



Moral Rating Agency

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Domino's Pizza arrived cold

- The Moral Rating Agency reacts to DP Eurasia's latest promise to exit Russia through bankruptcy.
- It says Domino's has been as slow as a sloth and that liquidating assets would be a better way than bankruptcy to keep them from Russian hands.

For Immediate Release, 22 August 2023: The MRA reacted to DP Eurasia announcing the "initiation of steps" to exit Russia with the plan to declare bankruptcy locally.

The MRA is neither happy with the 18-month feet-dragging, nor with the exit method intended.

Feet-dragging provides a self-fulfilling excuse

Mark Dixon, MRA founder said:

"Domino is no hero. It failed to leave Russia for a year and a half and now uses the fashionable excuse that it failed to find a buyer. Of course it's difficult to find a buyer if you remain a squatter so long a pariah state."

"Feet-dragging results in a situation that provides a self-fulfilling justification, the perfect excuse for more feet-dragging. The inability to sell is nothing less than self-serving circular logic. This is the *de rigueur* excuse currently being sported by immoral companies that remain in Russia."

In fact, we cannot yet say Domino's is out of Russia. The company been as slow as a sloth. It has run down the clock till exactly the 18-month anniversary of the invasion and is now only talking about the 'initiation of steps'."

Greed over morality

Mr. Dixon added:

"We call these companies 'asset sloths'. They want more money than their Russian assets are worth, and put greed above morality.

Companies that try to maximise their economic outcome in an immoral market are likely to get burned. Indeed, Domino's shareholders ended up with no cash and a brand damaged by Russian contagion ever since the invasion. The moral of the story is to do the right thing and fast."

Bankruptcy isn't the best way to leave

The MRA also commented on the intended manner of departure:

"Domino is even failing to exit the right way. Our recommended action is to close down by liquidation which denies Russia the chance to get the assets on the cheap. Bankruptcy is no different from selling at low cost if a local entrepreneur buys the company out of bankruptcy. We think it's very likely the business will be brought out of bankruptcy by a Russian entrepreneur under a similar or pirated name."

To highlight both the unsatisfactory delay and manner of exit, Mr. Dixon added, **"the Domino's Pizza arrived cold and leaves a bad taste in the mouth."**

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The Moral Rating Agency, the corporate watchdog, was set up to get companies out of Russia, to get Russia out of Ukraine, Putin out of Russia, and dictatorships out of the world. The MRA rates global companies on how effectively they are pulling out of Russia on its site moralratingagency.org.

For press inquiries, please contact press@MoralRatingAgency.org. Or, for comment/interview, we can be reached on one of these numbers:

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About the [Moral Rating Agency](#)

The Moral Rating Agency was set up “to get Russia out of Ukraine, Putin out of Russia, and dictatorships out of the world”.

In addition to exposing, and crediting, corporations through moral ratings, the MRA maintains an [Indelible Ledger](#) of a company’s actions so any later corrective actions do not wipe the slate clean. Time is of the essence, so the rating system includes a disincentive for delay through exposing and tracking what preceded a later corrective action.

Unlike ESG (Environmental, Social and Governance) rating agencies, which have a commercial responsibility to their institutional investor clients to cover the range of issues these clients wish, the Moral Rating Agency is zeroing in on a single corporate moral issue, in this case the Russia-Ukraine war.

The MRA was founded and is led by Mark Dixon, who runs the mergers & acquisitions consultancy Thinking Linking in the City of London and New York. He was one of the co-founders of the online financial commentator [BreakingViews.com](#), which is today part of Thomson Reuters. Mark has been opposed to autocratic regimes, particularly to the Chinese government and to Putin’s transformation of Russia from a nascent democracy into a fully-throttled autocracy. He has a personal connection with Ukraine because he has owned an apartment in the city of Lviv since 2010. He has also lived in China.

The MRA has a paid staff of moral raters, verifiers, and fact-checkers who operate according to its [Rating Methodology](#). It also has an on-site team involved in statistics, media relations, site production and publishing.

The MRA has no customers, external commercial relationships, or conflicts of any kind. It will rate and publish so that consumers, media and governments can judge companies on a single topic on a fair basis. This objectivity on individual companies and their relative scores is maintained despite the campaigning nature of the agency, as explained in [Rating Philosophy](#).