



# 2023

PURPOSE &  
IMPACT REPORT





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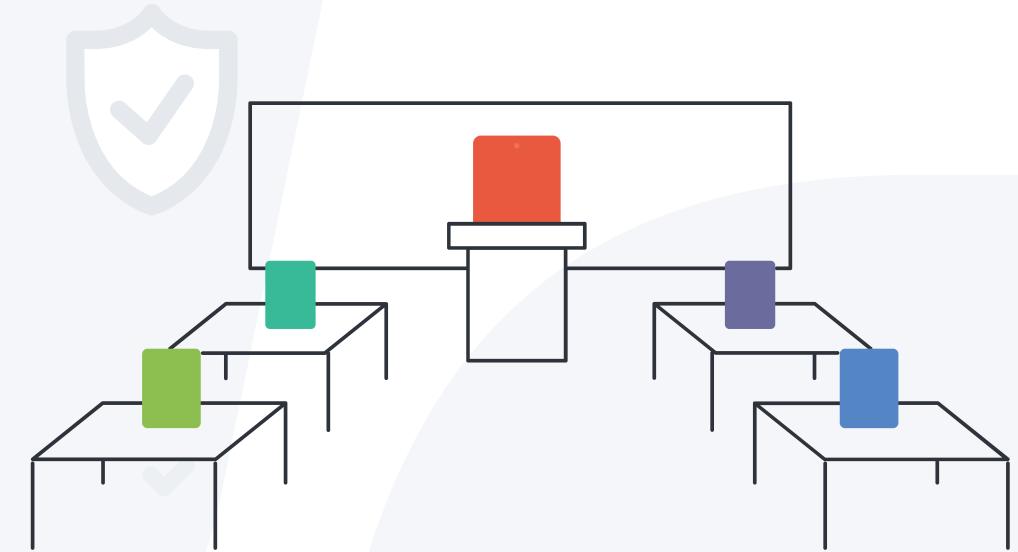
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# Living by Our Values

## Selflessness and Relentless Self-Improvement

**Jamf** is 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.





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# A Letter from Our CEO

2022 marked Jamf’s 20th anniversary. And just like two decades ago, it was a year full of firsts. We introduced the concept of *Trusted Access* by Jamf, which allows organizations to manage and secure an Apple experience that end users love and organizations trust. We rolled out exciting new technology for bring-your-own-device programs, application lifecycle management, and the ability for our employees to use their iPhone and Apple Watch to access our offices. We launched Jamf Ventures, an investment fund focused on minority investments in early-stage innovative technology and cybersecurity companies that support the Apple ecosystem across the globe.

***“Being an industry leader is a responsibility we take seriously.”***

Jamf has been the preferred Apple device management and security partner in the market for over two decades. And today, Jamf 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. We have an unmatched reputation for same-day Apple OS support, which empowers people to simplify work with technology that makes a difference.

Our responsibility extends beyond delivering an exceptional user experience. Last year, our inaugural Purpose & Impact report detailed our commitment to empowering people and caring for the planet. This commitment was exemplified during 2022 with the ongoing measurement of Jamf’s carbon emissions.

This year’s report also includes information pertinent to the offsets we’ve invested in to achieve carbon neutrality—a significant milestone in our environmental journey.

In 2022, we hired a Chief People Officer and a VP of Diversity, Talent, and Engagement to help integrate our global workforce and continue our Diversity, Equity, Inclusion, and Belonging efforts. Our choice-based office model allows us to attract more talent from underrepresented backgrounds and enable more flexible options for work-life balance. We have made significant investments in resourcing and building our teams, and we expect to intentionally and proactively attract, engage, and inclusively hire diverse talent as we continue to expand our global workforce. And these practices are just the beginning.

Another first was Jamf’s participation in Code2College’s summer internship program, whose mission is to dramatically increase the number of minority and low-income high



Dean Hager, *Chief Executive Officer*

school students who enter and excel in STEM undergraduate programs by providing an opportunity to gain further experience in the field.

For the first time, in 2022, Jamf achieved the ISO 27701 certification, assuring the highest standard of responsibility and transparency in the processing and handling of personal information. This accomplishment enhances Jamf’s existing security certifications with a set of additional requirements and controls in terms of privacy.

Our accomplishments over the past two decades are a testament to our commitment to innovation and responsible practices, our relentless focus on customers and communities, and our genuine desire to ensure Jamf remains a great place to work and grow.

