Tinder Newsroom

Tinder Named One of the World's Most Innovative Companies in 2022 by Fast Company

Dating app recognized for efforts to keep human connection alive in a year marked by social distance

Los Angeles, Calif. (March 8, 2022)— Fast Company today announced its annual list of theWorld's Most Innovative Companies, honoring businesses that are making the biggest impact on their industries and culture as a whole. Tinder, the world's most popular dating app, was recognized within the Social Media category for its work in helping people around the world to make new connections – safely – in a new world marked by social distancing and historic changes to face-to-face interactions.

"Human connection is the bedrock of personal and societal wellbeing, so our mission was clear," said Renate Nyborg, CEO at Tinder. "During a year where everyone faced challenges to the most basic of human needs, we pushed our creative limits to power love and connection. Tinder launched dozens of new ways to help people from all walks of life meet and get to know each other in a safe and welcoming way, from virtual dates to Music Mode. I'm proud of the pivotal role Tinder could play during the loneliest year in living memory."

Tinder met a moment few could have predicted by observing both the cultural shifts in dating and the pandemic-influenced needs of its members last year. With these challenges in mind, Tinder introduced a suite of new features for its predominantly Gen Z base - many of whom were dating or seeking deeper relationships for the first time.

Among these new features were the addition ofvideo bios within profiles, allowing members to share more of themselves in a new medium; new in-app social experiences, including the globally lauded Swipe Night interactive event, creating a shared experience to connect over; and intuitive safety features like Are You Sure, to stop harmful behavior before it happens. Additionally, in its biggest innovation since the original Swipe feature, Tinder also debuted a new interactive space on the app, Explore, which gave members a new way to discover potential matches by shared interests or activities.

Fast Company's editors and writers sought out the most groundbreaking businesses across the globe and industries. They also judged nominations received through their application process.

The World's Most Innovative Companies is Fast Company's signature franchise and one of its most highly anticipated editorial efforts of the year. It provides both a snapshot and a road map for the future of innovation across the most dynamic sectors of the economy.

"The world's most innovative companies play an essential role in addressing the most pressing issues facing society, whether they're fighting climate change by spurring decarbonization efforts, ameliorating the strain on supply chains, or helping us reconnect with one another over shared passions," said Fast Company Deputy Editor David Lidsky.

To see the complete list, go to: https://www.fastcompany.com/most-innovative-companies/list

For the second year in a row, to coincide with the issue launch, Fast Company will host itsMost Innovative Companies Summit on April 26–27. The virtual, multi day summit celebrates the Most Innovative Companies in business, and provides an early look at major business trends and an inside look at what it takes to innovate in 2022. Fast Company's **Most Innovative Companies** issue (March/April 2022) is available online here, as well as in-app form via iTunes, and on newsstands beginning March 15. The hashtag is #FCMostInnovative.

ABOUT TINDER

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest grossing non-gaming app globally. It's been downloaded more than 500 million times and led to more than 70 billion matches.

ABOUT FAST COMPANY

Fast Company is the world's leading progressive business media brand, with a unique editorial focus on innovation in technology, ethonomics (ethical economics), leadership, and design. Written for, by, and about the most progressive business leaders, Fast Company and fastcompany.com inspire readers and users to think beyond traditional boundaries, lead conversations, and create the future of business. Headquartered in New York City, Fast Company is published by Mansueto Ventures, along with its sister publication Inc. Stephanie Mehta is editor-in-chief.

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