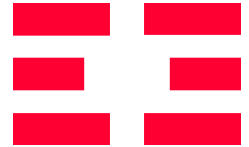


**Braze Inc.**

Locations: New York (HQ)

Industries: Software and Services

RISK LEVEL:**High Risk****DESCRIPTION:**

Braze 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. Braze 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

Braze 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). However, the company has not publicly 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. High Risk

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

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

Braze'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). Braze does not provide viewpoint protections for its employees (3)(4).

Corporate Governance and Public Policy

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

High Risk

Braze'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). In June 2022, Braze published a statement in opposition to the overturning of Roe v. Wade and is "committed to ensuring all Braze employees in the U.S. will continue to have access to reproductive healthcare" (3)(4). The company hosted two drag queen bingo nights with Lagoona Bloo, and Persado's LGBTQ+ ERG Pridesado (5)(6). Braze signed onto the Business Statement for Transgender Equality and its CEO is a signatory to CEOs for Gun Safety (7)(8)(9). The company's, SVP Legal and General Counsel, Susan Wiseman, co-signed a letter to law firms demanding an improvement in diversity in order to retain business with the company (10). Braze supports ESG within its business practices. The company stated, "ESG is a priority at Braze and is carried out with oversight from the Nominating and Corporate Governance Committee" (11).

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

High Risk

Braze provides a benefits package for employees that covers travel/lodging costs for an abortion and transgender medical procedures for covered employees and dependents, including children (1)(2). The company's 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 (3)(4). The Braze ERG Grant Program donates unconditional grants to nonprofits and charities each year. Some of them include Ipas, Brave Space Alliance, and SAGE (5). In May 2022, Braze directed \$100,000 of its donor-advised fund to three non-profits selected by Braze employees. One of the non-profits was dedicated to advancing LGBTQ+ equality (6). The company hosted a drag queen bingo event to raise funds for The Audre Lorde Project and Black Transmen Inc., two nonprofits "benefiting LGBTQ+ youth of color" (7). Braze Inc. has donated to Black Lives Matter, The Trevor Project, and Melanin & Mental Health (8)(9). Otherwise, there are no publicly known cases of Braze using corporate funds to advance ideological causes, organizations, or policies (10).

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

High Risk

Braze'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). Braze does not operate a PAC or engage in lobbying at this time (3)(4)(5).

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