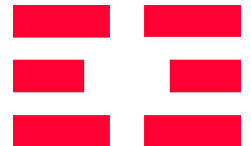




Subsidiaries: Credit Suisse
Locations: Switzerland (HQ)
Industries: Diversified Financials

RISK LEVEL:



High Risk

DESCRIPTION:

UBS 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. UBS 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. Medium Risk

UBS received a score of 100 on the 2025 Corporate Equality Index (CEI) from the Human Rights Campaign (HRC), a political stakeholder group. The company 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 will not work with certain suppliers if they do not meet UBS's ESG criteria. Its 2022 Responsible Supply Chain Standard states that it "will not purchase products or services associated with controversial activities, or, if associated with areas of concern, only purchase them under pre-established guidelines, as defined in UBS's sustainability and climate risk policy" (3). The company has since updated its Responsible Supply Chain Standard, however, it still requires suppliers to "meet industry best practices and standards with respect to the reporting of energy use and greenhouse gas emissions" (4). The company has pledged to reduce its loan exposure to oil and gas companies (5). However, UBS has told the state of Texas that it does not boycott oil and gas entirely (6). The company was a member of the Global Alliance for Responsible Media, which demonetized and suppressed content that it deemed to spread "hate speech" or "misinformation", discuss "debated social issues in a negative or partisan context", or "vilify" individuals based on sexual orientation and gender identity. These arbitrary guidelines were used to censor mainstream perspectives online (7)(8)(9). The company promotes divisive sex and gender policies. Its 2025 Responsible Supply Chain Management Policy requires international vendors to include sexual orientation and gender identity in their nondiscrimination policy (10). However, the company has not canceled customers, suppliers, or vendors based on political views or religious beliefs (11).

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

UBS's HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). However, the company does not appear to discriminate against religious organizations based on views or beliefs (3).

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

High Risk

UBS's HRC 2025 CEI rating 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 a specific benefits guide with a comprehensive explanation of transgender services funded by the company (1)(2). The company appears to prioritize diversity over merit in its hiring. From its 2024 Sustainability Report: "We aim to hire the best people for the right roles with meritocracy at the forefront of any decision we make, to deliver for our clients, our businesses, our shareholders and the communities we serve. We offer a wide range of programs to attract a diverse talent slate." The company appears to prioritize diversity over merit in its supply chain: "In 2024, we continued our efforts globally to support inclusive growth by using diverse suppliers that are often underrepresented in supplying the needs of major corporations" (3). However, the company does not provide viewpoint protections for its employees (4).

Corporate Governance and Public Policy

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

High Risk

UBS's HRC 2025 CEI rating indicates the company agrees to allow a controversial stakeholder group focused on sexual identity issues to dictate marketing or advertising strategy. By doing so, the company risks dividing employees, alienating customers and harming shareholders (1)(2). The company was a member of the Net-Zero Banking Alliance, committed to net zero carbon emissions by 2050. However, it withdrew its membership in August 2025, stating that its "ambition to being a leader in sustainability is unchanged" (3)(4)(5)(6)(7). UBS Asset Management was part of the Net Zero Asset Managers initiative, committed to carbon neutrality with its investments by 2050 (8)(9)(10). The company is a PCAF member, committed to net zero carbon emissions by 2050 (11)(12). UBS uses its corporate reputation to advance ESG principles as detailed in its sustainability report: "By integrating ESG principles, we aim to provide investment solutions that align with sustainable practices and drive positive environmental and social outcomes" (13). The company advocates for LGBTQ causes through its participation in Pride events and LGBTQ awards (14).

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

High Risk

UBS' HRC 2025 CEI rating 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. By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders (1)(2). The company was a Champion Tier 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 (3)(4)(5)(6)(7). The company created the InsightShares LGBT Employment Equality ETF (PRID US) to support investments in pro-LGBTQ organizations (8). The company is a brass sponsor of Out & Equal and a corporate partner of the National LGBT Chamber of Commerce (9)(10). The company was a member of the Global Alliance for Responsible Media (11)(12)(13). The company is a corporate partner of Ashoka, a global network of entrepreneurs focused on widespread, systemic social and environmental change (14). Otherwise, there are no publicly known cases of the company using corporate funds to advance ideological causes, organizations, or policies (15).

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

High Risk

UBS's HRC 2025 CEI rating indicates the company publicly advocated for controversial sex and gender ideology through local, state or federal legislation or initiatives. By allowing a political stakeholder group to dictate operations, the company risks dividing employees, alienating customers and harming shareholders (1)(2). In 2020, the company donated to Equality PAC (3)(4). The company has not lobbied for ideological purposes (5).

The contents of this website and related resources (collectively, the "materials") are general in nature and intended for educational use only. Nothing in the materials or any other 1792 Exchange content constitutes legal or professional advice for any specific matter. Anyone seeking legal or professional advice should obtain such advice from competent counsel. Since individual circumstances vary, anyone reviewing the materials and/or any other 1792 Exchange content is strongly urged to obtain specific legal and/or other professional advice before acting or refraining from acting based on such materials or other 1792 Exchange content. 1792 Exchange accepts no responsibility for any loss or damage, howsoever incurred, which may result from accessing or relying on the materials or any other 1792 Exchange content. Further, 1792 Exchange disclaims, to the fullest extent permitted by law, all liability for any acts or omissions based on the materials or any other 1792 Exchange content.

USER AGREEMENT: Company reports and other resources are intended only for the private educational use of the registered user. Republishing and distributing reports and resources is strictly prohibited. By downloading reports and resources, the user accepts these conditions.

© 1792 Exchange 2023