



2022 PURPOSE &
IMPACT REPORT

INTRODUCTION

- CEO Letter
- About the Report
- About Jamf
 - Business Overview
 - Values & Purpose
- Empowering Our People
- Empowering Customers
- Empowering Communities
- Caring for the Environment
- Governance and Guiding Principles

A letter from our CEO

Since 2002, Jamf’s purpose has been to empower people with technology. That’s why empowerment felt like the right theme to help introduce Jamf’s inaugural purpose and impact report. We are committed to empowering our employees, customers, and communities to be the best they can be.

We are one Jamf, 2,500 strong across the globe. We strive to provide an environment where every employee can bring their whole self to work. We support each other. We value transparency and trust, which is why we encourage all Jamfs to work wherever they feel the most productive and comfortable. This promise has been paramount for the team’s well-being during the pandemic, and it’s something we plan to uphold for years to come.

Taking care of our employees first has enabled the success of our business. Our two company values are selflessness and relentless self-improvement, and I’m inspired every day by the team’s commitment to demonstrate these values to our customers. Their work has helped more than 67,000 schools, hospitals and government agencies succeed with Apple and simplify the way work, learning and care gets done.

We have a special place in our hearts for our education customers. I’ve been lucky to be involved first-hand with some of our learning initiatives focused on empowering the communities we live in. From our very first solar-powered MATTER Innovation Hub in

Haiti five years ago, to the recent Hubs established throughout Zimbabwe and in our home state of Minnesota, I have seen how technology-enabled education fosters learning, innovation, and opens up doors of opportunity for students in underserved communities across town and across the globe. And our work doesn’t stop there.

Through Jamf Nation Global Foundation (JNGF), Jamf fosters an environment that helps reduce inequalities within communities and take action to better the climate of our shared world. Our employees are empowered to volunteer, donate, and direct resources to causes essential to their communities, and JNGF will multiply their funds and efforts to maximize Jamf’s overall impact. Jamf drives environmental stewardship by measuring our emissions and finding ways to reduce our carbon footprint. We also encourage our team members to take steps to lessen the burden on the planet at work and at home by subsidizing Metropass for employees based in Minneapolis—Jamf’s HQ and largest office—providing bike storage wherever possible, and sharing resources on how to reduce individual outputs.



Dean Hager, *Chief Executive Officer*

Thank you to the entire Jamf team. It is your dedication and hard work that has continued to foster a culture of selflessness and relentless self-improvement that allows us to best serve our customers and local and global communities. Thank you to our customers for trusting us to deliver an amazing work experience to your employees, while meeting your organization’s security needs. Thank you to our partners for working with us to empower people by simplifying work. And thank you to our shareholders who continue supporting our vision.

Dean

INTRODUCTION

- CEO Letter
- About the Report
- About Jamf
 - Business Overview
 - Values & Purpose
- Empowering Our People
- Empowering Customers
- Empowering Communities
- Caring for the Environment
- Governance and Guiding Principles



About the report

This report summarizes Jamf’s strategic commitments and management approach to the environmental, social, and governance topics most relevant to our stakeholders. The topics in this report were identified through a multi-step process that included engaging key internal and external stakeholders and referencing third party reporting frameworks and relevant sector guidance for ESG reporting and disclosure in our industry. Where possible, this report references SASB’s Sustainability Accounting Standard for Software & IT Services. Unless otherwise specified, financial information and other data in this report is presented as of and for the year ended December 31, 2021.



INTRODUCTION

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

Empowering Customers

Empowering Communities

Caring for the Environment

Governance and Guiding
Principles

About Jamf

HIGHLIGHTS:

As of December 31, 2021, we had **2,212 employees**, of which 63% were employed in the United States and 37% were employed outside of the United States.

The Standard for Apple in the Enterprise

No one helps you get more out of the Apple ecosystem than Jamf. Trusted by the best in the world, Jamf has nearly 20 years of experience empowering organizations working side by side with Apple with the goal of simplifying the way work gets done.

7

of the Top 10
Tech Companies
As Ranked by Fortune

9

of the Top 10
Largest Fortune
500 Companies

22

of the Top 25
Most Valuable Brands
As Ranked by Forbes

15

of the Top 15
Largest U.S. Banks

As of June 30, 2022



Business Overview

Jamf, the standard in Apple Enterprise Management, is the only company in the world that provides complete management and security solutions for the Apple-first enterprise. With Jamf, organizations can offer technology that is enterprise secure, consumer simple and protects personal privacy. Jamf is used by more than 67,000 businesses, schools, and government agencies around the world. We are a company full of free thinkers, can-doers, and problem crushers helping organizations educate, care, and succeed with Apple.

INTRODUCTION

- CEO Letter
- About the Report
- About Jamf
 - Business Overview
 - Values & Purpose
- Empowering Our People
- Empowering Customers
- Empowering Communities
- Caring for the Environment
- Governance and Guiding Principles

Values & Purpose

Our purpose: Empower people by simplifying work

Since day one, Jamf has been committed to acting socially responsible by helping our customers, employees, and communities become their absolute best. Our core values of selflessness and relentless self-improvement mean we share a devotion to doing the right thing. These values are the core of our culture and guide our decisions and actions every day. This isn't a project, it's who we are and what we believe.



Mission

Help organizations succeed with Apple

Purpose

Empower people by simplifying work

Values

Selflessness and relentless self-improvement



Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

**EMPOWERING
OUR PEOPLE**

Empowering Customers

Empowering Communities

Caring for the Environment

Governance and Guiding
Principles

Empowering Our People

TECHNOLOGY POWERED. PEOPLE DRIVEN.

At Jamf, people are at the core of everything we do. We do what's right for our employees, our customers, our communities, and our world. Jamf operates as a choice-based office model, offering the flexibility to work how our employees work best. Some Jamfs work best in the office, others at home, in a coffee shop, or outdoor patio. Our workstations are as unique and individual as we are.



Introduction

- CEO Letter
- About the Report
- About Jamf
- Business Overview
- Values & Purpose

**EMPOWERING
OUR PEOPLE**

- Empowering Customers
- Empowering Communities
- Caring for the Environment
- Governance and Guiding Principles

Jamf is a culmination of passionate, committed and bright people who shape our culture and live our core values of selflessness and relentless self-improvement:

We share a selfless devotion to do the right thing

First and foremost, Jamf puts people first. In fact, we believe that technology should work for the betterment of humanity.

We are relentless in our search for self-improvement

Curiosity drives us to constantly improve, but we better ourselves for the betterment of others. We can't solve big problems by being self-focused.

We believe in the freedom to thrive in our own authenticity

We value the perspectives and ideas our differences bring to the table; and we embrace the ways we all live and work.