Cheers to the next 20 years,

Dean





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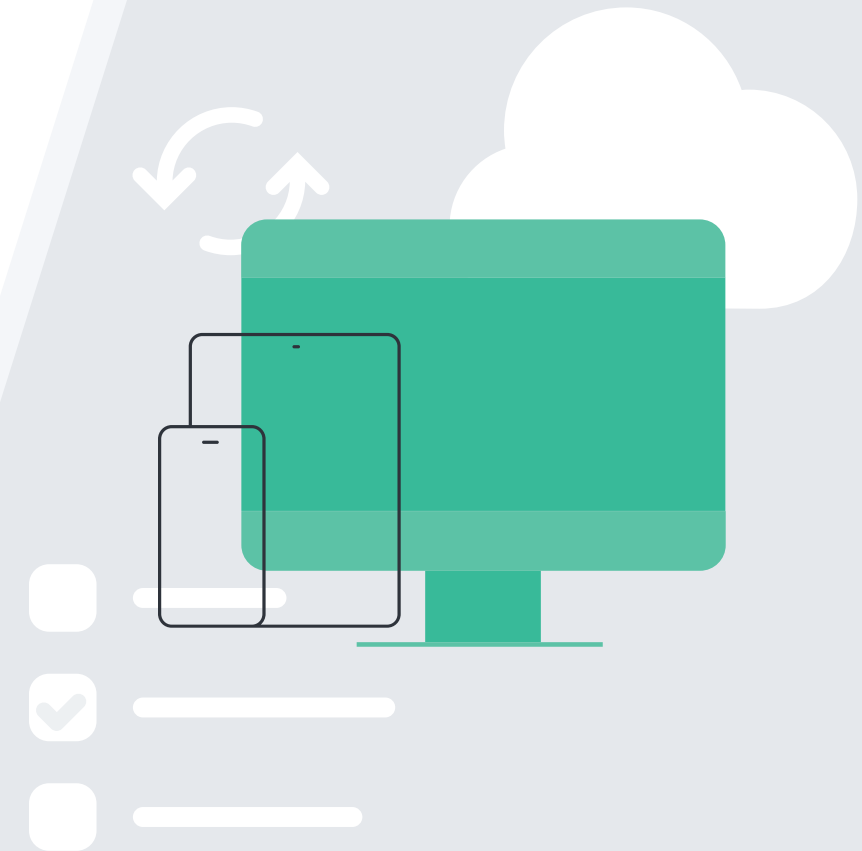
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# About the Report

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 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, 2022.







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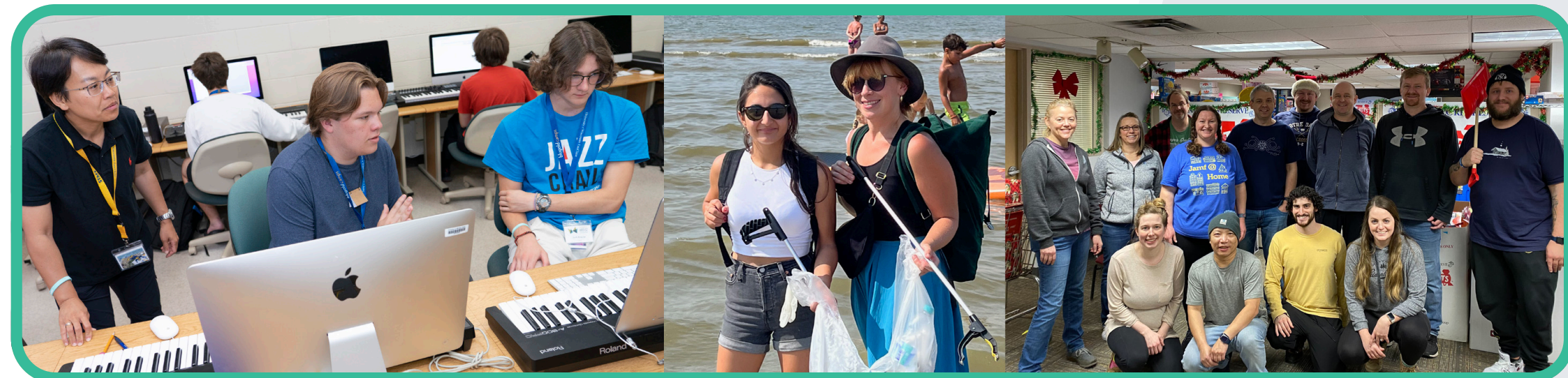
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## Empowering people by simplifying work

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 enterprise secure, consumer simple, and protects 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.





