

## Threema's Success Story: From the Company's Founding to Today



### In 2012,

three young Swiss software developers decided to develop an independent messaging app they could use to chat with their friends without having to expose themselves to commercial data collectors and government surveillance. They named the app “End-to-End Encrypted Messaging Application,” in short: “EEEMA.” The three “E”s were soon replaced with “Three,” and “Threema” was born.

Little did the creators know how popular their app would become. Demand was already high when the first Threema version was released at the end of 2012, and the number of users quickly grew to 250,000. Threema had caught the spirit of the age.



### In 2013,

a series of events drastically raised the public's awareness of privacy issues on the Internet. First, the Snowden revelations, which unveiled the scale of the PRISM surveillance program; later, the the wiretap on Angela Merkel's mobile phone. These incidents have caused a loss of trust in the communication channels that were used until that point. Worried Internet users began to look for alternative means of communication. This was the starting point for Threema. When Facebook took over WhatsApp in early 2014, Threema experienced a drastic rise in popularity. Smartphone owners flocked to Threema, the instant messenger that respects users' privacy. Over the span of a few weeks, the user base grew to 2 million.



## In spring of 2014,

Threema GmbH was established in Pfäffikon SZ, near Zurich. Ever since, a team of experienced software developers has been working tirelessly on Threema's development.



## Since 2014,

the Threema app was consistently featured in the top charts of various app stores, and it's regularly praised for its high security and its unparalleled privacy protection.



## In 2016,

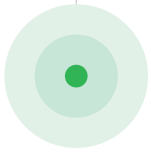
Threema Work was launched. Threema Work is tuned to the needs of companies, public authorities, schools, and organizations. It meets the growing need for secure business communication, which is more important than ever due to the role the Internet plays in today's economy and society. Threema Work was made to facilitate business communication on mobile devices. It's no surprise that the customer base has been steadily growing since its inception. The continuous demand shows the high potential for growth of Threema Work, having garnered a solid reputation as a reliable and GDPR-compliant communication platform.



## In September 2020,

Threema further strengthened its market position by partnering with the German-Swiss investment company Afinum Management AG, Zurich. This partnership represents a solid foundation for continuity in company development, healthy growth, and an acceleration of product development. The resources provided by the investor

enable Threema to grow beyond the German-speaking regions and create room for innovative ideas and projects. Upon joining forces with Afinum, the parent company Threema Holding AG, Zurich, was founded. This type of corporate organization provides Threema with more flexibility, for instance in terms of employee engagement. The three founders and developers continue to lead the company according to the established principles and retain a significant ownership interest.



## Currently,

there are more than 9 million Threema users. As of January 2021, more than 2 million of them – spanning across 5000 organizations, including public authorities and schools – use the business solution Threema Work.