



2024

PURPOSE &
IMPACT REPORT





2024
PURPOSE &
IMPACT REPORT

INTRODUCTION

► Living by Our Values

A Letter from our CEO

About the Report

About Jamf

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Living By Our Values

Our values of selflessness and relentless self-improvement form the core of our culture, and guide our decisions and actions every day. At Jamf, we share a devotion to doing the right thing, helping our customers, communities, and teammates become their absolute best. For us, corporate responsibility is not a project or a program, it is a reflection of who we are and what we believe.





A Letter from our CEO



John Strosahl | Chief Executive Officer

INTRODUCTION

- Living by Our Values
- ▶ **A Letter from our CEO**

- About the Report
- About Jamf

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Jamf’s mission and values continue to be evident in everything we do. Today, we are better poised than ever to provide support for Apple devices at scale. We are a single-vendor solution for everything organizations need to manage and secure their Apple environments. In 2023, Jamf rolled out key product enhancements that span device management, endpoint security, Zero Trust Network Access (ZTNA), and Single Sign-On (SSO) that received recognition among leading technology analyst firms. We have huge opportunities to help our customers secure and protect their Apple fleets in 2024 and beyond. And here is where our value of relentless self-improvement has, and will continue to, drive our innovation.

Our commitment to help customers meet the highest security standards was also exemplified by attaining StateRAMP Ready status for Jamf Pro and Jamf School, which 24 U.S. states recognize and accept for products utilized by their K12 school districts. This gives education customers the confidence they need to comply with industry standards, providing a standardized approach to ensure the cloud service suppliers they are working with meet the required cybersecurity standards.

Shortly after taking over as CEO, I was fortunate enough to participate in JNUC 2023. My favorite part of these events is talking 1:1 to our customers. I met with multiple customers, across industries, that had recently gone “all in” with Jamf and were thrilled about the progress they were making toward Trusted Access, and the ease they felt being able to act swiftly with the entire Jamf platform behind them. Through these conversations, I felt the value of selflessness reflected in the feedback I received, which embodies the tireless focus of Jamf employees to help our customers succeed with Apple.

I also had the opportunity to have many in-person conversations with our employees while visiting Jamf global offices. In these, I heard how proud they are to work at Jamf, the positive effect that our community initiatives have in their lives, and how empowered they feel to make an impact in their communities. Together, we supported 1,318 causes in 39 countries. Educational efforts continued being a staple of Jamf’s community focus during 2023. Jamf continued supporting high school internship programs including the launching of the Matter Career Readiness Institute and the tech-focused Code2College initiative.

Also in 2023, we took a closer look at how we invest in carbon credits projects, to better support our offset efforts. For the first time, Jamf invested in renewable energy certificates and supported certain tech-oriented removal projects. We also continued supporting global clean-up efforts, following the lead of localized Jamf employees who sign up every year to aid in these environmental initiatives.

As I begin my first full year serving as Jamf CEO, I feel inspired by the dedication and talent each of our employees brings to the table and how I see that passion for innovation and commitment to excellence extending to our customers. This unique group of individuals has fostered a close-knit community within Jamf as well as our Jamf Nation customers, partners, and leading analyst groups—working selflessly, and relentlessly self-improving at every opportunity.

Looking forward to 2024, I am genuinely excited about the possibilities that await us. The landscape is dynamic, and Jamf is ready with dynamic solutions and a dynamite team.

John



2024

PURPOSE &
IMPACT REPORT

INTRODUCTION

Living By Our Values
A Letter from our CEO

► **About the Report**

About Jamf

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

About the Report

This report summarizes Jamf’s strategic commitments and management approach to the environmental, social, and governance topics we believe are 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 Standards 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, 2023.





2024
PURPOSE &
IMPACT REPORT

INTRODUCTION

- Living By Our Values
- A Letter from our CEO
- About the Report
- ▶ About Jamf

- EMPLOYEE EXPERIENCE
- CUSTOMER EXPERIENCE
- COMMUNITY RELATIONS
- ENVIRONMENT
- GOVERNANCE
- APPENDIX

About Jamf

Empowering people by simplifying work

Jamf—the standard in managing and securing Apple at work—is the only company in the world that provides a complete management and security solution for an Apple-first environment that is designed to be enterprise secure, consumer simple, and protective of personal privacy. The Jamf platform allows users to feel empowered and productive, while also aiming to provide the highest levels of protection for devices and sensitive company data—regardless of where work happens. We are a company composed of selfless and relentless self-improvers dedicated to a shared purpose: to empower people by simplifying work.





2024

PURPOSE &
IMPACT REPORT

INTRODUCTION

Living By Our Values
A Letter from our CEO
About the Report

► **About Jamf**

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Jamf Product Overview

MANAGE MANAGE ECOSYSTEM OF DEVICES, CLOUD, AND WORKFLOWS

Jamf Pro The Apple management standard built for IT pros

Jamf Now Streamlined device management and security, no IT required

Jamf School Empowering educators and efficient classroom management

SECURE IDENTIFY ENCRYPTED ACCESS, PROTECTED FROM THREATS

Jamf Connect Streamlined provisioning, authentication, identity management, and modern zero trust access

Jamf Protect Endpoint security, web filtering, mobile threat defense, and remediation

Jamf Safe Internet Purpose-built filtering and network threat protection for educators

Jamf Executive Threat Protection Advanced detection & response for mobile devices

EXTEND CUSTOMIZED INDUSTRY WORKFLOWS—HEALTHCARE, EDUCATION, ETC.

Education Teacher, Student, and Parent apps

Healthcare Patient Experience, Clinical Communications, Virtual Visits

Cross Industry Setup and Reset for Shared Devices and Workflows

Developer Workflows Jamf API and Marketplace



INTRODUCTION

- Living By Our Values
- A Letter from our CEO
- About the Report

► About Jamf

- EMPLOYEE EXPERIENCE
- CUSTOMER EXPERIENCE
- COMMUNITY RELATIONS
- ENVIRONMENT
- GOVERNANCE
- APPENDIX

By The Numbers

75,300 customers worldwide, including:

8 ^{OF} THE 10

largest companies, as ranked by Fortune 500

8 ^{OF} THE TOP 10

technology companies, as ranked by Fortune 500

8 ^{OF} THE 10

largest U.S. school districts, as ranked by Niche

10 ^{OF} THE 10

largest U.S. banks, as ranked by Bankrate.com

15 ^{OF} THE TOP 15

global universities, as ranked by *U.S. News & World Report*

16 ^{OF} THE TOP 20

U.S. hospitals, as ranked by *U.S. News & World Report*

32.3 million devices

>30,000 customers running both a Jamf management and Jamf security solution

> 2,700 global employees

86% of employees say Jamf is a great place to work*

*According to Jamf's annual employee engagement survey conducted in September 2023.



2024
PURPOSE &
IMPACT REPORT

INTRODUCTION

- Living By Our Values
- A Letter from our CEO
- About the Report
- ▶ **About Jamf**

- EMPLOYEE EXPERIENCE
- CUSTOMER EXPERIENCE
- COMMUNITY RELATIONS
- ENVIRONMENT
- GOVERNANCE
- APPENDIX

Jamf Values & Purpose:

Our mission:

To help organizations succeed with Apple



Our purpose:

To empower people by simplifying work



Our values:

Selflessness and relentless self-improvement





2023 Highlights

2024

PURPOSE &
IMPACT REPORT

INTRODUCTION

- Living By Our Values
- A Letter from our CEO
- About the Report

► **About Jamf**

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

▶ **Jamf Executive Threat Protection Launch**

Jamf Executive Threat Protection—an advanced detection and response tool designed for mobile devices—provides organizations with an efficient, remote method to monitor devices and respond to advanced attacks, reducing investigation periods from weeks to minutes.

▶ **Jamf Learning Hub Launch**

Jamf Learning Hub (learn.jamf.com) provides a unified and intuitive experience for searching and accessing all our published technical product content, from getting started to advanced topic guides and training videos.

▶ **Jamf Pro 11.0 Launch**

The same powerful management workflows for device and app management our customers are accustomed to, now has a fresh and modern look for a more versatile and enjoyable experience, paired with new exciting features including important accessibility components.