We know even a local voice can reach a global conversation

We know that big ideas can come from anyone, so we empower everyone to make an impact.



A great place to work:

- Best-Led Companies List
- 2021 Best Workplaces for Women™
- 2021 Best Workplaces in Technology™
- 2021 Best Workplaces for Millennials™
- 2021 Great Place to Work Best Workplaces for Parents™
- 2021 PEOPLE Companies that Care®
- 2022 Fortune 100 Best Companies to Work For®

***We work in different ways, but we all have the same job.**
To help others make sense of technology so they can do theirs.
Freeing teachers to educate, nurses to care and businesses to thrive.*

**EMPOWERING
OUR PEOPLE**

“Jamf ERGs have done incredible work towards creating an inclusive and diverse culture. This year, our Women@Jamf ERG highlighted Black Women throughout Black History Month and our Shades of Jamf ERG hosted a BHM trivia night. I always look forward to learning and celebrating with my fellow Jamfs!”

—Maya, *Senior Business Development Representative*



Inclusion & Diversity

We aim to create an environment at Jamf that embraces and celebrates unique perspectives and ideas. Our commitment to create a safe space where everyone belongs and is able to express their unique talents and gifts is unwavering. Every person is empowered to be their whole selves both inside and outside of Jamf.

We mean it when we say employees are free to be themselves and work how they work best.

In the spirit of our values of selflessness and relentless self-improvement, we are actively working every day to get better; our commitment to becoming a more inclusive and diverse workplace is never done. Inclusion and diversity comes in many forms and we want to ensure Jamf is a place where everyone feels comfortable and can be successful.

With office locations in the Australia, Czechia, Japan, The Netherlands, Poland, Sweden, Taiwan, the U.K., and the U.S., as well as many other remote employees across the globe, we have a vibrant blend of cultures, backgrounds, and experiences that contribute to Jamf’s success. We know we still have areas to improve upon not only as a company, but in the tech industry as a whole. We are always working hard to foster and support underrepresented groups to encourage those to consider the industry and Jamf.

Employee Resource Groups (ERGs)

Our Employee Resource Groups (including Families@Jamf, Women@Jamf, Proud@Jamf, Shades of Jamf, Accessibility@Jamf) educate, drive awareness, build community, and empower employees to make real, actionable differences within Jamf to ensure all employees are empowered to bring their whole selves to work and have the resources they need at the office or working remotely.

Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

**EMPOWERING
OUR PEOPLE**

Empowering Customers

Empowering Communities

Caring for the Environment

Governance and Guiding
Principles

- **Accessibility@Jamf** is a safe place for Jamfs with disabilities, family members, friends, and allies to lift each other up and provide a network of learning and advocacy; creating awareness and celebrating people who experience life differently while giving back to our communities.
- **Families@Jamf** is a community of Jamfs who aim to support all forms of families by providing resources and creating a platform for sharing experiences.
- **Proud@Jamf** empowers the safe and authentic expression of all LGBTQ+ Jamfs and to educate the Jamf community at large about pertinent social issues and engage and establish connections with the larger LGBTQ+ forums within our own communities.
- **Shades of Jamf** provides resources and a safe place for all to express themselves freely, authentically, and individually. Shades of Jamf focuses on bringing forth the celebration of our diversity and provides a platform to educate, engage, share ideas, and elevate people of color.
- **Women@Jamf** aims to foster a community and culture where women have the opportunity to reach their full potential at Jamf.

Gender Balance

Gender balance is critical to propelling Jamf to be a global leader of equality and fairness in the workplace. We believe in putting the human experience first, and actively promoting gender balance allows us to better understand that human experience and the different perspectives of every person. Jamf strives to reach underrepresented populations in technology, including women and people of color, to not only consider Jamf as an employer, but to encourage and support more women and people of color to get involved in the industry as a whole.



Accessibility@Jamf



Families@Jamf



Proud@Jamf



Shades of Jamf



Women@Jamf



2021 Culture Highlights:

At Jamf, we value the whole employee experience. With many Jamfs working remotely, it is imperative to maintain our supportive and engaged culture. We make an extra effort to nurture the physical, mental, and emotional well-being of our employees and their families. We invest in creating space to engage diverse voices and perspectives, as well as foster and generate community for all our Jamfs, including:

- Virtual mental health services
- Work from home stipend for all new employees
- Jamf Cares floating holiday for employees
- Allyship training
- Health navigation services for LGBTQ+ Jamfs
- Family planning services
- Virtual happy hours, trivia games, talent shows
- And many more!

90%+
employee retention rate

Over
8,000
employee donated
volunteer hours in 2021

31.1%
of our workforce and 35.8%
of new hires were women
(December 2021)

56%
of our employees
engaged in giving

Other Culture/Human Capital Statistics

- 90% of people say Jamf is a great place to work, and,
- 96% say when you join the company you are made to feel welcome (GPTW survey, 2021).

“At Jamf, we create a culture that **encourages all people to speak up, have a voice, and share ideas**. Our diverse voices encourage new opportunities not only for our organization, but for our customers.”

—Jennifer, Vice President of Software Engineering

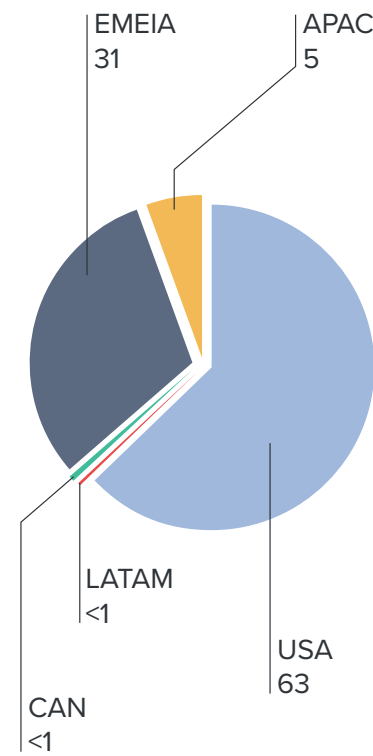
Introduction

- CEO Letter
- About the Report
- About Jamf
- Business Overview
- Values & Purpose