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## BY THE NUMBERS

**71,000+ CUSTOMERS WORLDWIDE**, including:

9 <sup>OF THE</sup> 10

LARGEST COMPANIES,  
AS RANKED BY *FORTUNE* 500

22 <sup>OF THE</sup> 25

MOST VALUABLE BRANDS,  
ACCORDING TO *FORBES*

15 <sup>OF THE</sup> 15

LARGEST U.S. BANKS,  
ACCORDING TO *BANKRATE.COM*

10 <sup>OF THE TOP</sup> 10

GLOBAL UNIVERSITIES,  
ACCORDING TO  
*U.S. NEWS & WORLD REPORT*

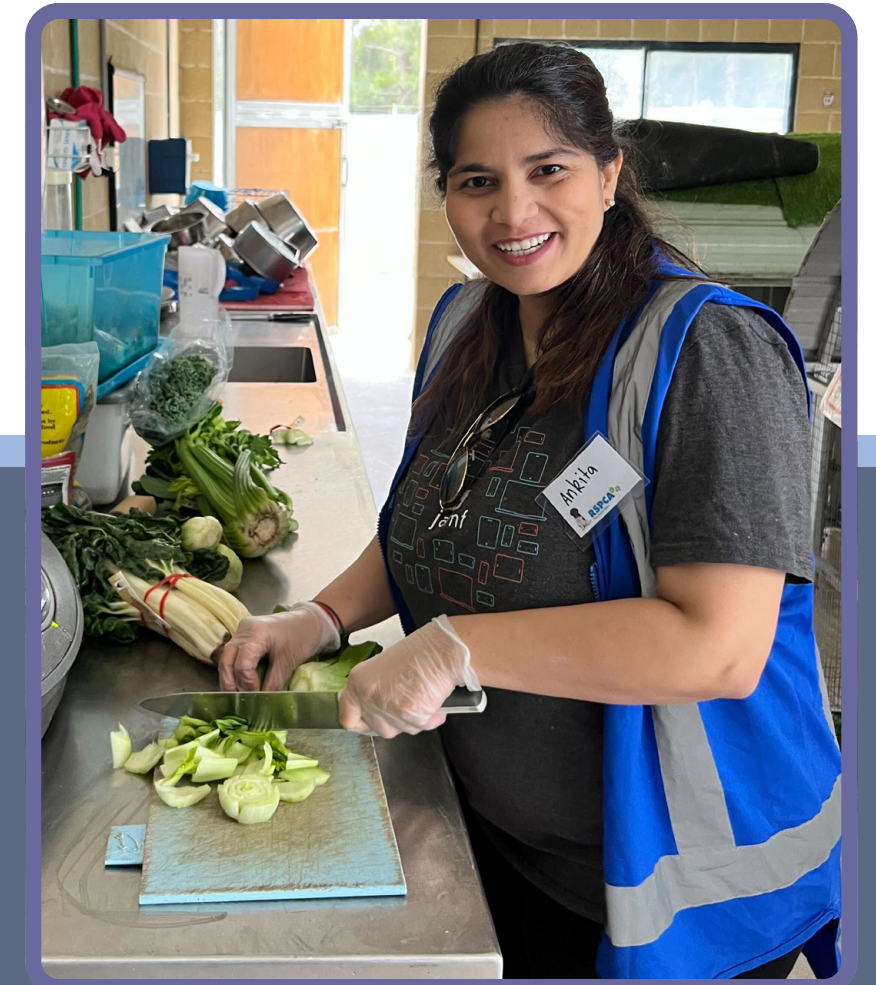
7 <sup>OF THE TOP</sup> 10

TECHNOLOGY COMPANIES,  
AS RANKED BY *FORTUNE*

\*As of December 31, 2022.

30  
MILLION  
DEVICES

2,796  
GLOBAL  
EMPLOYEES







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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

## 2022 HIGHLIGHTS:

### ZecOps Acquisition

Completed the strategic acquisition of ZecOps—a leader in mobile detection and response.

