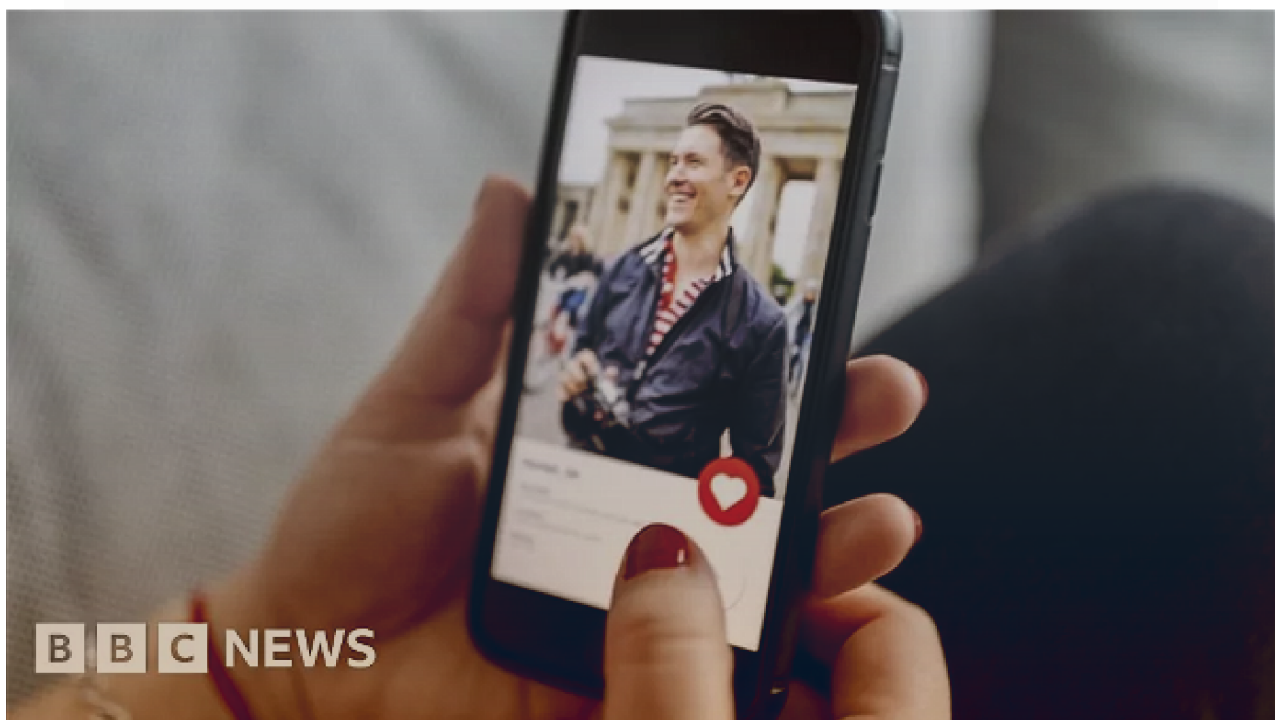


A Year After Invasion, Russia Gets Rejected by Tinder Swipes Left

by **Genevieve St. Clair** 7 hours ago



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Match Group, the owner of dating apps Tinder and Hinge, has announced that it will withdraw from the Russian market by 30 June. The company said its brands were taking steps to “restrict access” to services. The move follows many global companies cutting ties with Russia after the invasion of Ukraine in February 2022. McDonald’s, Coca-Cola, Starbucks and Heineken have all announced they are cutting ties with the country. Tinder rival Bumble stopped operations in Russia and Belarus in March last year. Match Group claims Tinder is the world’s “most popular app for meeting new people”.

In light of the recent report by a recent report by BBC News, Match Group, the owner of popular dating apps Tinder and Hinge, has announced that it will stop operating in Russia by the end of June 2023. This decision comes more than a year after the war in Ukraine broke out, and many global companies cut ties with Russia after the invasion in February 2022.

Match Group stated that its brands were taking steps to “restrict access” to services and would withdraw from the Russian market completely by 30 June. The US company made the announcement in its annual report on Tuesday, adding that it was “committed to protecting human rights.”

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The move by Match Group follows in the footsteps of other global companies, including McDonald’s, Coca-Cola, Starbucks, and Heineken, who announced they were cutting ties with Russia in the immediate weeks after Vladimir Putin’s invasion of Ukraine. Tinder rival Bumble also stopped operations in Russia and Belarus in March last year.

However, the time it has taken for Match Group to announce its withdrawal from Russia has been questioned, with the majority of businesses who made such announcements doing so at the beginning of the conflict. The Moral Rating Agency, a campaign group calling for Western firms to leave Russia, said Match Group’s reason for leaving being to protect human rights wasn’t credible.

“What has changed in the last year that made it wake up now? Putin has been relentlessly attacking Ukraine since he invaded the country,” said Mark Dixon, founder of the Moral Rating Agency. “Tinder is fast for dating action but slow on moral action. It should just switch it off tomorrow.”

Despite this criticism, Match Group’s decision to cut off its apps in Russia will be “immediately noticed” by users there, In light of the recent report by Mr. Dixon. Additionally, Match Group shareholder Friends Fiduciary Corp told Reuters that the company’s continued presence in Russia didn’t reflect well on Match.

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“It’s not a good look for a trusted brand to be...” the company stated.

Match Group claims Tinder is the world’s “most popular app for meeting new people,” and the company’s decision to withdraw from Russia may have negative impacts on its European business. In light of the recent report by news agency Reuters, Match Group flagged these negative impacts in March 2022.

In closing, Match Group’s decision to withdraw from Russia is a significant move that reflects the growing pressure on global companies to cut ties with the country. While the timing of the decision has been criticized, the move will be noticed by users in Russia and may have wider implications for Match Group’s business in Europe.

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