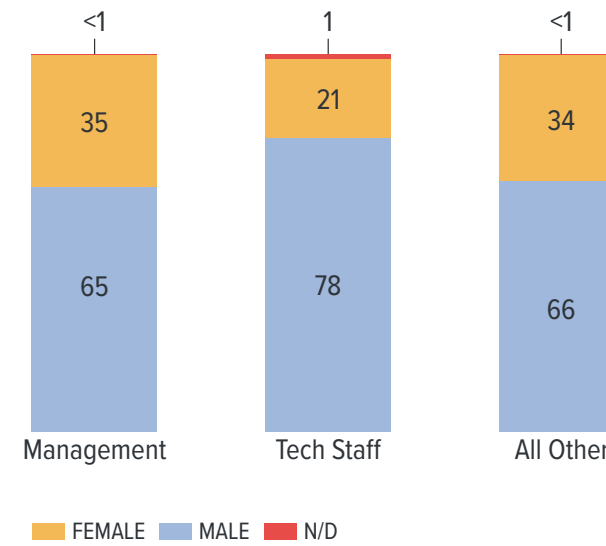
EMPOWERING OUR PEOPLE

- Empowering Customers
- Empowering Communities
- Caring for the Environment
- Governance and Guiding Principles

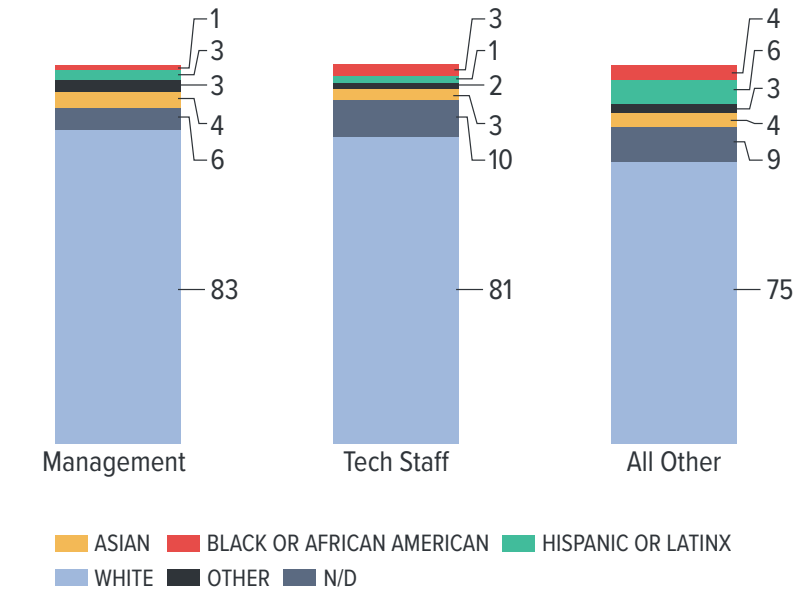
Employees Per Region
(Percentage of Population)



Gender Representation of Global Employees
(Percentage)



Racial/Ethnic Group Representation of U.S. Employees
(Percentage)



Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

**EMPOWERING
CUSTOMERS**

Empowering Communities

Caring for the Environment

Governance and Guiding
Principles

Empowering Customers

At Jamf, our purpose is straightforward—to empower people by simplifying the way work gets done. Simplifying work is not just Jamf’s purpose—it’s technology’s purpose. It’s the reason computers exist. Over the years of focusing so heavily on the operational and security needs of the organization, work technology has become too complicated for the individual. Jamf’s purpose is to return enterprise technology to its original goal: to simplify work for everyone.



Introduction

- CEO Letter
- About the Report
- About Jamf
 - Business Overview
 - Values & Purpose

Empowering Our People

EMPOWERING
CUSTOMERS

- Empowering Communities
- Caring for the Environment
- Governance and Guiding Principles

We believe that the enterprise, school, and healthcare organization of the future will depend on Apple. Jamf’s uniqueness is that we are the only company in the world that provides complete management and endpoint security solutions for an Apple-first enterprise. We empower our customers to offer an environment that is enterprise secure, consumer simple and protects personal privacy—delivering on IT’s goal to provide technology that employees love and the organization trusts.

More than 67,000 organizations rely on Jamf, including:

7 of the Top 10

Technology companies as ranked by Fortune

22 of the Top 25

Most valuable brands as ranked by Forbes

9 of the Top 10

Largest companies as ranked by Fortune

10 of the Top 15

Largest U.S. School Districts as ranked by Niche

**As of June 30, 2022*

Customer Advocacy

At Jamf, our success hinges on our ability not only to provide best-in-class tools and services, but to exceed customer expectations with experiences that go beyond products and services. That’s why we put our customers at the center of all that we do.

A recent survey on the [State of the Connected Customer](#) revealed that:

- **90%** of customers say that how a company acts now reveals its trustworthiness
- **88%** expect companies to accelerate digital initiatives, and
- **80%** of customers now consider the experience a company provides to be as important as the products and services

Jamf’s Apple Enterprise Management Platform

MANAGEMENT

jamf | PRO

The Apple management standard. Built for IT Pros

jamf | NOW

Streamlined device management. No IT required

jamf | SCHOOL

Empowering educators with efficient classroom management

SECURITY

jamf | CONNECT

Streamlined Mac authentication and identity management

jamf | PROTECT

Enterprise endpoint protection purpose-built for Mac

jamf | THREAT DEFENSE

Mobile threat detection and remediation

jamf | DATA POLICY

iOS-optimized web filtering and cloud analytics

jamf | PRIVATE ACCESS

Zero trust and real-time conditional access for iOS and MacOS

COMPLETE

EDUCATION

- Teacher/Student/Parent apps
- Safe internet

HEALTHCARE

- Patient Experience
- Clinical Communications
- Virtual Visits

X-INDUSTRY

- Setup & reset for shared devices and workflows

DEVELOPER WORKFLOWS

- Application Lifecycle

jamf | NATION Largest online community for Apple administrators

Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

**EMPOWERING
CUSTOMERS**

Empowering Communities

Caring for the Environment

Governance and Guiding
Principles

The Jamf Community team helps strengthen customer relationships and provides customers with the empathy, community, and human connection that they have come to expect. Through a combination of online community building, virtual and in-person events, and a robust rewards program, Jamf empowers customers by putting their needs first.

Jamf Heroes

Established in 2018, our customer advocacy program is dedicated to helping our most passionate customers achieve success. For some, that’s through education—reading Jamf’s latest e-books and white papers. For many others, it’s through community.

Jamf Heroes gives customers the opportunity to easily share their love of Jamf. But more importantly, it provides a space for customers of all industries and geographies to connect and learn from each other. It puts humans at the center, because we believe that only through an authentic, personalized approach can genuine relationships thrive.