### Key Product Updates

- **App Installers:** a new addition to Jamf’s Application Lifecycle Management solution, streamlines deployment of apps and automatically keeps them up-to-date, eliminating one of IT’s most painful and time-consuming tasks.
- **BYOD:** Jamf rolled out new technology to help increase adoption of bring-your-own-device (BYOD) programs for iOS and iPadOS by balancing good IT security with user privacy.
- **Jamf Trusted Access:** ensures that only trusted users and devices are able to access company data and necessary resources—without negatively impacting user productivity.
- **Jamf Safe Internet:** for K-12 education customers across the globe, helps schools protect minors from harmful content on the internet without sacrificing their learning experience.



## Jamf Ventures Launch

Our new investment fund (launched in Fall 2022) focuses on supporting early-stage, innovative technology companies developing Apple ecosystem solutions. Jamf provides access to capital, industry expertise, professional networks, and channels to customers.



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# Employee Experience

At Jamf, people are at the core of everything we do. We are a company of free-thinkers, can-doers, and problem-crushers. We know big ideas come from anyone, so we empower everyone to make an impact. We believe in an open culture based on respect and trust. With our choice-based office model, employees have the flexibility to work from home or in the office, living a well-balanced life with the autonomy to be their best selves and do their best work. Our Jamfs are trusted to get the job done and thrive because they are given the freedom to do so.







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38%  
OF NEW HIRES IN  
2022 WERE WOMEN

90%  
VOLUNTARY  
RETENTION RATE

82%  
EMPLOYEE  
ENGAGEMENT

90%  
SAY JAMF IS A GREAT  
PLACE TO WORK\*



2,796  
GLOBAL EMPLOYEES

\*Great Place to Work® 2021 Global Employee Engagement Study.





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## DIVERSITY, EQUITY, INCLUSION, & BELONGING

At Jamf, we are committed to creating and maintaining an environment of involvement, mutual respect, and belonging for everyone within the workplace. We strive to foster a culture where the intersection of diverse experiences, perspectives, and ideas are recognized and celebrated; where all voices are included; and where all Jamfs feel empowered to bring their whole selves to work each day.

Our Diversity, Equity, Inclusion, and Belonging (DEIB) mission is 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.

In 2022 we took some important steps in pursuit of this mission, including the development of our formal DEIB strategy, and the creation of a new position—VP of Diversity, Talent, & Engagement—who will help lead us forward on our journey.



## JAMF'S DEIB STRATEGY:

### 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.





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Employee Resource Groups

Employee Resource Groups (ERGs) are an important component of our DEIB efforts. ERGs provide Jamfs with opportunities to strengthen bonds, build community, and support a vibrant and thriving Jamf culture. Jamf ERGs include:



**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.



**Accessibility**  
@Jamf

**Families@Jamf** aims to support all forms of families by providing resources and creating a platform for sharing experiences.



**Families**  
@Jamf

**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.



**Proud**  
@Jamf

**Shades of Jamf** provides a safe place for empowerment and cultural education where your individuality can shine in a positive all-inclusive environment.



The  
**Shades**  
of Jamf

**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.



**Women**  
@Jamf





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## TALENT RECRUITMENT, DEVELOPMENT, AND ENGAGEMENT

Maintaining a robust pipeline of diverse, high-performing talent across the complete employee lifecycle—from recruitment, hiring, and onboarding to learning and career development—is critical to our future success. A key focus for our Talent Acquisition team is improving underrepresented communities’ access to career opportunities and advancement at Jamf. We are also committed to removing any barriers and biases in our global hiring practices to foster an equitable and inclusive hiring culture.

Jamf Academy, our new Learning Management System (launched in 2022), provides a place for all Jamfs to engage in learning, take time to reflect and focus, and ultimately use Jamf resources to meet and exceed their performance and career goals.

Jamf supports all employees who wish to continue their education, grow their professional careers, and has established a reimbursement program for expenses incurred through approved institutions of learning.

Benefits are a critical part of the “whole employee experience.” Our benefits package includes generous paid time off, health and mental health benefits, family planning services, retirement, and more. Our choice-based office model gives Jamfs the freedom to work from wherever they feel most comfortable.