2023 Awards

Corporate Vision Security Award
Most Advanced Workplace Device Management

Computing Security Awards
Mobile Security Solution of the Year

Enterprise Security Tech
Cyber Top 20

Frost & Sullivan
Endpoint Security Leader

Fortune Magazine
Best Workplaces For Women™

Great Place to Work®
certified

U.S. News & World Report
Best Technology Companies To Work For

INTRODUCTION

► **EMPLOYEE EXPERIENCE**

Diversity, Equity, Inclusion, and Belonging
Talent Recruitment, Development, and Engagement
Looking ahead

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Employee Experience

At Jamf, people are at the core of everything we do. We are a global team of free-thinkers, can-doers, and problem-crushers dedicated to a shared purpose to help organizations succeed with Apple. We are resolute in maximizing productivity for our clients while staying dedicated to the whole employee experience—as we strive to ensure the emotional, physical, and financial well-being of our teams. We believe in an open, flexible culture based on respect and trust. We unite around common goals while respecting personal approaches, believing that fulfilled individuals create a thriving, vibrant workplace. We lean on each other, we support each other, and everyone is willing to help, always. Above it all, waves our banner of #OneJamf—and the knowledge that when we stand together, we accomplish so much more than we ever could alone.



INTRODUCTION

▶ **EMPLOYEE EXPERIENCE**

Diversity, Equity, Inclusion, and Belonging
Talent Recruitment, Development, and Engagement
Looking ahead

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

2,767
global employees

33%
of new hires in
2023 were women



93%
voluntary retention rate

77%
employee engagement*



86%
say Jamf is a great place to work**



* Employee engagement—assessed based on the responses to the following questions:

1. I am proud to work for Jamf
2. I would recommend Jamf as a great place to work
3. I see myself still working at Jamf in two years' time
4. Jamf motivates me to go beyond what I would in a similar role elsewhere

** According to Jamf's annual employee engagement survey conducted in September 2023.

INTRODUCTION

EMPLOYEE EXPERIENCE

► Diversity, Equity, Inclusion, and Belonging

Talent Recruitment, Development, and Engagement

Looking ahead

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Diversity, Equity, Inclusion, and Belonging

At Jamf, we believe in embracing the differences that make us stronger. To that end, we work on creating an inclusive environment in which all Jamf employees belong. Together, we propel Jamf to be a global leader fostering parity and fairness in the workplace. We strive to cultivate a culture where the intersection of diverse experiences, perspectives, and ideas is recognized and celebrated.

At Jamf, our DEIB efforts aim to foster a culture of inclusion and belonging that reinforces the employee experience while unlocking and embracing teamwork, respect, and innovation to enhance business impact. Our DEIB strategy consists of four pillars:

- 1. Culture:** Align actions and activities at all levels to strengthen and advance diversity and equity in the workforce and establish a culture of inclusion and belonging.
- 2. Career:** Attract, hire, develop, engage, and retain a high-performing inclusive workforce that optimizes the employee experience and is reflective of our global community.
- 3. Community:** Enhance the global awareness of DEIB, and encourage employee participation while strengthening the communities that surround us.
- 4. Communication:** Establish a robust communication strategy that enhances key messages, fosters dialogue, and reinforces Jamf’s commitment to diversity, equity, inclusion, and belonging.





INTRODUCTION

EMPLOYEE EXPERIENCE

► Diversity, Equity, Inclusion, and Belonging

Talent Recruitment, Development, and Engagement

Looking ahead

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

CEO Action Pledge

CEO Action for Diversity & Inclusion™ is the largest CEO-driven business commitment to advancing DEIB within the workplace. Jamf proudly announced its participation in the initiative, which brings together business leaders from various industries to foster a more inclusive workplace environment and drive meaningful change. The Pledge is part of Jamf’s ongoing commitment to creating a more fair and inclusive society while championing a diverse workforce and promoting a culture of belonging.

PowerToFly Partnership

In 2023, Jamf was proud to partner with PowerToFly, a leading international and intersectional diversity platform to further strengthen our DEIB recruiting strategies. PowerToFly’s mission is to fast-track economic equity by upskilling and connecting underrepresented talent to roles in highly visible sectors and providing them with the tools and support to thrive.

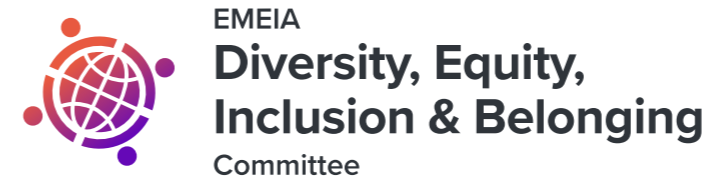
The partnership strengthens Jamf’s talent pipeline through the engagement of underrepresented talent, advances our hiring practices, provides tools and training to support diversity recruiting initiatives, and demonstrates Jamf’s commitment to DEIB to the thousands of diverse professionals visiting PowerToFly every day.

Employee Resource Groups (ERGs)

ERGs, a key component of our DEIB efforts, provide Jamfs with opportunities to strengthen bonds, build community, and support a vibrant and thriving Jamf culture. Our 2023 ERGs included:



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.



NEW IN 2023

EMEIA I&D@Jamf is dedicated to empowering diversity, equity, inclusion, and belonging throughout EMEIA. Our global ERG facilitates events and content to bring awareness and celebrate our local communities' unique experiences and perspectives.



NEW IN 2023

LatinX@Jamf is dedicated to embracing and celebrating our cultural identity and inviting all Jamfs to drive awareness of the LatinX Community.



Proud@Jamf empowers the safe and authentic expression of all LGBTQ+ Jamfs, educates the Jamf community at large about pertinent social issues, and engages and establishes connections with the larger LGBTQ+ forums within our own communities.



The Shades of Jamf provides empowerment, resources, and connection for BIPOC Jamfs and allies to express themselves freely, unapologetically, and authentically.



Women@Jamf provides the women of Jamf and allies with a creative and collaborative space to share ideas, learn and support each other—at Jamf and beyond.

INTRODUCTION

EMPLOYEE EXPERIENCE

► Diversity, Equity, Inclusion, and Belonging

Talent Recruitment, Development, and Engagement

Looking ahead

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

FEATURE:

Empowering Women And Nurturing Greater Gender Diversity



Increasing gender diversity has become a popular talking point in the tech industry. But, women remain underrepresented in tech with a projection to occupy just 25% of jobs, according to Deloitte Insights, 2022.

Jamf aims to address this disparity by providing advancement opportunities and nurturing greater gender diversity. **As of December 31, 2023, women**

accounted for nearly 40% of the management positions at Jamf, exceeding the rates typically seen in the technology industry. Furthermore, our worldwide women’s retention rate during 2023 matched our overall voluntary retention rate of 93%.

The Women@Jamf Mentorship Program pairs experienced employees as mentors with early career mentees who meet regularly, fostering professional development and career growth. In 2023, the program included 51 mentors and 110 mentees, with participants ranging from entry level to C-level, and across all departments and geographies.

“This was one of the best decisions I’ve ever made for my work career, especially while working from home. It’s given me the connections I wanted with other strong women at Jamf, as well as a road map for success on the next steps for my career. Most importantly a sounding board when things were not going as well as I would have liked. I wish everyone could do this program!”

Women at Jamf Mentorship Program Participant (Mentee)

INTRODUCTION

EMPLOYEE EXPERIENCE

► Diversity, Equity, Inclusion, and Belonging

Talent Recruitment, Development, and Engagement

Looking ahead

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Jamf was honored to be named among Fortune’s Best Workplaces For Women™, an honor earned through the Great Place To Work® evaluation of what women themselves report about their daily experiences at work. To be considered for the award, a company must employ at least 50 women, have at least 20% of non-executive managers who are women, and at least one executive who’s a woman.



“At Jamf, we are committed to cultivating an inclusive and supportive work environment that enables all of our employees to thrive. We are proud to offer a flexible work environment, encourage a ‘lead with trust’ philosophy from the top down, and support our employee resource groups, including Women@Jamf, in impacting workplace culture. It is due to the dedication and talents of Jamfs from diverse backgrounds that we continue to be recognized as a top workplace year after year. We are proud of this achievement and grateful to every employee who contributes to making Jamf such an outstanding place to work.”

Michelle Bucaria, Chief People Officer

INTRODUCTION

EMPLOYEE EXPERIENCE

► Diversity, Equity, Inclusion, and Belonging

Talent Recruitment, Development, and Engagement

Looking ahead

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

FEATURE:

A Life Changing Operation For Egyptians In Need

Egypt is a country commonly associated with romantic imagery of the pyramids and holidays by the Red Sea—but for many Egyptians, daily life is a lot less glamorous.

Nearly one-third of Egyptians live in poverty, and work can be hard to find. For Egyptians with disabilities, the task of providing for their families can be even more daunting. Most available jobs involve physical labor, and there is little governmental support for education, training, or job creation programs.

