

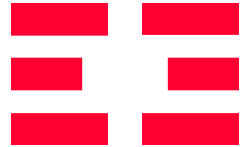


Ziff Davis

Locations: New York (HQ)

Industries: Media and Entertainment

RISK LEVEL:



High Risk

DESCRIPTION:

Ziff Davis 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. Ziff Davis 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

Ziff Davis 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). Ziff Davis integrates ESG into all of its business practices and has implemented environmental criteria which it extends to its suppliers and vendors (3)(4). However, Ziff Davis has not canceled customers, suppliers, or vendors based on political views or religious beliefs (5).

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

Ziff Davis' HRC 2025 CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). Ziff Davis does not appear to discriminate against charitable 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

Ziff Davis' 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). Ziff Davis does not provide viewpoint protections for its employees (3).

Corporate Governance and Public Policy

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

High Risk

Ziff Davis' 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). Ziff Davis signed an open letter endorsing the Equality Act, a contentious proposal to amend the 1964 Civil Rights Act by adding sexual orientation and so-called gender identity as protected categories. The legislation would, among other implications, grant biological men access to women-only spaces such as sports teams and public restrooms, and compel healthcare providers to deliver sex-denying healthcare (3). The company has also signed other LGBTQ legislation including Human Rights Campaign's Business Statement on Anti-LGBTQ State Legislation, the Texas Competes Pledge, and the Florida Competes Business Coalition (4). Ziff Davis signed onto the CEOs for Gun Safety initiative (5). Through the company's Employee Training and Education Program, it has implemented training on DEI and Managing Bias, Anti-Racism & Allyship, and resources for Pride Month (6). Ziff Davis's DEI Council has implemented DEI targets in its hiring, annual compensation plans, and its bonus plans (7). The company opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (8). Ziff Davis is a member of the "Don't Ban Equality" business coalition, which advocates against any abortion restrictions because they are "bad for business" (9).

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

High Risk

Ziff Davis' 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). Ziff Davis pledged \$2.5 million in ad space to multiple organizations, including The Trevor Project (3). The company donates almost \$4.4 million to organizations combatting racism, including Race Forward (4). Through Ziff Davis's charitable giving program, the company supported multiple LGBTQ organizations (5). Otherwise, there are no publicly known cases of Ziff Davis using corporate funds to advance ideological causes, organizations, or policies (6).

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

High Risk

Ziff Davis' 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). Ziff Davis does not operate a PAC or report on its lobbying at this time (3)(4)(5).

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