## Learning & Development by the numbers

- 27 New Employee Summits, onboarding 730 new Jamfs across the globe
- 90 New Managers hit the ground running with our New Manager bootcamp program
- 150 People Leaders participated in Feedback & Coaching Workshops
- 450 People Leaders participated in January’s Manager Summit, 373 in June’s and 427 in November’s

## Taking care of each other in times of crisis

Jamf is committed to supporting employees during times of need. In response to the ongoing humanitarian crisis in Ukraine, Jamf created a cross-functional, global task force—including senior leadership in the U.S., Europe, and team members from our Katowice and Brno offices—to monitor the situation and provide support to affected team members, a number of whom opened their homes to provide shelter and care for refugees.





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Health & Safety

Maintaining a safe and healthy workplace is a priority at Jamf. We believe that mental health is just as important as physical health. Resources and professional support are available to all Jamfs to provide assistance on a case-by-case basis. Jamf offers professional support and resources, ranging from low and no-cost access to medical professionals to virtual counseling, as well as a host of other materials for our employees and leaders.

In 2022, Jamf had zero fatalities because of work-related injuries and zero high-consequence work-related injuries. Only two minor work-related injuries attributed to strains, slips, and falls were recorded. To prevent these hazards and minimize risks, Jamf provides information on ergonomics, and we conduct a health and safety risk assessment annually.







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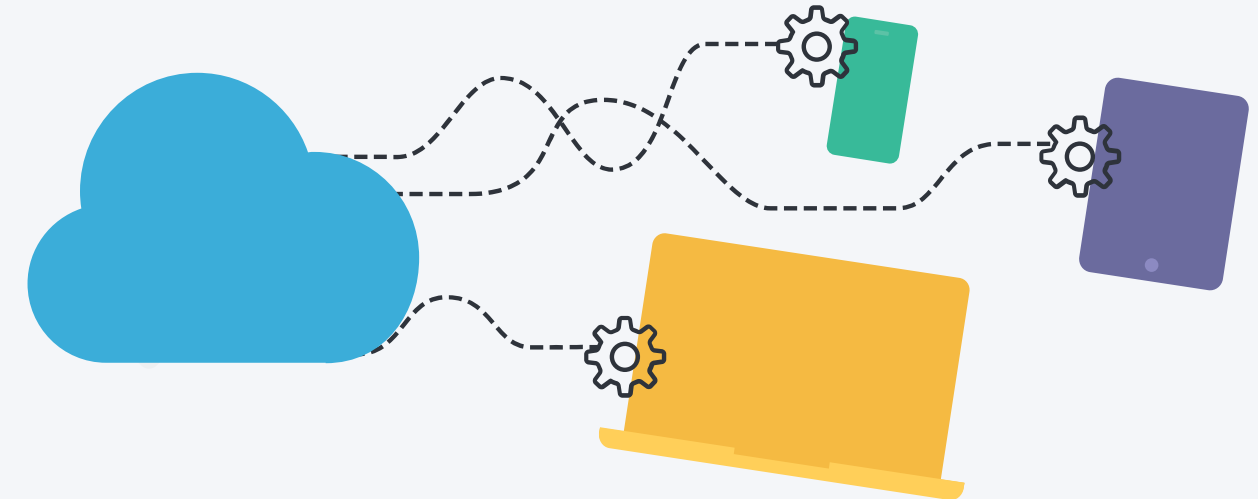
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# FEATURE:

## MAC ADMINS FOUNDATION



Emily Kausalik-Whittle, Ph.D., is the Manager of Client Platform Engineering at Jamf, founder of Austin Apple Admins, and a co-host of the Mac Admins Podcast. Emily channeled her passion for Apple device management into a new community building project. With five other like-minded individuals, she co-founded the Mac Admins Foundation, a 501(c)(3) charitable organization built by Mac admins, for Mac admins.

The mission is to advance the global community of people who manage Apple devices at large and small scales. With the support of its sponsors, the foundation launched a certification exam scholarship program that delivered 390 exam codes to 195 recipients, enabling individuals building their professional skill sets to take the new Apple Professional Training courses at no cost. The Mac Admins Foundation also supported and sponsored the founding of the Mac Admins Open Source organization, which provides secure co-designing and notarization support to business-critical open source tools built by the Mac Admins community free of charge.

Jamf is a charter sponsor of the Mac Admins Foundation and provides employees a variety of ways to support the organization through volunteering and giving, including company gift-matching and volunteer time off.







