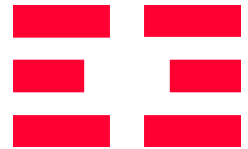




Suntory Global Spirits

Subsidiaries: Jim Beam, Knob Creek, Courvoisier, Hornitos, Connemara, Maker's Mark, Pinnacle, VOX, Cruzan, Larios, Alberta Premium, Old Crow, Bowmore, Kessler, DYC, Sipsmith
Locations: Japan (HQ), New York
Industries: Food Beverage and Tobacco

RISK LEVEL:



High Risk

DESCRIPTION:

Suntory Global Spirits (Suntory) 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. Beam Suntory 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

Suntory 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). Suntory 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 (3)(4)(5). However, Suntory has not publicly canceled business relationships based on political views or religious beliefs (6).

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

Suntory'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 charitable organizations based on views or beliefs (3)(4).

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

Suntory'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). Suntory provides unconscious bias training for its employees (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

Suntory'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). Suntory's former CEO, Albert Suntory, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace, strategize on DEI programs/initiatives with other signatories, and engage boards of directors when developing and evaluating DEI strategies (3)(4). The company released a statement following the death of George Floyd condemning racism and promoting DEI initiatives (5). Suntory opposed various state and local legislation intended to protect parental rights, girls' sports, bathroom facilities, and gendered spaces (6). All the company's senior leaders attended an inclusive leader workshop and 500 of its people leaders attended a Managing Inclusion or Unconscious Bias training (7).

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

High Risk

Suntory'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 (1)(2). After the death of George Floyd, Beam Suntory "committed to financially supporting the important work of leading social justice organizations" (3). In October 2020, Suntory brand, Courvoisier Cognac, partnered with the National Urban League to provide \$1 million to black-owned businesses over 5 years (4). Suntory started the STEPUP Foundation to help individuals of different "races, color, national origins, genders, disabilities, and sexual orientations" acquire skills and industry experience (5). Suntory brand Hornitos has donated to GLAAD, an LGBTQ organization (6). Courvoisier has partnered with the National Urban League, though the partnership was mission-focused and designed to provide opportunities for black-owned businesses (7). Suntory is a corporate partner of the NGLCC and a Copper sponsor of Out & Equal (8)(9). The company also sponsored the creation of an LGBTQ-focused publication in Cincinnati (10). Suntory was a member of the Global Alliance for Responsible Media (11)(12)(13).

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

High Risk

Suntory'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). Suntory has not used its PAC donations for ideological purposes and does not report on its lobbying at this time (3)(4)(5).

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