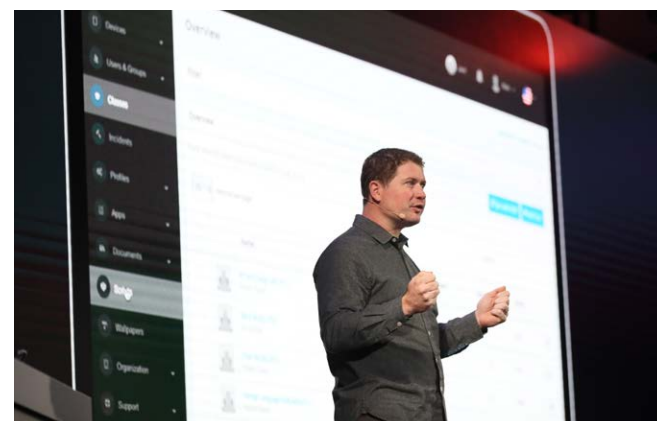
Each month, Jamf Heroes helps facilitate meaningful conversation—serving as the catalyst for friendships between customers from around the globe. And the Heroes give back. Not only do they selflessly volunteer their time to help each other, but they also donated \$8,050 worth of program rewards to charities by December 2021. Jamf Heroes is a special offering for customers who would rather help each other than stand alone.

Jamf Nation

What began as an email distribution list in 2007 has grown into the world’s largest online community for Apple administrators, with more than 100,000 active users committed to learning and growing together.

Jamf Nation User Conference (JNUC)

The largest gathering of Apple system administrators in the world, JNUC provides Apple IT, users and InfoSec leaders with a front row seat to learn new and better ways to connect, manage and protect Apple devices that simplify workflows and keep users productive.



Empowering Communities

Jamf’s culture is rooted in giving back. Our founders recognized the long-term positive impact of helping to improve the quality of life in our communities. Long before our days as a public company, they strived to build an organization that was “deeply committed to not only bettering the lives of our customers, but our employees and those in the greater community as well.” This statement holds true today.



Jamf’s community initiatives are primarily focused on enabling and improving education through technology, and we also provide Jamf employees additional opportunities to participate in their communities and organizations of choice through volunteering and financial contributions. We continuously put our values to action by dedicating our time and energy to making a difference.

Jamf Nation Global Foundation: The Jamf Nation Global Foundation (JNGF), a 501c3 nonprofit organization, was conceived out of a desire to provide Jamf employees additional opportunities to participate in their communities and organizations of choice through volunteering and financial contributions. The JNGF’s mission is to maximize the impact our employees make in their communities of interest.

Matching Gift Program: Part of the JNGF program offers a dollar-for-dollar charitable donation matching program designed to extend the impact of donations to qualified non-profit organizations. Each employee receives up to \$1,000 USD (or local equivalent) in matched donations per calendar year.

Volunteer Time Off: The JNGF also provides each full-time employee three days (24 hours) of paid volunteer time off per calendar year to give back to the broader community and demonstrate the value of selflessness through service. All full-time Jamf employees can earn \$10 per hour in charitable currency for Volunteer Time Off (VTO) to donate to a cause they care about.

Directed Funding: In addition to matching gifts, JNGF makes small grants—typically in the \$500-\$5,000 range—to select nonprofit organizations, as nominated by Jamf employees and Employee Resource Groups.

MATCHING GIFT

Match employee donations 1:1
up to \$1,000/year combined with
volunteer rewards

VOLUNTEER TIME OFF (VTO)

24 volunteer hours/year

VOLUNTEER REWARDS

\$10/hour of VTO for donations
up to \$1,000/year combined
with matching gift

DIRECTED FUNDING

Employee nominated grants,
donations, and volunteerism

ERG DIRECTED GIVING

Donations directed by Jamf
Employee Resource Groups

10-10-10

• 10 Volunteers • 10 Matching Gifts
• 10x the Donations
(up to \$10,000)

JNGF 2021 Highlights

603 Jamfs donated

\$279,000

in matching gifts

923 Jamfs donated

8,064

volunteer hours

JNGF donated

\$650,000

to 1,189 causes in 30 countries

\$2.7M+

Donations distributed to >1,000 global
organizations through JNGF since 2013

35k+

Hours of Volunteer Time Off
(VTO) since 2013



Selflessness Through Service

Jeni Asaba joined Jamf in 2016 with hopes of growing her career and making an impact. Working at a company that encouraged volunteerism was nothing new for Asaba. What was unexpected, however, was the additional support that Jamf provided for the community-based organizations that Asaba supports in her personal life.

After learning that families spent an average of \$700 on prom, Asaba founded Project Prom (a 501(c)(3) charitable organization) dedicated to helping make prom dreams come true for families in need. To date, Project Prom has given away more than 3,000 prom dresses, along with shoes, purses, and jewelry, thanks in part to the continued support of volunteer hours donated by Jamf employees and funds donated through the JNGF.

In 2018, after returning home from a month-long trip to Uganda, Africa, Asaba and her husband, Patrick, decided to build a school. “After talking about it for a number of years, we knew it was time to step up and get it done,” she said. “We didn’t know how we’d do it, but we knew the kids were counting on us, so we needed to figure it out.”



**“Jamfs are generous.
It’s incredible how they
continuously give their
time and money to causes
they believe in.”**

-Jeni Asaba



The support from Jamf began immediately, and after some pro-bono legal help from a connection through Jamf, Building for Bridget—named after an inspirational young girl from Uganda—was born.

“It’s amazing how far we can stretch \$10,000 in Uganda,” Asaba said, explaining the school will provide a safe, quality education to 125 students, grades one through five, in its first year of operation in 2023.

As an employee, Jeni never expected the support she’d receive from Jamf over the years. “It’s hard to put the gratitude I have for my fellow Jamfs, and the Jamf Nation Global Foundation, into words,” she said. “I joined Jamf with the hope for a decent job and decent colleagues. I had no idea I was entering a world of selflessness and support.”

Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

Empowering Customers

**EMPOWERING
COMMUNITIES**

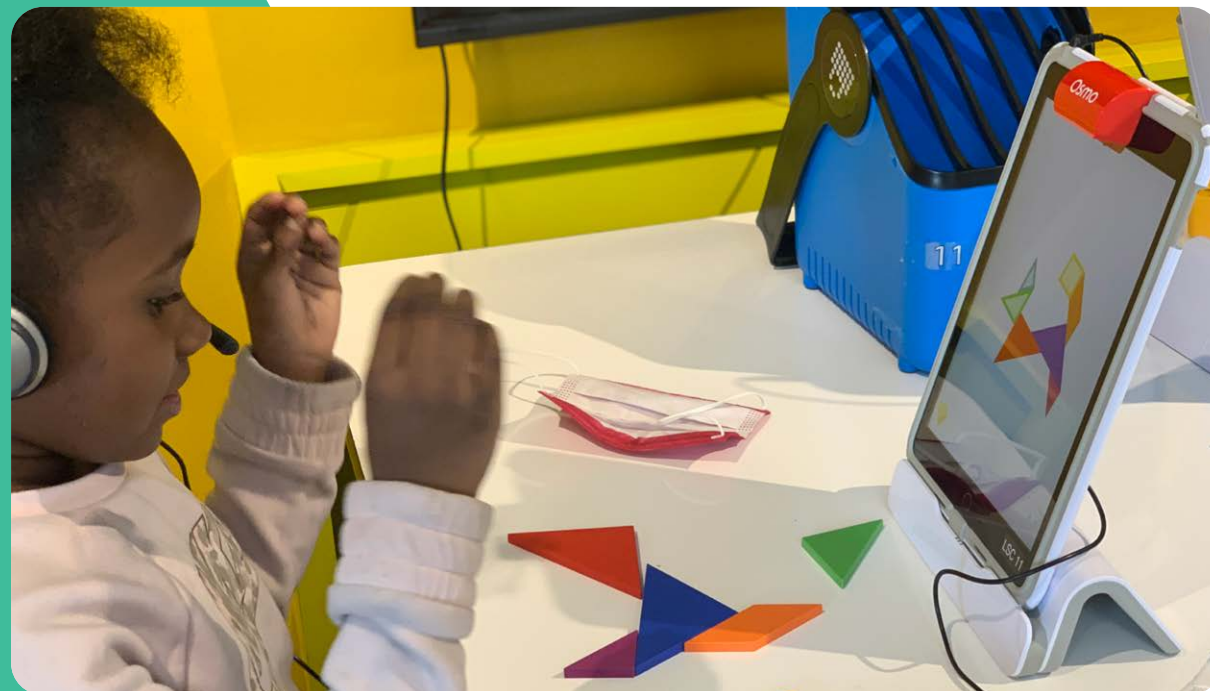
Caring for the Environment

Governance and Guiding
Principles

Empowering Students Around the World

Launched in Haiti in 2017, Jamf MATTER Innovation Hubs (MIH) are a 21st century classroom program designed to deliver the best learning opportunities to students around the globe, regardless of conditions. Innovation Hubs are built as full-solution learning environments to deliver technology enabled active learning, and to set students up with in-demand skills for future success.

Developed in partnership with MATTER, and sponsored by Jamf employees, the Jamf Nation Global Foundation and other partners, the Hubs are stocked with iPad, OSMO Learning manipulatives, Sphero education technology and dozens of educational apps to offer students the technology they need to expand their skills. The tools selected for use in the MIH program support physical-to-digital interaction and multiple input options such as touch, voice, and camera.



Collaborative and creative experience...anywhere.

MATTER is a global nonprofit on a mission to help people launch projects that improve communities. The MATTER Innovation Hub is the result of a collaborative partnership between Jamf and MATTER. Utilizing the latest technology, the Innovation Hub promotes active learning, problem solving, and creativity in a student-centered learning environment, for kids with limited or no access to critical skills and education for their future success.

Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

Empowering Customers

EMPOWERING
COMMUNITIES

Caring for the Environment

Governance and Guiding
Principles

Innovation Hubs are designed in self-sustaining, solar-powered shipping containers which can be deployed anywhere. Most facilities have more than 25 iPads for students and can support 300 to 600 learners. The Hubs aim to gradually shift the model of teaching and learning to a student-centered approach, creating enriching, engaging and personalized learning opportunities for any and every student.

Jamf Matter Innovation Hub Principles:

Engaging Environment: Promotes active learning, critical thinking, problem-solving skills, creativity and leadership development. Emphasizing the importance of gender equality in learning, the Innovation Hub is a safe, welcoming, student-empowering environment, providing equal opportunities for personal growth for tomorrow’s leaders.

Student-Centered Learning: The Innovation Hub learning environment provides for a gradual shift of teaching methods away from a traditional teacher-centric approach and toward a more enriching, engaging, and personalized student-centered focus. Using STEM/STEAM curriculum, the Innovation Hub prepares learners of all ages to meet the demands of tomorrow’s technological challenges.

Sustainable Design: Turnkey Apple classroom solution that includes solar power, Internet, networking, and app-based curriculum delivery for 250 kids for three years. Designed for ease of use, implementation and maintenance. Three-year support of all included equipment and systems.

The primary curriculum is centered around Apple’s Everyone Can Code and Everyone Can Create programming. The use of these curricula is facilitated by Jamf’s robust Apple device management to enable the sharing of devices with individual user accounts. Teachers can easily guide learning, minimize distraction and manage student devices with Jamf and Classroom, an Apple app that allows teachers to easily guide learning. The Hubs also utilize Apple School Manager, a web-based portal that provides a fast, streamlined way for IT to deploy Apple devices.

Thanks to Jamf and MATTER’s partnership, the MATTER Innovation Hubs are able to bring educational opportunities powered by technology to students around the globe. Jamf supports twelve Innovation Hubs in six countries—at locations including Haiti, Afghanistan, Uganda, Zimbabwe, Senegal, and Minnesota—with plans for additional hubs both inside and outside the U.S. in the coming years.

See Jamf Innovation Hubs in Action:

- [Zimbabwe site](#)
- Meet Terrance ([part 1](#) | [part 2](#))
- [Meet Tendi](#) from Mosi Au Tunya

Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

Empowering Customers

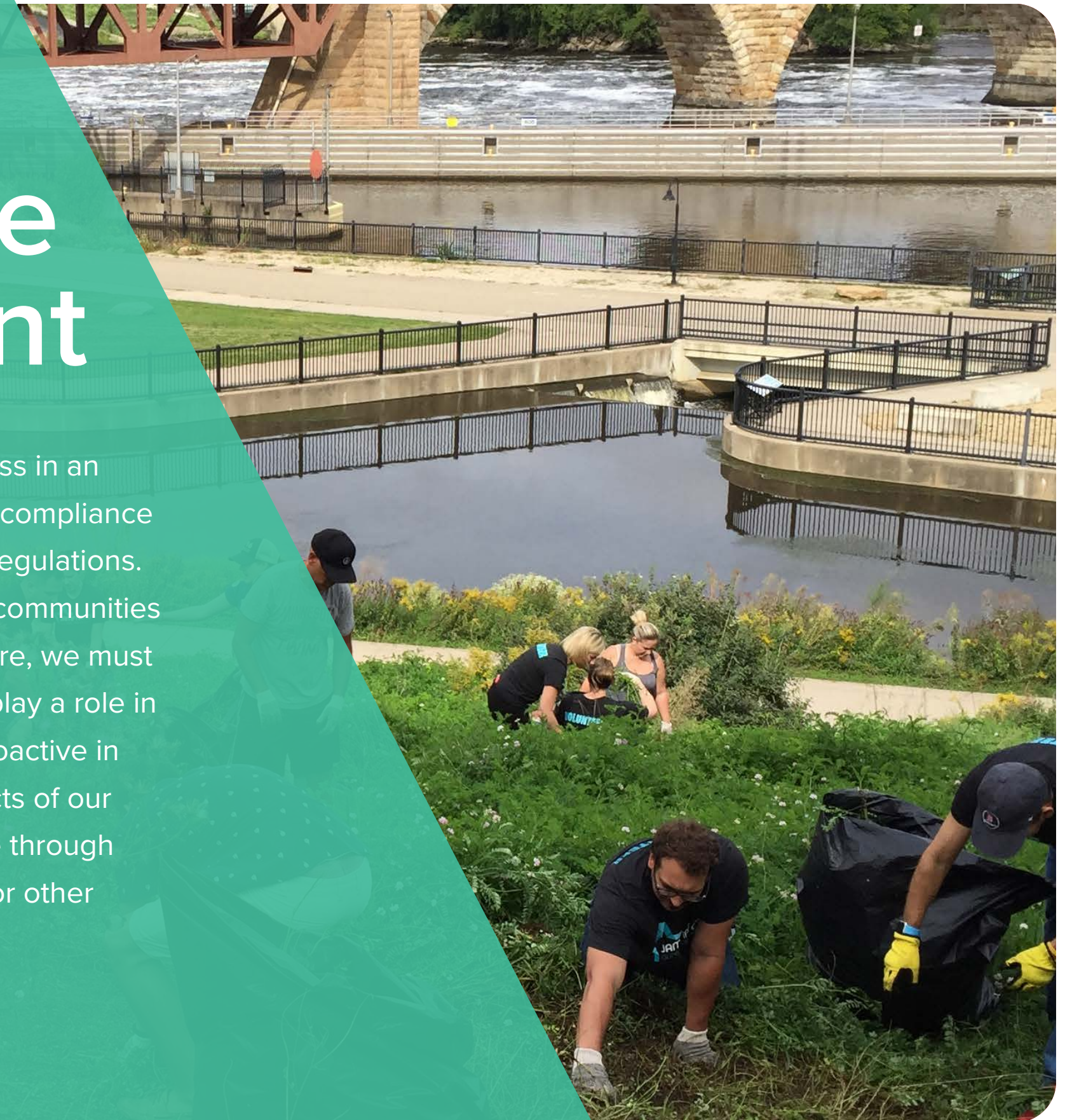
Empowering Communities

**CARING FOR THE
ENVIRONMENT**

Governance and Guiding
Principles

Caring for the Environment

Jamf is committed to conducting our business in an environmentally responsible manner and in compliance with all applicable environmental laws and regulations. We want to deliver value to our customers, communities and shareholders for the long term. Therefore, we must do our part in protecting our planet. We all play a role in this commitment, and ask all Jamfs to be proactive in helping to address the environmental impacts of our operations and daily activities, whether it be through waste minimization, efficient resource use, or other measures relevant to our business.



Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

Empowering Customers

Empowering Communities

CARING FOR THE ENVIRONMENT

Governance and Guiding Principles

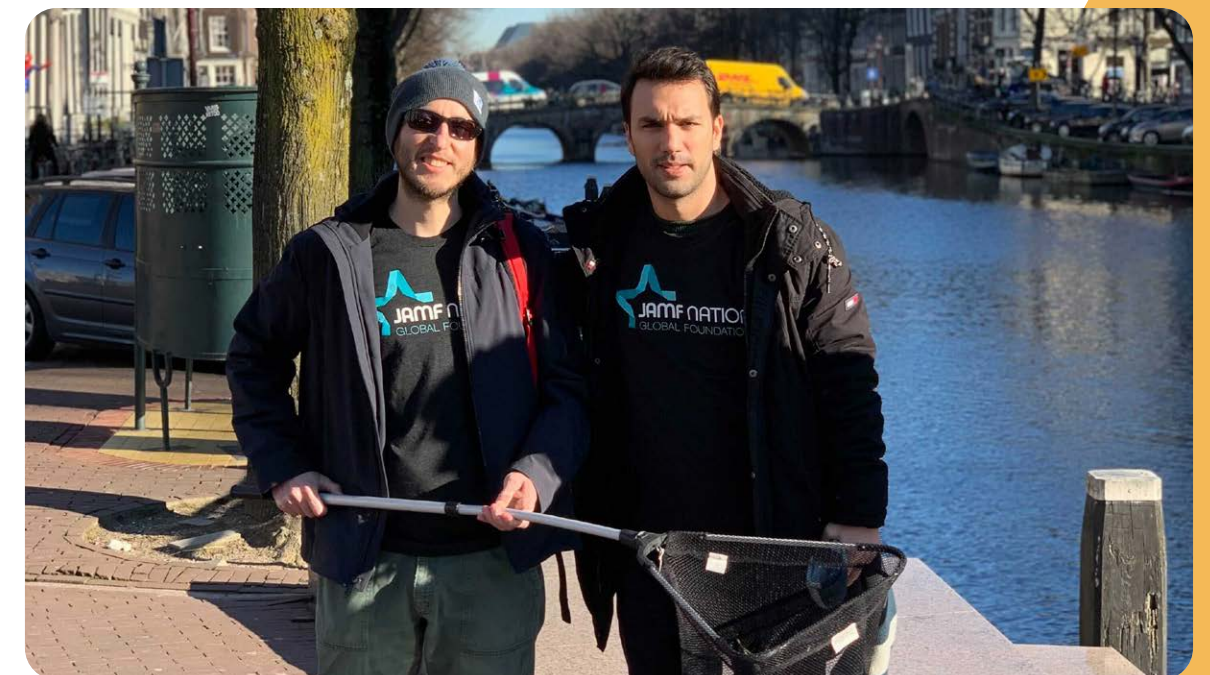
Our vision is to one day become carbon negative in our company operations. Reaching this lofty aim hinges on our ability to quantify our carbon footprint, and leverage opportunities to reduce the impact of our operations. In 2021, Jamf started using a new platform for energy and GHG emissions tracking. We are currently working on establishing a baseline for historical energy use and emissions, using data uploaded to the tool. Going forward, this system will help us better quantify and manage the impact of our operations, which are spread out in offices, and shared working spaces around the world.

Partnerships are also key to this effort. Given the nature of our business, the most significant source of emissions in our operations is related to data managed and stored in the cloud. Tools such as the AWS Customer Carbon Footprint Tool give us the ability to track, measure, review, and forecast the carbon emissions generated from our usage. The tool estimated 575.1 MTCO₂e emissions for Jamf in 2021.