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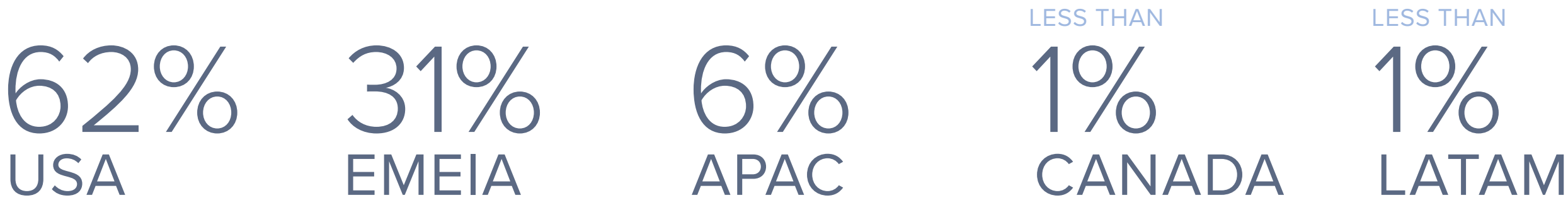
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JAMF EMPLOYEES BY THE NUMBERS:



Racial/Ethnic group representation of employees—U.S. only								
	American Indian or Alaska Native	Asian	Black or African American	Hispanic or Latinx	Native Hawaiian or Other Pacific Islander	White	Two or more races	N/D
Management	1%	5%	1%	3%	0%	80%	1%	8%
Tech Staff	0%	6%	5%	1%	0%	70%	3%	15%
All Other	Less than 1%	3%	4%	6%	Less than 1%	68%	2%	17%
								Total 1,736



Gender representation of employees—global			
	Female	Male	N/D
Management	36%	64%	Less than 1%
Tech Staff	24%	73%	2%
All Other	36%	64%	Less than 1%
			TOTAL 2,796



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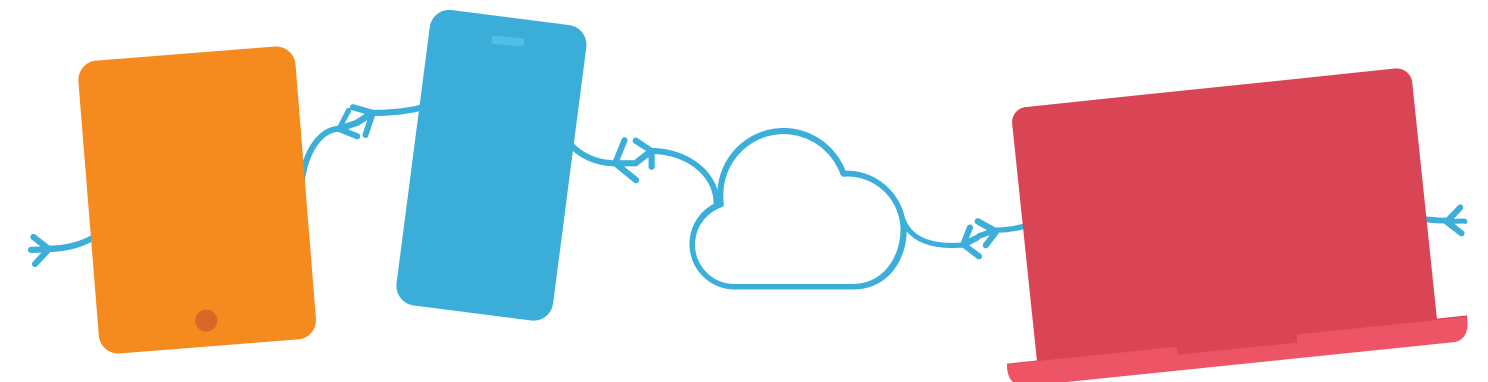
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# LOOKING AHEAD

## Here's what we're looking forward to in 2023:

- Continued roll-out and advancement of the four pillars of our DEIB Strategy: Culture, Career, Community, and Communications.
- Strengthening our pipeline of diverse talent and investing in partnerships to ensure a more inclusive evaluation and equitable hiring process for all future Jamf employees.
- Launching the ERG Leadership Academy to further scale the impact of Jamf ERG Leaders while providing the knowledge, skills, and tools necessary to sustain ERG momentum.
- Introducing cross-cultural competency development programs, such as the Inclusive Leadership Series, to support our culture of inclusion and belonging through shared understanding, knowledge, and skill building.