Al Orman, an independent Egyptian non-profit organization, works in the poorest communities across the country to ensure people’s basic needs for food, housing, healthcare, and greater economic opportunities are addressed—including programs that support disabled populations.

Thanks to support from the Jamf Nation Global Foundation (JNGF) Directed Giving program, through a \$6,000 donation from the Accessibility@Jamf ERG, Al Orman performed operations for 22 people suffering from advanced cataracts—a condition which, if left untreated, can lead to blindness. The procedure gave beneficiaries the ability to carry out their jobs, and provide for their families in ways that would not have been possible prior to the operations.



“Al Orman had an open clinic day to get your eyes checked and it confirmed I had a terrible case of cataract[s]. I was put on a list and thankfully with the support of the donor I was able to get surgery which was very successful. I would like to thank the donor very much for their support”

Ibrahim Abu El Sayed

INTRODUCTION

EMPLOYEE EXPERIENCE

Diversity, Equity, Inclusion, and Belonging

► Talent Recruitment, Development, and Engagement

Looking ahead

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Talent Recruitment, Development, and Engagement

In 2023 Jamf launched its formal diversity recruiting strategy as part of our ongoing commitment to championing underrepresented talent. The strategy extends throughout the employee lifecycle, strengthens and enhances diversity and equitable hiring practices, and helps to ensure a robust pipeline of diverse, high-performing talent.

Our newly structured hiring toolkit incorporates a DEIB focus, and further empowers hiring managers and interview teams. ERG/Talent Acquisition Ambassadors are individuals within Jamf who foster greater connections and collaboration between ERG leaders and the Talent Acquisition team. Ambassadors further bolster our DEIB efforts and help to ensure new hires feel a sense of inclusion and belonging from day one.



Inclusive Leadership Program

Designed to equip Jamf People Leaders with the skills to champion DEIB, Jamf’s Inclusive Leadership Program is a transformative initiative that represents a significant milestone in our organization’s commitment to fostering inclusive leadership. To date, over 200 Jamf leaders have participated in the program.

The program helps People Leaders raise their understanding of DEIB, including awareness of unique perspectives, ideas, and employee experiences; enhance their multicultural intelligence; learn to promote open and honest communication with employees from diverse backgrounds; recognize and address unconscious biases; and drive innovation and high-performing diverse teams.

Learning & Development by the numbers

15

New Employee Summits,
onboarding hundreds of new
Jamfs across the globe

205

People Leaders participated in
the first module of our Inclusive
Leadership Program

37

People Leaders completed
our manager bootcamp

988

People Leaders participated
in Manager Summits

59

People Leaders participated in workshops on topics
including Feedback & Coaching, Navigating Honest
Conversations, and Objective Setting



Health & Well-being

Jamf is committed to caring for the health and well-being of our employees and their families. We believe providing highly competitive and equitable benefits will help us attract, retain, and motivate the best talent. We are committed to enhancing the “whole employee experience” by focusing on the benefits that matter most to our employees, cultivating the financial, physical, and mental well-being of our Jamfs to be their best selves at work by:

- ▶ Helping our employees save for their future, minimize the financial impact of health events, and work toward their financial goals.
- ▶ Taking care of employee health and helping employees take care of the health of their families.
- ▶ Offering inclusive health benefits that support the diverse populations at Jamf.
- ▶ Encouraging a flexible work-life balance that leads to higher employee satisfaction, productivity, and overall well-being.
- ▶ Cultivating an environment of selflessness and relentless self-improvement by providing time and resources for employees to support our communities and the causes they care about.

Our inclusive health benefits support Jamf’s diverse populations with resources and support, including mental health resources. Jamf employees can access a range of services from qualified medical professionals, including low- and no-cost counseling, virtual support, and a host of additional materials available on a case-by-case basis.

Health & Well-being by the numbers:

- ▶ 0 Fatalities because of work-related injuries
- ▶ 0 High-consequence work-related injuries (excluding fatalities)
- ▶ 0 Number of recordable work-related injuries

Actions taken or underway to eliminate these hazards and minimize risks:

Jamf provides information on ergonomics, and conducts Health & Safety risk assessments





Jamf Employees by the numbers:

2024
PURPOSE &
IMPACT REPORT

60%
USA

33%
EMEIA

6%
APAC

Less than
1%
CANADA

Less than
1%
LATAM

INTRODUCTION

EMPLOYEE EXPERIENCE

Diversity, Equity, Inclusion, and Belonging

► Talent Recruitment, Development, and Engagement

Looking ahead

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

| Employees by Gender (Global) | Non-Technical | Technical | Non-Executive | Executive |
|---|---------------|-----------|---------------|-----------|
| Women | 36.2% | 20.2% | 36.9% | 37.3% |
| Men | 63.4% | 78.0% | 62.9% | 62.7% |
| Not Disclosed | 0.3% | 1.7% | 0.2% | 0.0% |
| Employees by Race & Ethnicity (U.S. Only) | Non-Technical | Technical | Non-Executive | Executive |
| Asian | 4.1% | 7.3% | 3.9% | 11.4% |
| Black or African American | 4.2% | 6.2% | 1.6% | 2.3% |
| Hispanic or LatinX | 4.8% | 1.5% | 3.3% | 4.5% |
| Native or Indigenous | 0.6% | 0.4% | 1.0% | 0.0% |
| Other | 2.0% | 1.5% | 2.0% | 0.0% |
| White | 68.6% | 67.6% | 78.8% | 70.5% |
| Not Disclosed | 15.7% | 15.4% | 9.4% | 11.4% |

1. Totals may not sum 100% due to rounding.
2. Executive data includes roles with Vice President titles and above.
3. Non-executive roles include people managers not included in Executive roles.
4. Technical roles include employees with a high level of technical skill and development, as defined by their job description.
5. Non-technical roles include all other employees not defined as management or technical staff.
6. This report uses the terms “women” and “men” to accurately reflect employee self-identification in the existing data fields in our HR system. Jamf recognizes that these terms may not represent all individuals and deeply respects that gender may not be binary for everyone.

INTRODUCTION

EMPLOYEE EXPERIENCE

Diversity, Equity, Inclusion, and Belonging
Talent Recruitment, Development, and Engagement

▶ Looking ahead

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Looking ahead

Here's what we're looking forward to in 2024:

▶ **ERG Veterans@Jamf (NEW in 2024):**

Honors, supports, and empowers military veterans, active-duty service members, military spouses, and allies by fostering a workplace culture that values their unique strengths. Through mentorship, advocacy, and community involvement, we aim to provide a supportive network for veterans and allies to thrive in their careers.

▶ **ERG APAC I&D@Jamf (NEW in 2024):**

A vital community within Jamf, dedicated to fostering inclusion and belonging across the Asia-Pacific region. We celebrate the varied APAC cultures, perspectives, and experiences, empowering individuals to unlock their full potential. Through networking, mentorship, and skill-building initiatives, this new Jamf ERG will assist in identifying and supporting the unique needs of APAC employees, promoting multicultural understanding and strengthening Jamf's global presence.

▶ **Launching Jamf ERG Mentorship Program:**

A cornerstone for both personal and professional growth, nurturing DEIB at its core. We're dedicated to cultivating an environment that celebrates the unique perspectives and backgrounds of all participants. Here, Jamfs from all walks of life unite for personal and professional development. Our six-month initiative provides tailored support and resources, recognizing and celebrating the unique needs of every individual. Embracing the wealth of Jamf's diversity, our mentorship platform fosters a dynamic exchange of ideas and experiences. Through this ERG-led initiative, we reinforce a community where all members feel valued, respected, and empowered to thrive.

▶ **Strengthening diversity recruiting strategy:**

Continuous commitment to empowering diverse employee recruitment through sustained investment in programs like the Inclusive Leadership Series, hiring manager toolkit, and ongoing partnerships like PowertoFly, complemented by comprehensive training.

INTRODUCTION

EMPLOYEE EXPERIENCE

► **CUSTOMER EXPERIENCE**

Innovation and continuous improvement

Customer engagement & advocacy programs

Looking ahead

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Customer Experience

Everyday, 75,300 customers around the world depend on Jamf to manage and secure their devices. But the Jamf customer experience is about more than just our industry-leading products and services. Jamf customers comprise a flourishing community of IT and security professionals committed to strengthening their organizations, advancing their careers, and supporting each other on the journey. Our customers share our core values of selflessness and relentless self-improvement—maybe that’s why we get along so well. Whether it’s technical guidance, educational resources, emotional support, or career development, Jamf customers can count on us—and each other—to lend a helping hand.





