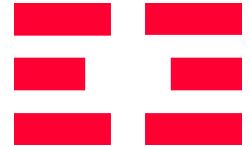




## Coca-Cola

Subsidiaries: Minute Maid, Sprite  
Locations: Georgia (HQ)  
Industries: Food Beverage and Tobacco

### RISK LEVEL:



High Risk

### DESCRIPTION:

Coca-Cola Co. 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. Coca Cola 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. High Risk**

*Coca-Cola terminated its relationship with the American Legislative Exchange Council in 2012 after Color of Change boycotted the organization (1). Coca-Cola was a member of GARM, which aims to demonetize advertisements and suppress content that “vilifies” individuals based on sexual orientation and gender identity, discusses “debated social issues in a negative or partisan context” or spreads “hate speech” (2)(3)(4). Coca-Cola’s HRC 2023-2024 CEI rating indicates the company recruits employees based on sexual identity. The company discriminates against vendors that do not promote divisive sex and gender policies, indicating it prioritizes sexual issues over merit (5)(6).*

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

*Coca-Cola’s HRC CEI rating indicates the company will not donate to non-religious charities unless they embrace controversial sexual identity policies (1)(2). The company will not fund or support “religious beliefs or institutions” (3).*

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

*Coca-Cola’s HRC 2023-2024 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). Coca-Cola also sent out a letter to all of its law firms demanding that they meet its demands for at least 30% of billable hours going to “diverse” hires (3). The company hosted employee training that encouraged employees to “be less white” and promoted aspects of critical race theory (4). Coca-Cola’s Chairman and CEO James Quincey signed Catalyst’s Champions for Change pledge, indicating its support of DEI in its leadership composition through the establishment of gender and racial targets (5)(6). The company is a signatory of the Gender & Diversity KPI Alliance, appearing to prioritize diversity over merit in its business structure through the*

establishment of gender and racial targets for its leadership composition and its support of DEI in its hiring and promotions (7)(8). Coca-Cola does not provide viewpoint protections for its employees (9).

## Corporate Governance and Public Policy

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

Coca-Cola's HRC 2023-2024 CEI rating 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. Coca-Cola's PGLE membership reflects its commitment to "operationalize" company coverage of transgender surgery and treatment, the vetting of business partners based on LGBTQ+ policies, and the financial support of LGBTQ organizations on a global level (3)(4). The company signed an open letter in support of the Equality Act, a controversial bill, and opposed SB202 (5)(6)(7). Coca-Cola also denounced the Religious Freedom Restoration Act legislation in Georgia in 2016 and the heartbeat bill in 2019 (8)(9). CEO James Quincey is a member of the Business Roundtable and signed its 2019 Statement on the Purpose of a Corporation, which promotes stakeholder capitalism over traditional obligations to shareholders (10)(11). Coca-Cola is a Ceres Network Member, committed to net zero carbon emissions by 2040 (12)(13). The company's CEO, James Quincey, signed the CEO Action for Diversity & Inclusion pledge, which includes a commitment to promote DEI through bias education training in the workplace (14)(15).

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

Coca-Cola's HRC 2023-2024 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 (1)(2). By allowing a political stakeholder group to dictate operations, the company increases health care costs and risks dividing employees, alienating customers and harming shareholders. Coca-Cola pledged \$4 million to the Black Lives Matter movement and related causes, including the Anti-Defamation League (3)(4)(5). The company was a member of the Global Alliance for Responsible Media (6)(7)(8). Coca-Cola donated to GLAAD and is a corporate partner of the NGLCC (9)(10). The company is a founding member of the PGLE and was a partner of the HRC's Foundation (11)(12).

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

Coca-Cola's HRC 2023-2024 CEI rating 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. Coca-Cola donated to the Equality PAC and has lobbied for the Equality Act (3)(4)(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