

Groupon Shareholder Meeting Question
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I'm Justin Danhof, of the National Center for Public Policy Research, representing my colleague at the National Center, David Ridenour, who is a Groupon shareholder.

Mr. Lefkofsky, sometimes of its own accord, and other times driven by outside interest groups, the company has found itself embroiled in a few policy related scandals.

For example, in January 2013, as reported in the Huffington Post, "Groupon abruptly canceled all gun-related deals in North America," in the wake of the tragic shooting at the Sandy Hook Elementary School.¹ Five months later, albeit with less fanfare, the company reinstated gun deals in certain geographical regions.² This was at the very least recognition that the company's initial ban was a knee-jerk reaction to a highly politicized issue.

And now, PETA is pressuring the company to cancel its deals with circuses and zoos, which, it claims, abuse animals.³ Let me remind you that this is the same organization that sued SeaWorld for enslaving whales under the 13th Amendment to the United States Constitution.⁴

Rather than reacting to political whim, we suggest that Groupon stay neutral in political controversies. Groupon should offer deals that customers want, that make business sense for the company and offer shareholders value, not those that the prevailing political winds would dictate.

And on the issue of political neutrality, I also have a quick question. In early April, the CEO of Mozilla was forced out of his job because he contributed to a 2008 referendum effort defining marriage in California as between one man and one woman. This was shocking to large segments of the American population.

Some companies guarantee employees that their jobs will not be affected by outside, legal, personal political activities. For example, Coca-Cola's code of conduct states: QUOTE] "Your job will not be affected by your personal political views or your choice in political contributions." [UNQUOTE]

Does Groupon guarantee the right of its employees to, on their own time, participate legally in the political process without their jobs being affected? If not, would you consider such a guarantee?

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¹ http://www.huffingtonpost.com/2013/01/22/groupon-gun-deals_n_2527168.html

² <http://redalrtpolitics.com/2013/06/27/groupon-quietly-lifts-ban-on-gun-deals-in-some-u-s-cities/>

³ <http://www.chicagotribune.com/business/breaking/chi-peta-buys-groupon-shares-20140421,0,3283761.story>

⁴ <http://www.cnn.com/2011/10/26/justice/killer-whale-lawsuit/>