2024
PURPOSE &
IMPACT REPORT

INTRODUCTION

EMPLOYEE EXPERIENCE

► **CUSTOMER EXPERIENCE**

Innovation and continuous improvement

Customer engagement & advocacy programs

Looking ahead

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

75,300
customers around the world

9.24 OUT OF **10**
global customer satisfaction
score for Technical Support

MORE THAN
30,000
customers running both
a Jamf management and
security solution

55
Net Promoter Score
(November 2023)

108%
dollar-based net retention rate



INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

► **Innovation and continuous improvement**

Customer engagement & advocacy programs

Looking ahead

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Innovation and continuous improvement

Ensuring an exceptional customer experience means constantly improving our award-winning products and services. Here are just a few of the advancements we made to Jamf products in 2023:

Simplified user access:

Jamf Connect now includes ZTNA capabilities, including auto-activation after setup. This addition helps organizations deliver a complete, user-first identity and access management solution for its devices by enabling remote access from anywhere, while eliminating the friction and frustration associated with a traditional VPN.

Fast and secure logins:

Thanks to our strategic partnership with Okta, Jamf users can now enjoy fast and secure logins using FaceID or Touch ID for all of their company apps on their personally owned devices. Using Apple's Platform and Enrollment Single Sign-on, this improvement simplifies account-driven user enrollment on-boarding process while dramatically enhancing login security on BYO devices.



Extended access controls:

In 2023, Jamf extended access controls with three of the industry’s largest providers, including integrations with Microsoft Device Compliance, Microsoft Sentinel, Google BeyondCorp for macOS, and AWS Verified Access. These new integrations give customers more powerful and granular access controls across the enterprise, allowing them to verify that devices are managed and meet acceptable risk thresholds, provide a unified view of security events, and facilitate a more effective response to threats.

Real-time access policies:

Jamf’s access policies dynamically react the minute that Jamf Protect detects a risk—meaning that Jamf can respond to threats in real-time, stopping access to sensitive resources the minute a risk is detected by shutting down the user’s secure connection. An additional enhancement allows organizations to detect if a user ever disables their secure connection and immediately suspends their access.

Jamf Remote Assist:

This new Jamf Pro feature allows admins to initiate a secure, remote desktop session directly in the Jamf Pro UI, regardless of where users are working, simplifying admin workflows, and supporting a better remote and hybrid work experience for end users.



For the latest on Jamf product innovations and updates, please visit <https://www.jamf.com/products>.

Customer engagement & advocacy programs

Our purpose—empowering people by simplifying work—is more than just words on a page. We strive to empower Jamf customers by helping them expand their knowledge and grow their community. From early career IT administrators to seasoned security professionals, we meet customers where they are and provide them with the tools and resources they need to improve their organizations, support their communities, and advance their careers.

Jamf Heroes

This customer advocacy program gives our most passionate and engaged customers and partners opportunities to connect with Jamf and each other. Jamf Heroes earn rewards that can be redeemed for a variety of items, including contributions to the charity of their choice. In 2023, Jamf Heroes were hard at work once again, donating over \$4,600 to support charitable causes. Since the program launched in 2018, Jamf Heroes have donated more than \$20,000 to organizations and causes in communities around the world.

“You’d be hard pressed to find a more passionate community of Jamf admins than Jamf Heroes! I’ve actually had nightmares about moving to a job that doesn’t use Jamf and having to leave the Heroes program.”

“Honestly, we work with a lot of partners and the engagement we get from the Heroes team is unparalleled. We can’t thank you enough.”

Jamf Heroes

Jamf Heroes impact at-a-glance:

- ▶ 19 virtual customer meetups hosted in 2023
- ▶ 50 attendees per meetup on average
- ▶ >\$4,600 program rewards donated to charity*
- ▶ >\$20,000 donated since the program’s inception in 2018*

*Donations account for customer and partner hubs combined.



2024

PURPOSE & IMPACT REPORT

INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

Innovation and continuous improvement

▶ **Customer engagement & advocacy programs**

Looking ahead

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Jamf Nation

The world’s largest online community of Apple administrators, Jamf Nation is composed of more than 100,000 users who come together to learn and grow. Our annual in-person gathering—the Jamf Nation User Conference (JNUC)—gives Apple IT and InfoSec admins the opportunity to connect face-to-face with the people shaping the future of system administration, device management, and data security. In 2023, for the sixth consecutive year, Jamf opened its Diversity Sponsorship program to JNUC attendees to foster a more diverse and inclusive celebration. Diversity sponsorships include free entrance to the conference, an exclusive meet-and-greet with Jamf senior leaders, and a stipend to help with travel and hotel costs.

OVER 150 (INFORMATIVE SESSIONS HOSTED AT JNUC 2023)

Jamf Nation 2023 at-a-glance:

- ▶ >3.4M Total Monthly Active Users
- ▶ >2,000 engaged users per month
- ▶ >8,400 topics posted on our forums
- ▶ >17,000 replies
- ▶ >980 solutions marked

Jamf Heroes Honor Justin Vue With Scholarship Fund Donations

Jamf Heroes came together at JNUC to honor the memory of Justin Vue, a former Jamf employee who sadly passed away in August of 2023. Community members had the opportunity to direct charitable donations to the University of Wisconsin Eau Claire Justin Vue Scholarship Fund and Eau Claire Area Hmong Mutual Assistance Association in memory of Justin. We are grateful to the Heroes community for their care and support in honoring Justin’s legacy. Anyone wishing to donate to the Justin Tubyeej Vue Memorial Fund can do so online at <https://foundation.uwec.edu/>.

“Seeing the genuine camaraderie between Heroes really makes me hope I’ll be able to join in person for the next JNUC. Y’all are a bunch of beautiful people.”

“No one else treats their customers like this... you guys are so darn wonderful. This is why Jamf is not just a software company. Love it, love it!!!”

Looking ahead

Here's what we're looking forward to in 2024:

- ▶ Creating more opportunities for community members to connect— with each other and with Jamf(s)
- ▶ Helping community members find more success in their roles by providing easier access to resources
- ▶ Supporting user groups around the globe as a means to help increase attendance
- ▶ Bringing Jamf Nation and Jamf Heroes closer together as a means to share community support strategies

INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

► **COMMUNITY RELATIONS**

Jamf Nation Global Foundation (JNGF)

Community Education Initiatives

Looking ahead

ENVIRONMENT

GOVERNANCE

APPENDIX

Community Relations

At Jamf, we are proud to support people and causes in communities around the world. Giving back has been a part of our culture for over a decade. We lead with compassion and empathy, and consider others' needs ahead of our own. Collectively, Jamf employees and the Jamf Nation Global Foundation have donated over \$1.6 million and volunteered over 23,000 hours in service of organizations and initiatives working to make our world a better place in 2023.



INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

► Jamf Nation Global Foundation (JNGF)

Community Education Initiatives

Looking ahead

ENVIRONMENT

GOVERNANCE

APPENDIX

Jamf Nation Global Foundation (JNGF)

Jamf Nation Global Foundation, a 501c3 nonprofit organization, enriches our global communities and provides Jamf employees an opportunity to utilize their unique skillsets and passions. The foundation focuses its efforts on supporting organizations that align with Jamf’s core values, and provides Jamfs with opportunities to give back—through financial contributions, charitable rewards, gift matching, and volunteer time off.

JNGF impact at-a-glance:

- ▶ \$1.37 million donated and supported
- ▶ >1,300 causes supported
- ▶ 39 countries around the world



JNGF 2023 Impact Highlights

Our goal is for at least 70% of Jamf employees to engage through volunteer time or financial contributions—and 2023 was our strongest year ever. Here are some highlights from a busy year supporting causes that strengthen our communities.

- ▶ **68% of Jamfs** (more than 1,880 Jamfs) gave time or money through the JNGF—our highest level of engagement ever!
- ▶ **708 Jamfs** submitted matching gifts totaling more than **\$376,000** in JNGF Matches
- ▶ Jamfs donated **>23,000 hours** of volunteer time in support of **>330** community causes in **14 countries**
- ▶ Nearly **\$130,000** in charitable rewards donated
- ▶ **100 donations**—from Jamf customers, prospects, family, and friends—were processed through our Community Portal for a total of more than **\$7,000**



Nurturing A Culture of Giving

Jamf, and the JNGF, promoted a wide variety of initiatives in 2023, encouraging and empowering Jamfs to get involved in the community and strengthening our culture of giving.