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# Customer Experience

Our purpose—to empower people by simplifying work—is more than just words on a page. We strive to empower Jamf customers in all that we do, not only with our industry-leading products and services, but by fostering a thriving, supportive community of IT and security professionals committed to improving their organizations, advancing their careers, and supporting each other along the way. From technical support and educational resources to social-emotional support and career development opportunities, Jamf’s customer community embodies our values of selflessness and relentless self-improvement.







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71,000+  
CUSTOMERS AROUND THE WORLD

9.26 <sup>OUT OF</sup> 10  
GLOBAL CUSTOMER SATISFACTION  
SCORE FOR TECHNICAL SUPPORT

MORE THAN  
13,500  
CUSTOMERS RUNNING BOTH A JAMF  
MANAGEMENT AND SECURITY SOLUTION

57  
NET PROMOTER  
SCORE (NPS)\*

\*As of November 2022.

113%  
DOLLAR-BASED NET  
RETENTION RATE







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## INNOVATION AND CONTINUOUS IMPROVEMENT

### Advancing device-based security, built for Apple:

In 2022, Jamf introduced a robust new set of endpoint protection technologies to maintain device security, detect attacks, and stop malware from compromising endpoints, while also preventing incoming threats. *Jamf Protect* received important updates including network threat prevention, powerful analytics with comprehensive logging, removable storage controls, and rich endpoint telemetry data collection. With the introduction of the *Jamf Trust* app in 2022, Jamf’s endpoint security suite now ensures both macOS and iOS devices are configured correctly from their first power on, binding user identity to the devices for dynamic and streamlined authentication into work applications.

### Strategic partnerships:

Jamf introduced new zero trust capabilities to provide multiple layers of protection by using device health scores and “smart groups” to block non-compliant usage at the device, network and cloud layers. Working with cloud identity providers like Okta, Jamf can now enforce the use of Jamf Private Access/Zero Trust Network Access (ZTNA) to ensure only protected devices with encrypted data can run enterprise apps, while automatically blocking compromised users and devices. Additionally, Jamf announced deeper integrations with leading cloud providers Microsoft, Google, and Amazon Web Services to deliver comprehensive conditional access workflows to help organizations on their zero trust journeys.

### Continuous same-day support:

Jamf has provided continuous, same-day support to customers worldwide for more than a decade. This incredible undertaking allows our customers to rest easy knowing their end users can upgrade to enjoy the latest Apple innovations, while keeping organizational data secure. Same-day support is a key differentiator for Jamf, and represents a level of support that our customers both deserve and appreciate.







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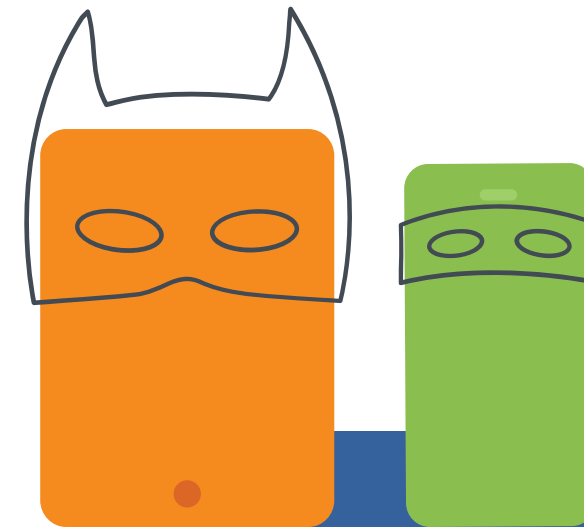
## CUSTOMER ENGAGEMENT & ADVOCACY PROGRAMS

Jamf is committed to helping customers expand their knowledge and grow their community. We strive to meet customer organizations and Apple administrators wherever they are in their professional journey, and provide them with a range of resources to meet their needs, including workshops, access to featured speakers, participation in managed forums, and curated blogs and tutorials, just to name a few.

**Jamf Heroes**, our customer advocacy program, is designed to serve our most passionate and engaged customers and partners. In addition to having opportunities to connect more with Jamf and each other, Jamf Heroes earn rewards that can be redeemed as contributions to the charity of their choice.