Additionally, Jamf offset 2,222 MTCO₂ through a donation to Carbonfund.org. This donation supported the Envira Amazonia Rainforest Conservation Project that protect close to 500,000 acres of pristine rainforest, some of the highest biodiversity on the planet, and build schools and health clinics for rural forests communities.

Additional highlights from our environmental sustainability efforts include:

- Subsidized public transportation programs and provide bicycle storage for employees
- Installed solar offset on one of our major office buildings
- Provided compost waste services in our offices
- Introduced intelligent lighting systems that conserve energy and usage
- Provided green initiatives in our paid volunteer and philanthropic efforts
- Investing in a tool (software) to more effectively measure/manage GHG emissions
- Partnered with cloud providers that hold high sustainability standards



Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

Empowering Customers

Empowering Communities

Caring for the Environment

**GOVERNANCE AND
GUIDING PRINCIPLES**

Governance and Guiding Principles

We recognize the importance of a thoughtful approach to corporate citizenship and sustainability, as we believe operating our business in line with these principles drives long-term value for our stakeholders.



67,000+ organizations trust Jamf to manage and protect their Apple devices and ensure user and data privacy are safeguarded.

We continue to shape our programs to address key governance topics and remain committed to maintaining our focus and pursuing continuous improvement in the following areas:

Maintaining Trust and Managing Risk

Trust, the cornerstone of our relationships, is built with transparency and openness about our security practices and how we handle and safeguard data. With a “say as we do, do as we say” philosophy, we strive to ensure all stakeholders are confident in our words and encouraged by our actions. Our goal is to create an exceptional user experience while delivering the level of privacy and security necessary to meet customer needs and to earn and keep their trust.

Jamf’s enterprise risk management program helps us make better decisions and protect the things that matter to us and every stakeholder. This program includes evaluating our supply chain ensure there is no slavery or human trafficking in any part of our business or our supply chains.

Employee Ethics and Code of Conduct

Jamf’s Code of Conduct and Code of Ethics establish the foundation for our choices and actions. The guidelines provided within help our employees and executives make decisions that are aligned with our values. This foundation is the core of our culture.

Jamf strictly prohibits paying bribes or making any other improper payments in the course of any of its business operations, and encourages all employees to speak up if they see anything they believe is illegal, unethical, or that doesn’t live up to our values. We provide confidential reporting methods for all employees to report issues, directly and anonymously, to the Audit Committee. Jamf does not tolerate retaliation against anyone who raises concerns or questions regarding illegal, unethical, or inappropriate behavior that he or she reasonably believes to have occurred.



Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

Empowering Customers

Empowering Communities

Caring for the Environment

**GOVERNANCE AND
GUIDING PRINCIPLES**



The Jamf Code of Conduct outlines our commitment to compliance with applicable laws and regulations, including anti-corruption, conflicts of interest, financial record keeping, anti-harassment, and anti-discrimination, among others.

For additional details please visit the Jamf Trust Center at jamf.com/trustcenter

Privacy and Data Security

At Jamf, we practice what we preach. Security is built into all Jamf products. We employ numerous industry-leading security controls to safeguard customer data, including:

- **Aurora RDS Encryption:** Jamf Cloud uses an external, third-party SSL certificate for the Jamf Pro web app. In addition, Jamf Cloud uses TLS 1.2 and AES-256 bit encryption for data at rest and in transit between a managed endpoint and the Jamf Pro server.
- **Logical Data Separation:** Data is kept logically separate on various layers throughout the Jamf Cloud infrastructure. Only processes and threads such as queries within an authenticated organization's context may access that organization's data. This restriction applies to all data and processes/threads, both in memory and on disk.
- **Database Backups & Recovery:** Databases are continuously replicated to another server in a different data center. A snapshot of each database is taken every 24 hours and may be used to restore data if a critical event occurs. Jamf Cloud uses application and database servers in multiple data centers to provide high availability and recovery in case of service outage.
- **Dedicated Security Operations Team:** We have a dedicated global team of engineers to monitor cloud availability and ensure the highest uptime is achieved for our customers.

Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

Empowering Customers

Empowering Communities

Caring for the Environment

**GOVERNANCE AND
GUIDING PRINCIPLES**

Jamf needs to obtain and process certain information about individuals during our course of business. Employees are obligated to protect Jamf’s confidential information at all times. We do not disclose confidential information to anyone outside of Jamf except when disclosure is required for business purposes, and take appropriate steps, such as execution of a non-disclosure agreement, to prevent misuse.

We understand the importance of data privacy and work to ensure data protection is considered in every decision we make. Jamf has established a privacy approach that is board designed to direct our actions and help us honor our commitments to protect customer data. Our approach to safeguarding customer privacy is based on three principles:

- **Compliance:** Achieve and maintain compliance with privacy laws and regulations.
- **Trust:** Build and maintain the trust of our customers, partners, and employees.
- **Culture:** Foster an organization-wide culture of “Privacy by Design.”

In addition, self-reporting obligations in some global jurisdictions require Jamf to identify any data loss or security breach and proactively report to, and work with, local agencies to mitigate risks and losses. Accordingly, it is the responsibility of each Jamf employee to notify Legal, Compliance, or Information Security immediately upon suspecting or identifying any such breach or loss.

Further details can be found at jamf.com/privacy-policy

Modern Slavery Statement

At Jamf we have a zero-tolerance policy for modern slavery of any kind. We are committed to acting ethically and with integrity in all our business dealings and relationships. We are actively monitoring our business relationships and enforcing effective systems/controls to ensure modern slavery is not taking place anywhere in our own business or in any of our supply chains.

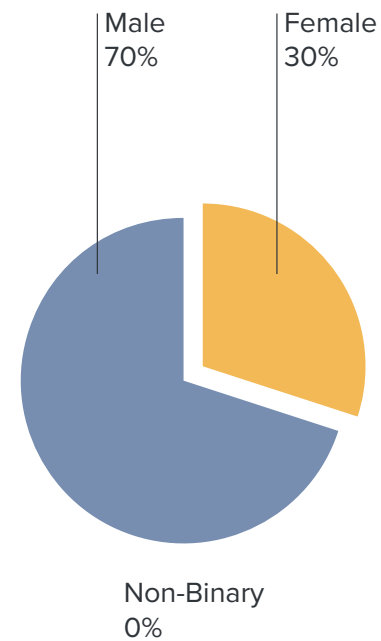


Board Diversity

The information below provides certain highlights of the composition of our Board as of March 31, 2022. Each of the categories listed in the table below has the meaning set forth in Nasdaq Rule 5605(f).