Jamf continues to allocate funds for each of our offices to support their local community organizations through the Good Neighbor Fund. In 2023, nearly \$60,000 was given through this avenue. Humanitarian aid remained a prominent focus for many employees, with fifteen out of the top twenty supported organizations directed toward natural disasters and humanitarian crises. Also, JNGF remained steadfast in its commitment to bolstering healthcare initiatives and reducing the digital divide.

Education and Employment stood as the second-largest category supported by JNGF in 2023. This encompassed a wide array of endeavors, including tutoring, scholarships, provision of hardware, STEM programming, career advancement opportunities for women, specialized programming for neurodivergent students, and support for members of the BIPOC community.

Our volunteer rewards program—which allows employees to direct \$10 per every hour spent volunteering to the charity of their choice—was expanded to include rewards for all volunteering time, not just volunteer-time-off (VTO) to recognize and encourage a lifestyle that embraces volunteerism. We began offering charitable gift cards as an alternative to the typical conference “swag” for customers, employees, and conference attendees. We also launched a new series, Give & Gab, highlighting partner causes and Jamfs engaging in unique ways around the world.



JNGF worked closely with Jamf ERGs to identify common causes, support ERG-directed giving, and create opportunities for Jamfs to get involved in meaningful events throughout the year, including Women’s History Month, Earth Day, and Mental Health Month.

JNGF’s Ambassador program provides an opportunity for employees to foster engagement among fellow Jamfs. We aim to create opportunities that enable them to connect with and represent their locales, thereby assisting us in maintaining a global perspective.

IN 2023, 37 JAMFS ENGAGED IN ALL 4 JNGF PROGRAMS: MATCHING GIFTS, DIRECTED GIVING, VOLUNTEER TIME OFF, AND 10-10-10

Supporting Expectant Mothers with Jamf Software and Solutions

Jamf has a proud legacy of donating the use of our software solutions for worthy causes, including Apple’s ConnectED program (apple.com/connectED). In 2023, Jamf continued this tradition, teaming up with the Gates Foundation to support the Butterfly Network (butterflynetwork.com)—a provider of ultrasound medical equipment for use anytime, anywhere in the world. The partnership equipped care providers with 1,000 hand-held ultrasound machines attached to iPads, and empowered them to better address the healthcare needs of expectant mothers and their babies across Africa.



Jamf partnered with global nonprofit MATTER to provide Butterfly Network ultrasounds to hospitals in Zimbabwe. Watch as Dr. Mike Jeans uses one of these revolutionary handheld ultrasounds for the first time at a hospital in Binga—one of the most rural and remote hospitals in all of Zimbabwe.

[Watch the Video](#)



2024

PURPOSE &
IMPACT REPORT

INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

► **Jamf Nation Global Foundation (JNGF)**

Community Education Initiatives

Looking ahead

ENVIRONMENT

GOVERNANCE

APPENDIX

ERG Executive Sponsor Competition

The Jamf Executive team raised the stakes for some friendly competition between Jamf’s ERGs. Executive Sponsors helped raise funds and awareness for their sponsored ERG’s selected charity, and helped motivate almost 200 Jamfs to get involved who raised \$22,000 through our Community Portal Giving Opportunities. In recognition of this outstanding collective effort, JNGF donated \$3,000 to each ERG-aligned charity—resulting in more than \$43,000 in total donations.

Code2College

For the second consecutive year, Jamf offered paid summer internships in support of Code2College’s mission to dramatically increase the number of minority and low-income high school students who excel in STEM undergraduate majors and careers. Jamf hosted four students for placements as Software Engineers in 2023. Student-interns received the full Jamf onboarding and employee experience, and had the opportunity to support a variety of internal and customer-facing initiatives.

10-10-10

Our “10-10-10” program empowers employees to build momentum and support around a specific cause. If at least ten Jamf employees spend two hours volunteering for an organization, and at least ten Jamf employees make a matching gift to the same organization, JNGF donates 10x the total donated by Jamf employees, up to \$10,000. Beneficiaries of the 10-10-10 program in 2023 included:

- Camp Manitou - YMCA
- Chippewa Valley Habitat for Humanity
- Glen Lake Girls Athletic Club
- Guatemala Service Projects Inc.
- MATTER
- Plan Futur
- Point of Pride
- Wildflyer Coffee

For more information on Jamf’s community impact and the Jamf Nation Global foundation, please visit <https://www.jamf.com/corporate-responsibility/community/>

Community Education Initiatives

Jamf’s community education initiatives accelerate digital adoption by expanding access to affordable digital content, applications, and services in communities around the world.

MATTER Innovation Hubs

A collaborative partnership between Jamf and MATTER (matter.ngo), the MATTER Innovation Hub (MIH) provides kids around the world with opportunities for active learning and problem-solving utilizing the latest technology. The program’s Technology Enabled Active Learning (TEAL+) curriculum focuses on student centered instruction, developing young leaders’ critical thinking and creativity while promoting community, culture, and conservation.



Watch: Students in Victoria Falls, Zimbabwe collaborated to make music, creating a song recorded by Zimbabwean musical artist Tamy Moyo: [Watch the Video](#)

MATTER Innovation Hubs at-a-glance:

- ▶ 17 hubs
- ▶ 6 countries
- ▶ >5,000 students
- ▶ >1,400 devices



INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

Jamf Nation Global Foundation (JNGF)

► **Community Education Initiatives**

Looking ahead

ENVIRONMENT

GOVERNANCE

APPENDIX

Program expansion continued in 2023, with the opening of a new location in Samoa (sponsored by UNESCO), a new location for our existing site at the King George VI school in Zimbabwe, and a new high school coding class at our hub in St. James, Minnesota.

MATTER Career Readiness Institute

Located in Victoria Falls, Zimbabwe the MATTER Career Readiness Institute (sponsored by Jamf) provides students who have graduated from high schools with MATTER Innovation Hubs with employment and career readiness programming. Students continue their Apple specific training, specializing in Swift software development and essential life skills. To be eligible for an internship, students must pass the Jamf 100 (an online introductory course to macOS, iOS, and Jamf Pro), complete three of Apple’s “Developing with Swift” courses, and earn the aligned certifications. Our goal is for each program graduate to secure a position as an entry-level software engineer upon completion of their internship. The Institute currently serves 19 young adults in Victoria Falls.





“This Jamf internship has meant a lot to me. Thanks to this opportunity, I have learned things I have never thought I would. My memory of when I first came into the building is something I will treasure for many years. I am so proud of being part of this community and working at Jamf.”

Jose Tapia Rodriguez, Jamf Intern 2023

Cristo Rey High School Internships

Jamf’s corporate internship program provides opportunities for students of religious, racial, and ethnic diversity to excel through rigorous academics, career exploration, and on-the-job experience. Jamf is hosting eight high school students in grades 10-12 through the Cristo Rey Corporate Work Study Program (CWSP). Our aim is to provide interns with a fundamental understanding of different business units, and provide them with an experience that will help propel them to future career success.

Coding Camps

Jamf hosted several coding camps in 2023, providing over 200 students with hands-on coding experience using our TEAL+ Experience Kits. Available for all Jamfs, TEAL+ Experience Kits come equipped with devices and apps to support personalized learning using science, technology, engineering, art, and math. The camps encourage students to consider a future career in tech. In 2023, 20 Jamf employees volunteered in a few of these camps.

FEATURE:

Supporting Wild Cats In Need

The Wildcat Sanctuary (TWS)—a nonprofit rescue sanctuary in Sandstone, Minnesota—provides a natural sanctuary to wild cats in need and inspires change to end the captive wildlife crisis. As an internationally accredited sanctuary, TWS has earned a reputation for excellence in rescuing and providing lifelong care, and aiding animal control officers, local sheriffs’ departments, and humane societies, among others.

Combining spacious natural habitats with a life free of exhibition, TWS provides cats, large and small, with the opportunity to live wild at heart.

Jamf is a proud supporter of TWS. Thanks to the passion and support of Jamf employees like Dawn Isackson, the organization has been a 10-10-10 beneficiary for four consecutive years.

To assure tranquility for the animals, the sanctuary is not open to the public, but the organization is committed to educating the public about the captive wildlife crisis. TWS seeks to create a world where animal sanctuaries are no longer needed. Visit [Wildcatsanctuary.org](https://wildcatsanctuary.org) for more information.



“TWS is near and dear to me and I have so many opportunities to support TWS through the Jamf Nation Global Foundation,” said Isackson, “It truly is one of the best benefits Jamf has to offer.”

