



Kuaishou: Exerting its influence from small screens to entire society

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From nurturing rural revitalization officials to launching the “live streaming + employment” model, Kuaishou has combined its business and corporate social responsibility (“CSR”) efforts to facilitate sustainable development. Song Tingting, vice president and head of CSR of Kuaishou Technology, stated that, “Through fulfilling its social responsibilities, Kuaishou has been in search of a more diverse use cases for technology. Through innovative products and services that cater to the needs of society and the public, we respond to social demands and address social issues. This is also one of the paths through which Kuaishou constructs its core competitiveness as a company.”