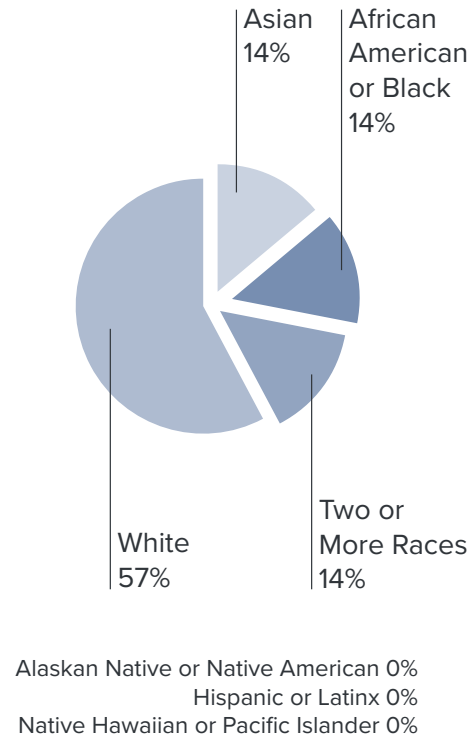
Total Number
of Directors **10**

Part 1: Gender Identity

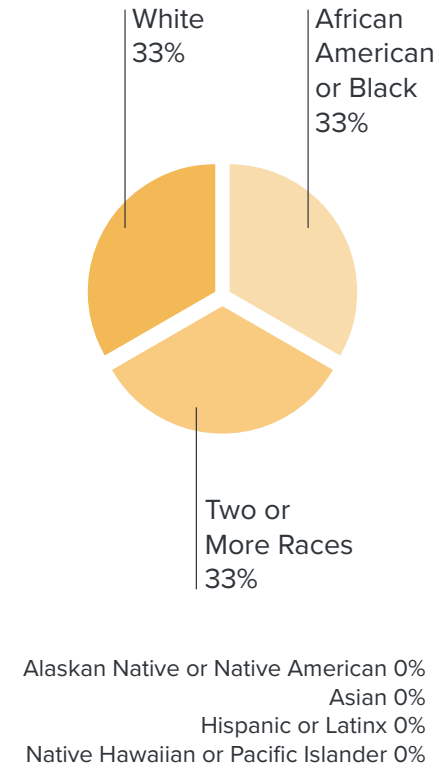


Part 2: Demographic Background

MALE



FEMALE



Compliance

Compliance and certification.



SOC 2



ISO 27001



Cloud Security Alliance



Privacy Shield

Memberships



OWASP



FBI InfraGard



ISACA



CIS Benchmark

Introduction

CEO Letter

About the Report

About Jamf

Business Overview

Values & Purpose

Empowering Our People

Empowering Customers

Empowering Communities

Caring for the Environment

**GOVERNANCE AND
GUIDING PRINCIPLES**

SASB Metrics

Code	Topic	2021
TC-SI-130a.1	Environmental Footprint of Hardware Infrastructure	Jamf does not currently report on energy consumption but plans to assess this further and evaluate disclosure in the future.
TC-SI-130a.2	Environmental Footprint of Hardware Infrastructure	Jamf does not currently report on water consumption but plans to assess this further and evaluate disclosure in the future.
TC-SI-130a.3	Environmental Footprint of Hardware Infrastructure	Jamf currently uses third-party data centers. Our partner, AWS, has publicly disclosed how they address environmental risks while incorporating sustainability considerations into the design of their data centers.
TC-SI-220a.1	Data Privacy & Freedom of Expression	Jamf has established policies and processes for material compliance with laws and regulations regarding advertising in every country we operate. Our policies and practices regarding user privacy can be found in our Trust Center .
TC-SI-220a.2	Data Privacy & Freedom of Expression	Jamf only uses user information for the reasons described in our Software License and Service Agreement, Data Processing Agreements for Jamf Customers and our Privacy Policy all of which are publicly available in our Trust Center .
TC-SI-220a.3	Data Privacy & Freedom of Expression	Monetary losses are disclosed in our 10-K filing with the SEC. In 2021, Jamf did not have any material monetary losses as a result of legal proceedings associated with user privacy.
TC-SI-220a.4	Data Privacy & Freedom of Expression	In 2021, Jamf did not have any law enforcement requests for user information. More details about user information requests can be found in our Trust Center .
TC-SI-220a.5	Data Privacy & Freedom of Expression	Jamf has established policies and processes for material compliance with laws and regulations in every country we operate including, but not limited to, requirements under the Foreign Corrupt Practices Act and Export Control Regulations.

Introduction

- CEO Letter
- About the Report
- About Jamf
 - Business Overview
 - Values & Purpose

Empowering Our People

Empowering Customers

Empowering Communities

Caring for the Environment

**GOVERNANCE AND
GUIDING PRINCIPLES**

SASB Metrics

Code	Topic	2021
TC-SI-230a.1	Data Security	Material breaches are disclosed in our 10-K filing with the SEC. In 2021, Jamf did not have significant data breaches.
TC-SI-230a.2	Data Security	Jamf maintains a robust information security program that is managed by our Chief Information Security Officer. Information security practices are reviewed regularly and based on widely adopted industry security and risk management frameworks and standards (ISO 27001, SSAE 16, etc.) which include identification, assessment, internal reporting, monitoring, and management of risks. Our Board of Directors reviews data privacy and cybersecurity strategies and risks and our Audit Committee has oversight over risk mitigation related to cyber threats. In addition, we provide annual information security and compliance training to all of our employees.
TC-SI-330a.1	Recruiting & Managing a Global, Diverse & Skilled Workforce	Metrics are provided in the Empowering Our People section of this report.
TC-SI-330a.2	Recruiting & Managing a Global, Diverse & Skilled Workforce	Employee engagement was 76% in 2021.
TC-SI-330a.3	Recruiting & Managing a Global, Diverse & Skilled Workforce	Metrics are provided in the Empowering Our People section of this report.
TC-SI-520a.1	Intellectual Property Protection & Competitive Behavior	Monetary losses are disclosed in our 10-K filing with the SEC. In 2021, Jamf did not have any material monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations.
TC-SI-550a.1	Managing Systemic Risks from Technology Disruptions	Jamf provides day-to-day availability of our products at status.jamf.com which can also be found via our Trust Center . Performance issues and service disruptions material to our operations or financial results, if any, are disclosed in our 10-K filing with the SEC.
TC-SI-550a.2	Managing Systemic Risks from Technology Disruptions	Business continuity risks and disruptions are discussed in our 10-K filing with the SEC.