Looking ahead

Here's what we're looking forward to in 2024:

- ▶ Lalomauga site updates (April 2024)
- ▶ Amplifying community impact in partnership with Jamf customers and partners
- ▶ Strengthening collaborations with charitable causes



INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

► ENVIRONMENT

Emissions

Education & Engagement

Looking ahead

GOVERNANCE

APPENDIX

Environment

At Jamf, we conduct our business in an environmentally responsible manner and in compliance with all applicable environmental laws and regulations. We are motivated to adapt to the evolving demands of our business, and to capitalize on opportunities for greater resource efficiency. Jamf is committed to openly communicating to stakeholders on our environmental progress.

Ensuring the accurate tracking of operational activity and energy use across the organization is an essential component of our environmental strategy. Jamf has been leveraging technology to track emissions since 2021. The data has informed our environmental policy and has allowed us to understand the sources of greater emissions, and create greater awareness among our employees on resource consumption and the role that each of us can play in reducing our overall footprint. We believe continued investment in technology—in carbon accounting and carbon credits—will enable new and enhanced pathways to align to global climate action initiatives.



INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

► Emissions

Education & Engagement

Looking ahead

GOVERNANCE

APPENDIX

Emissions

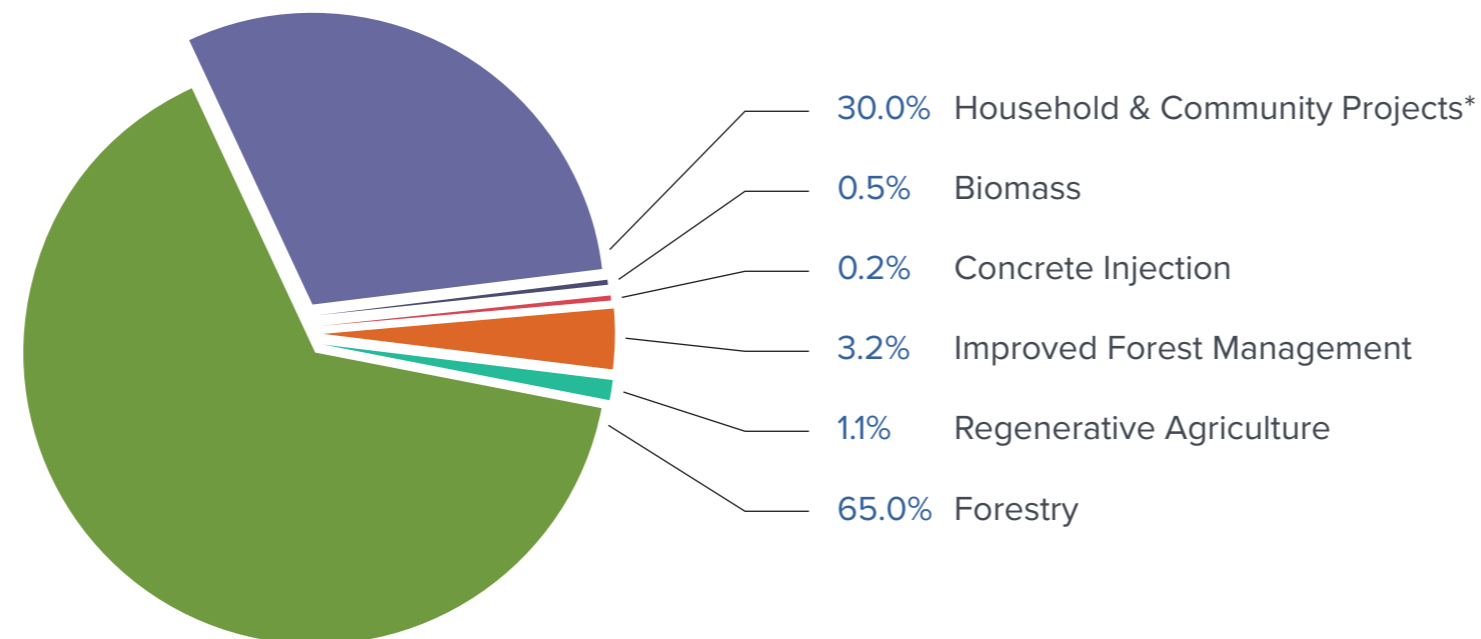
Using the Customer Carbon Footprint Tool from AWS (our third-party cloud service provider), Jamf estimated a total of 254.73 metric tons of carbon dioxide equivalent emissions (tCO₂e) in 2023. Leveraging data from utility bills, and using third-party software we estimated 1,891 tCO₂e in electricity and heat emissions from our offices in 2023. It is important to note that Jamf leases all office spaces. In 2023, Jamf adopted a new system for emissions tracking, and is working on recalculating some data from previous reporting periods to ensure consistency year-over-year in emissions calculations and reporting methodology.



Carbon Offsets

Since 2021, Jamf has invested in trusted projects around the world that help curb carbon emissions. Our offsetting strategy emphasizes renewable projects, and our portfolio of rigorously vetted credits includes initiatives focused on reforestation, improved forest management, regenerative agriculture, biochar, seaweed sinking, and concrete injection. During our 2023 carbon credits procurement process, we invested for the first time in a combination of avoidance and removal projects to offset a total of 5,000 tCO₂e. Additionally, we procured 4,040 MW of Renewable Energy Certificates (RECs).

Jamf Carbon Offsets by Category



*Reduction of fuel use through distribution of water purifiers

Huadu Afforestation Project

Located within Bijie City, Guizhou Province of China, the Huadu Afforestation Project aims to sequester greenhouse gas and mitigate climate change by planting native species on barren lands. In addition to contributing to local sustainable development goals, the project has enhanced biodiversity, improved soil and water conservation, and provided over 25,000 jobs for local villagers, 60 percent of whom are women, according to the project profile in the Verify Carbon Standard.

INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

Emissions

► **Education & Engagement**

Looking ahead

GOVERNANCE

APPENDIX

Education & Engagement

Jamf employees are critical stakeholders in our sustainability journey. Making progress toward taking climate action simply would not be possible without their buy-in. Jamf provides employees with regular opportunities to support our sustainability efforts and engage with environmental organizations—giving, volunteering, and supporting more sustainable local communities.

In 2023, Jamf undertook a number of activities to strengthen our culture of sustainability. As an alternative to conference swag, in 2023 Jamf began actively offering customers, employees, and conference attendees the option to receive charitable currency. So instead of a T-shirt or sticker, Jamf community members can select a gift card that they can direct to the charity of their choice. The change further reduces our footprint, and creates more opportunities for the Jamf community to support worthy causes.

Jamf’s Eau Claire and Minneapolis offices hosted charity thrift sales—clearing our offices of unused or unwanted hardware and supplies—and in the process, raised just over \$58,000 for a few organizations close to Jamf hearts that provide hunger relief and STEM education. The JNGF matched those donations resulting in \$116,000 to:

▶ [Feed My People](#)

▶ [Pablo Center, STEM Programming](#)

▶ [Second Harvest Heartland](#)

▶ [Technovation/Code Savvy](#)



Green@Jamf, our environmentally-focused Employee Interest Group, supported our Amsterdam office’s annual “Plastic Fishing” initiative. Participants enjoyed some volunteer time off, and hopped on a boat to fish plastic from the canals of Amsterdam. Over 20 Jamfs participated in the effort, while Green@Jamf provided funds to cover the boat rental, nets, and supplies.



Spotlight: Green@Jamf

Our environmentally-focused Employee Interest Group, Green@Jamf is a collective of individuals who share a common interest in promoting environmentally sustainable practices and initiatives in the workplace and beyond. The group’s mission is to safeguard our planet through education, sustainable practices, and meaningful action to promote environmental stewardship and foster a greener, cleaner environment. Green@Jamf shapes Jamf’s environmental initiatives and drives change through regular trainings, workshops, volunteer activities, and events to engage and inspire others to contribute to a healthier planet.

Looking ahead

Here's what we're looking forward to in 2024:

- ▶ Implementing a platform for more robust carbon accounting, active monitoring of the regulatory landscape, and taking the next steps in our climate journey.
- ▶ Refining our approach to investment in carbon credits and aligning those decisions with third-party environmental frameworks for reducing emissions.
- ▶ Evaluating our physical footprint to ensure our physical space is “right sized” for our flexible work model.

INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

► **GOVERNANCE**

Maintaining Trust & Managing Risk

Employee Ethics & Code of Conduct

Privacy & Data Security

Modern Slavery Statement

Board Diversity

Looking ahead

APPENDIX

Governance

Jamf’s corporate governance policies, principles, and practices guide our decisions every day, and reinforce our commitment to creating value for all of our stakeholders. We believe maintaining trust and protecting customer and employee privacy, ensuring the ethical conduct of our employees, increasing leadership diversity, and compliance with applicable laws and regulations are all key factors in our future success.

▶ Jamf is an early adopter of the StateRAMP program—achieving StateRAMP ready status for our Jamf Pro and Jamf School product offerings

▶ 100% of our employees completed annual compliance training in 2023*



*Excluding employees on a leave of absence.

► **GOVERNANCE**

Maintaining Trust & Managing Risk

Employee Ethics & Code of Conduct

Privacy & Data Security

Modern Slavery Statement

Board Diversity

Looking ahead

APPENDIX

FEATURE:

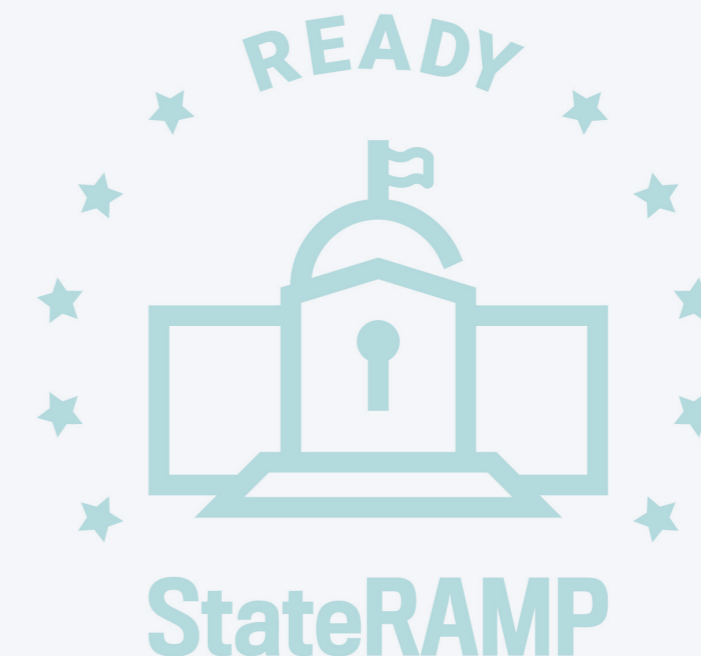
Jamf achieves StateRAMP Ready Status

In September 2023, Jamf achieved StateRAMP Ready status for its Jamf Pro and Jamf School products. This milestone achievement enables all U.S. state government agencies, including public education institutions, to make assured and trusted investments and harness the highest level of secure technology with Jamf.

StateRAMP is a critical cloud security assessment and authorization program designed to address the specific technology and compliance requirements of educational organizations and state and local governments. StateRAMP equips state government agencies and publicly funded educational institutions with the highest levels of security and compliance, aligning seamlessly with the stringent requirements to protect the sensitive data with which these organizations have access.

“At Jamf, we care deeply about the management and security platform we provide our customers and want to ensure they are meeting the standards they expect. StateRAMP is an initiative that shows our commitment to ensuring the products we provide are safe and secure.”

Linh Lam
Chief Information Officer



INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

► **Maintaining Trust & Managing Risk**

Employee Ethics & Code of Conduct

Privacy & Data Security

Modern Slavery Statement

Board Diversity

Looking ahead

APPENDIX

Maintaining Trust & Managing Risk

Our risk assessment and management strategy requires continuous effort and input from stakeholders across our organization. Our enterprise risk management program evaluates risk across our entire enterprise, and helps us make better decisions that bolster organizational resiliency. In 2023, we implemented a Policy Governance program using our robust GRC tool to enhance organizational compliance with policies and procedures.



INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

Maintaining Trust & Managing Risk

► Employee Ethics & Code of Conduct

Privacy & Data Security

Modern Slavery Statement

Board Diversity

Looking ahead

APPENDIX

Employee Ethics & Code of Conduct

Our Code of Conduct and Code of Ethics establish the foundation for employee choices and actions and help Jamf employees and executives make decisions that are aligned with our values. 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 of our Board of Directors. Jamf does not tolerate retaliation against anyone who raises concerns or questions regarding illegal, unethical, or inappropriate behavior that the individual reasonably believes to have occurred.



In 2023, one-hundred percent of Jamf employees completed annual training on the following topics:

- ▶ Acceptable use policy
- ▶ Anti-bribery and corruption
- ▶ Anti-harassment
- ▶ Code of conduct
- ▶ Data privacy
- ▶ Information security awareness

Privacy & Data Security

Jamf is proud of our recent ISO/IEC 27701:2019 recertification and continuing ISO/IEC 27001:2013 certification. The certification of both standards was issued by an accredited certification body for these management system standards, Coalfire Certification.

▶ **ISO 27001**—an information security standard published by the International Organization for Standardization (ISO)—is considered a gold standard for managing information security.

▶ **ISO 27701**—a newer standard published in August 2019, is an extension of the Information Security Management System (ISMS) prescribed by ISO 27001.

This privacy-focused framework provides additional requirements for establishing and maintaining a Privacy Information Management System (PIMS) and for securely processing personally identifiable information (PII).

These certifications demonstrate Jamf’s ongoing commitment to maintenance and continuous improvement of an ISMS, and the establishment of a PIMS—which allows Jamf to better comply with privacy laws, such as the California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR) as well as similar standards and regulations by outlining a framework to address privacy and data security.

INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

Maintaining Trust & Managing Risk

Employee Ethics & Code of Conduct

► **Privacy & Data Security**

Modern Slavery Statement

Board Diversity

Looking ahead

APPENDIX

At Jamf, the protection of personal data belonging to our employees, customers, and partners is a top priority. Safeguarding personal information is a fundamental commitment we hold dear. In 2023, we updated our Privacy Policy and Employee Privacy Notice to align with the rights provided by the California Privacy Rights Act (CPRA), and established a dedicated phone number to enhance and streamline privacy-related incident reporting and requests.

Our current Privacy Policy and Employee Privacy Notice apply to both present and prospective employees and are publicly accessible on the Jamf Trust Center privacy page at jamf.com/trust-center/privacy. Our sub-processors list offers a comprehensive breakdown of the entities involved in processing data on our behalf, and is available at <https://www.jamf.com/jamf-subprocessors/>.

For more information on our privacy practices and policies, please visit the Jamf’s Trust Center at jamf.com/trust-center/.



“Our core values at Jamf are selflessness and relentless self-improvement. These guiding principles lend themselves to the ISO certification process because it’s not a project with a defined finish line. It’s about continuously improving cybersecurity and privacy practices and meeting customer expectations. Our ISO certifications require constant learning and growing.”

Justin Francis, Vice President, Enterprise Risk & Compliance

INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

Maintaining Trust & Managing Risk

Employee Ethics & Code of Conduct

Privacy & Data Security

► **Modern Slavery Statement**

Board Diversity

Looking ahead

APPENDIX

Modern Slavery Statement

Jamf acknowledges its responsibilities under the Modern Slavery legislation and is committed to preventing slavery and human trafficking within its own businesses and in its supply chain. Jamf understands that this requires an ongoing review of both its internal practices in relation to its labor force and its external policies.

Jamf has a zero-tolerance policy toward modern slavery and is committed to acting ethically and with integrity in all our business dealings and relationships. It will refrain from doing business, and/or will discontinue any current business with any other organization which knowingly supports or is found to involve itself in slavery, servitude, and forced or compulsory labor.

To view our complete statement on the Modern Slavery Act, please visit jamf.com/modern-slavery-act-statement/.

