Threema
## The best-selling secure messenger

The Threema story

In 2012, three young software developers from Switzerland decided to create a secure instant messenger they could use to communicate with their friends. The aim was to build an app that prevents misuse of user data by companies and surveillance by governments. The app was called "EEEMA", an abbreviation of "**End-to-End Encrypted Messaging Application**". Since the three "E"s were a bit unwieldy, they were soon replaced with "Three", and it became "Threema". The founders had no idea they were at the forefront of a movement. When the first Threema version was released **at the end of 2012**, it immediately attracted a lot of attention. Catching the spirit of the age, the user base grew to 250,000 in a short period of time.

In 2013, several events raised the public's awareness for data privacy: the controversy surrounding the Prism surveillance program, the alleged wiretap on chancellor Merkel's cell phone, and the Snowden revelations in general. Concerned Internet users started to question the trustworthiness of the communication channels they were using at the time and began to look for safe alternatives. When Facebook bought WhatsApp **in early 2014**, Threema experienced an even greater boost in growth. In search of a privacy-friendly instant messenger, many smartphone users turned to Threema. The number of users climbed to 2 million in just a few weeks.
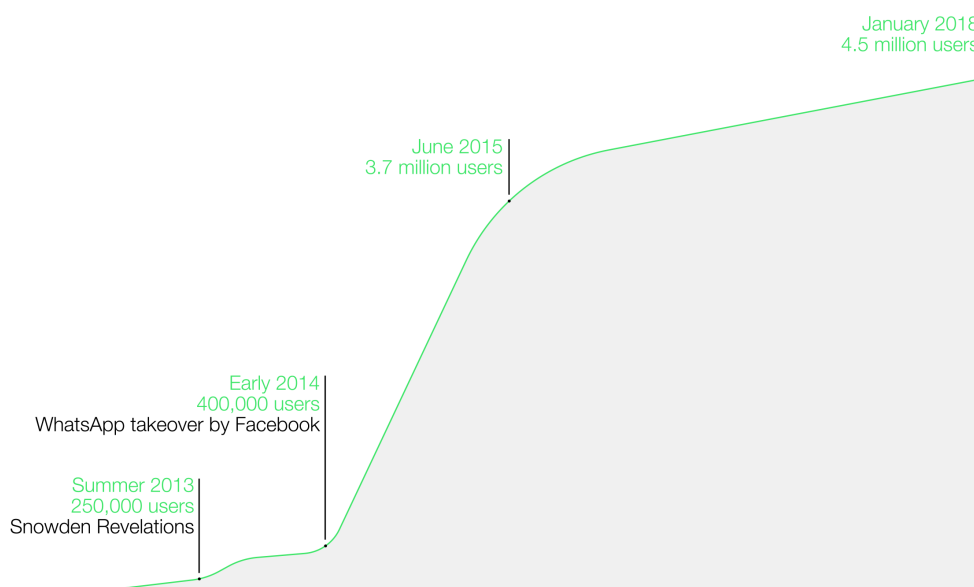
In spring 2014, Threema GmbH was founded in Pfäffikon SZ. Since then, a team of experienced software developers has been continuously working on refining the Threema app. The team now consists of about a dozen motivated employees, and the company is still independent and lead by the three founders. Since there are no investors involved, **Threema is solely committed to its users**.

The Threema app is consistently featured in the top charts of the various app stores, and it is regularly praised for its top-grade security and the unparalleled privacy protection it offers. In January 2018, Threema had **over 4.5 million users**. The "DACH market" (consisting of Germany, Austria, and Switzerland) accounts for the largest share: Over 80% of Threema's users are located in German-speaking countries, followed by the USA and Russia.

The Threema advantage

Threema was designed from the ground up with security and privacy in mind. One of the guiding principles is **metadata restraint**. The underlying idea is that where there is no data, no data can be misused – neither by corporations, hackers, nor by surveillance authorities. Contrary to conventional messengers, contact lists and groups are managed directly on the users' devices, not on a central server. Threema's server only assumes the role of a switch; once a message is delivered, it will be immediately deleted from the server.

Unlike other messengers, **Threema doesn't require any personal information**, such as a phone number, in order to be used. Instead, a randomly generated character string – **the Threema ID** – serves as a unique identifier, allowing users to maintain full anonymity. It's up to each user to decide whether they want to link their phone number and/or email address with their Threema ID. When synchronizing contacts, which is optional, the contact data is transmitted in hashed form. After the synchronization is completed, the data is immediately deleted from the server. Threema's strong focus on security and privacy is reflected in the implementation of various other features, such as profile pictures, voice calls, and the web client.

In Threema, all communication is protected by **state-of-the-art end-to-end encryption** – not just text messages but also voice calls, group chats, files, and status messages. The correct application of the encryption can be independently verified, and important security-related components of the software are open source. Technical aspects of Threema's encryption are documented in the Cryptography Whitepaper.

No other chat service offers a similar level of security, metadata restraint, and confidentiality. A detailed comparison between Threema and conventional instant messengers like WhatsApp can be found here.

Threema Work

Since 2016, Threema also provides a **messaging solution for companies and organizations**: Threema Work. The app meets the high security standard the consumer app is famous for. It is easy to distribute and can be remotely configured. On top of that, it offers various features tailored specifically to the needs of companies and organizations.

Numerous leading businesses use Threema Work as their internal messenger, including well-known corporations, e.g., Daimler AG, but also many small and medium-sized enterprises as well as a large number of public institutions.

Threema.

Closing remarks

Its comprehensive security and the unparalleled privacy protection set Threema apart from other instant messengers. Threema is more than a chat app. **Threema is a statement.** A statement against systematic collection of user data by companies and mass surveillance by authorities. **A statement for privacy.**

Contact

press@threema.ch | threema.ch