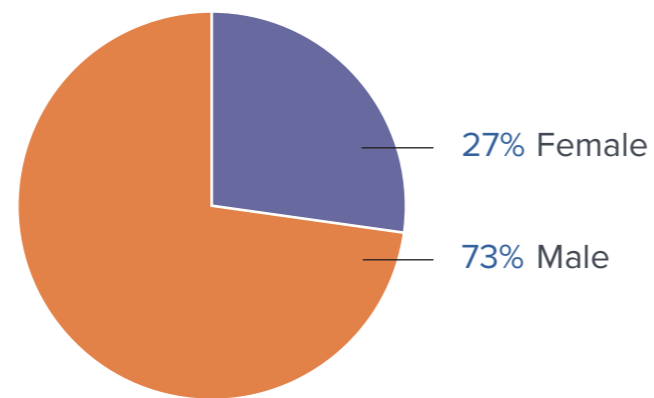


Board Diversity

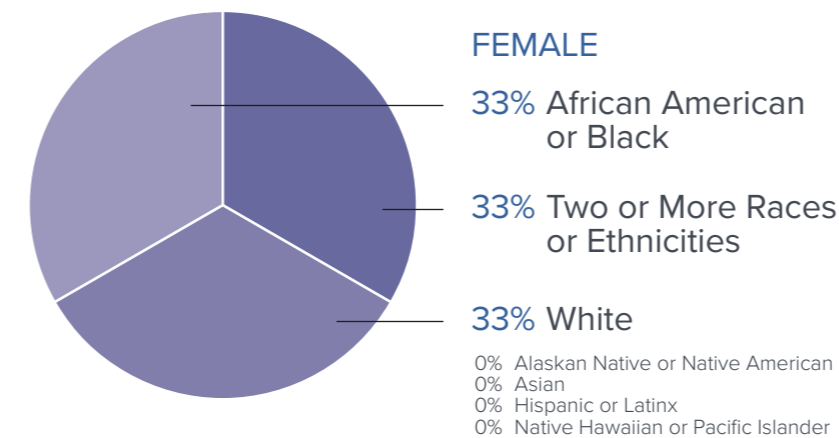
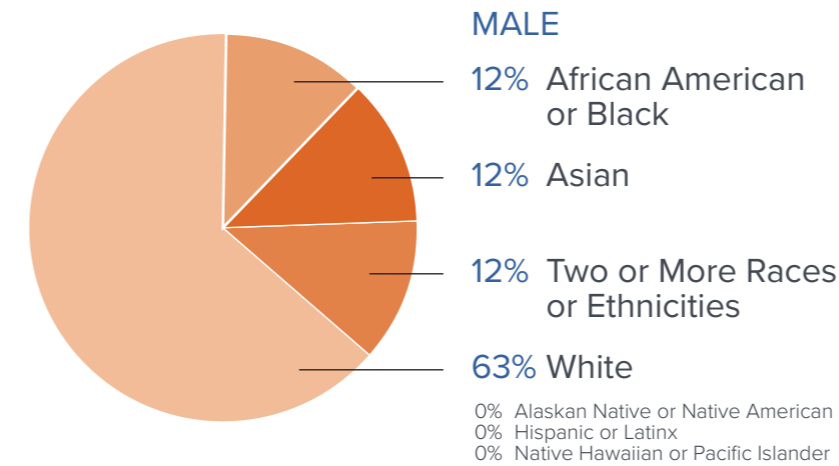
The information below provides certain highlights of the composition of our Board of Directors as of April 1, 2024. Each of the categories listed in the table below has the meaning set forth in Nasdaq Rule 5605(f).

Total Number
of Directors: **11**

Part 1: Gender Diversity



Part 2: Demographic Background



Compliance



ISO 27701



SOC 2



Cloud Security Alliance



StateRamp Ready Status



Cyber Essentials



ISO 27001



Data Privacy Framework Program

Memberships



OWASP



FBI InfraGard



ISACA



CIS Benchmark

INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

Maintaining Trust & Managing Risk

Employee Ethics & Code of Conduct

Privacy & Data Security

Modern Slavery Statement

Board Diversity

► **Looking Ahead**

APPENDIX

Looking ahead

Here's what we're looking forward to in 2024:

- ▶ Maintaining our commitment to safeguarding customer data with our SOC 2 compliance for all Jamf management products, and protecting against online security threats via Cyber Essentials for Jamf Threat Defense and Data Policy products.
- ▶ Continuing to enhance our cyber risk management and critical data protection programs, meeting all StateRAMP requirements, and delivering an exceptional experience with Jamf.



Appendix

Sustainability Disclosure Topics & Accounting Metrics

2023 SASB Standards | Software & IT Services

| SASB Code | SASB Topic | SASB Accounting Metric | 2023 |
|--------------|--|--|--|
| TC-SI-130a.1 | Environmental Footprint of Hardware Infrastructure | (1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable | Information about environmental considerations is provided in the <i>Environment</i> section. |
| TC-SI-130a.2 | | (1) Total water withdrawn, (2) total water consumed, percentage of each in regions with High or Extremely High Baseline Water Stress | Jamf is currently looking to quantify the usage of natural resources for appropriate disclosure. Information about environmental considerations is provided in the <i>Environment</i> section. |
| TC-SI-130a.3 | | Discussion of the integration of environmental considerations into strategic planning for data center needs | Jamf uses a third-party cloud provider that has publicly disclosed how they address environmental risks while incorporating sustainability considerations into the design of their data centers. Information about environmental considerations is provided in the <i>Environment</i> section. |
| TC-SI-220a.1 | Data Privacy & Freedom of Expression | Description of policies and practices relating to behavioral advertising and user privacy | Jamf’s approach to privacy and its related policies can be found in our Trust Center . |
| TC-SI-220a.2 | | Number of users whose information is used for secondary purposes | 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 | | Total amount of monetary losses as a result of legal proceedings associated with user privacy | Monetary losses are disclosed in our 10-K filing with the U.S. SEC. In 2023, Jamf did not have any material monetary losses as a result of legal proceedings associated with user privacy. |
| TC-SI-220a.4 | | (1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure | Jamf did not have any law enforcement requests for user information in 2023. More details about user information requests can be found in our Trust Center . |
| TC-SI-220a.5 | | List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring | 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. |



2024

PURPOSE & IMPACT REPORT

INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

► Sustainability Disclosure Topics & Accounting Metrics

Forward-Looking Statements

| SASB Code | SASB Topic | SASB Accounting Metric | 2023 |
|--------------|---|--|---|
| TC-SI-230a.1 | Data Security | (1) Number of data breaches, (2) percentage that are personal data breaches, (3) number of users affected | Material breaches are disclosed in our 10-K filing with the U.S. SEC. In 2023, Jamf did not have significant data breaches. |
| TC-SI-230a.2 | | Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards | 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 | Percentage of employees that require a work visa | 1.8% of Jamf's global employees. |
| TC-SI-330a.2 | | Employee engagement as a percentage | Metrics are provided in the <i>Employee Experience</i> section of this report. |
| TC-SI-330a.3 | | Percentage of (1) gender and (2) diversity group representation for (a) executive management, (b) non-executive management, (c) technical employees, and (d) all other employees | Metrics are provided in the <i>Employee Experience</i> section of this report. |
| TC-SI-520a.1 | Intellectual Property Protection & Competitive Behavior | Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations | Monetary losses are disclosed in our 10-K filing with the U.S. SEC. In 2023, 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 | Number of (1) performance issues and (2) service disruptions; (3) total customer downtime | 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 | | Description of business continuity risks related to disruptions of operations | Business continuity risks and disruptions are discussed in our 10-K filing with the U.S. SEC. |

INTRODUCTION

EMPLOYEE EXPERIENCE

CUSTOMER EXPERIENCE

COMMUNITY RELATIONS

ENVIRONMENT

GOVERNANCE

APPENDIX

Sustainability Disclosure Topics & Accounting Metrics

► **Forward-Looking Statements**

Forward-Looking Statements

This document contains “forward-looking statements” within the meaning of federal securities laws, which statements involve substantial risks and uncertainties. Forward-looking statements generally relate to future events. In some cases, you can identify forward-looking statements because they contain words such as “may,” “can,” “will,” “would,” “should,” “expects,” “plans,” “anticipates,” “could,” “intends,” “target,” “projects,” “contemplates,” “believes,” “estimates,” “predicts,” “forecasts,” “potential” or “continue,” or other similar terms or expressions that concern our expectations, strategy, plans, or intentions. Forward-looking statements may involve known and unknown risks, uncertainties, and other factors that may cause our actual results, performance, or achievements to be materially different from those expressed or implied by the forward-looking statements. These statements include, but are not limited to, statements regarding our goals, commitments, and programs; our business plans, initiatives, and objectives; our assumptions and expectations; and the scope and impact of our corporate responsibility risks and opportunities.

The forward-looking statements contained in this document are also subject to additional risks, uncertainties, and factors, including those more fully described in our Annual Report for the fiscal year ended December 31, 2023. Additional information will also be set forth in the subsequent periodic and current reports and other filings that we make with the SEC from time to time. Moreover, we operate in a very competitive and rapidly changing environment, and new risks and uncertainties may emerge that could have an impact on the forward-looking statements contained in this document.