### CUSTOMER QUOTE:

*“I love how [Jamf Heroes] brings Jamf users from around the world together and focuses on everyday life, rather than just work. Jamf Heroes is a fun place to be!”*



### Jamf Heroes at-a-glance:

- 30 virtual meetups hosted in 2022
- 40 attendees per meetup
- 20 different countries represented
- 27 guest speakers
- \$8,410 USD program rewards donated in 2022\*

\*Donations account for customer and partner hubs combined.





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#### CUSTOMER QUOTE:

*“I joined just before COVID, and Jamf Nation has been my safe space when I am on edge or have a problem to solve. I like it when I can help others with issues.”*

#### Jamf Nation at-a-glance:

- 2,444 engaged users per month
- 7,402 topics posted on our forums
- 17,493 replies
- 830 solutions marked for 2022



**Jamf Nation** is the world’s largest online community of Apple administrators, composed of more than 100,000 users who come together to learn and grow. The Jamf Nation User Conference (JNUC) is our annual in-person gathering which 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.

For the fifth consecutive year, Jamf opened the JNUC Diversity Sponsorship program to JNUC attendees to foster a more diverse and inclusive conversation. In 2022, we expanded our program to offer sponsorships to 10 individuals from underrepresented groups within the technology sector. The sponsorships included free entrance to the conference, exclusive meet-and-greet with Jamf senior leaders, and a stipend to use toward travel and hotel costs.



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# FEATURE:

## EMPOWERING STUDENTS IN TAIWAN WITH WORLD-CLASS DIGITAL CLASSROOMS

Tablet computers have become a ubiquitous part of the modern educational experience. Combined with technology, high-speed internet, and innovative e-learning systems, devices like iPads can open up an exciting world of opportunities for interactive learning.

For IT admins working in education, equipping students and classrooms with these devices can be a challenge. The task is daunting enough for the average school or district—imagine trying to deploy 400,000 iPads to students in classrooms across an entire country.

That’s exactly what Taiwan’s ministry of education sought to do, as part of their broader effort to create world-class digital classrooms for all of its K-12 students.



*“Jamf helped us realize our countrywide vision to provide the best learning experience for our students,” said Bor-Chen Kuo, Executive Secretary, Taiwan Ministry of Education. “With Jamf, we were able to deploy more than 400,000 iPad devices to our students within a few weeks—a shining example of how Jamf focuses on their customers first.”*

As with any large-scale deployment, planning was paramount—and there were a multitude of factors to consider: device set-up protocol, remote administration, bandwidth, distribution, and tech support, just to name a few. Further complicating things was the fact that not all of Taiwan’s teachers were familiar with the incoming technology.

Recognizing the enormity of their ambitions, Taiwan trusted Jamf to assist with planning and execution. Together, we hosted over 100 training sessions, and deployed an average of 10,000 iPads per day over an eight week period—ultimately deploying 400,000 devices and training 3,000 teachers in under three months time.

Jamf empowers an estimated **40 million students globally** and serves **8 of the 10 largest U.S. school districts** according to *Niche*.





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# FEATURE:

## SUPPORTING MATERNAL AND FETAL HEALTH IN KENYA

Prenatal ultrasound provides important information about a developing baby, and is a critical tool for ensuring healthy pregnancies for mothers and their babies. Unfortunately, two-thirds of the world's population lack access to essential medical imaging, according to the Pan American Health Organization.

Butterfly Network's ([www.butterflynetwork.com](http://www.butterflynetwork.com)) mission is to create affordable access to valuable clinical insights using innovative ultrasound technology, made simple with artificial intelligence, to benefit all patients worldwide.

Jamf was proud to collaborate with Butterfly to support the deployment of 1,000 Butterfly iQ+ whole-body ultrasound systems and hands-on training in Sub-Saharan Africa, which completed the first phase of rollout in Kenya in December 2022.

Since launching the program, 500 of the probes have been deployed, tens of thousands of scans have been completed, and over 90% of post-training survey respondents report identifying a high-risk condition using the Butterfly iQ+.

Jamf serves **17 of the top 20 U.S. hospitals** as ranked by *U.S. News and World Report*.



*“We are thrilled to be a part of Butterfly’s mission to transform care through easy-to-use, portable, and versatile ultrasound technology to benefit patients worldwide. Butterfly iQ+ devices supported by Jamf bring a simple user experience to healthcare workers allowing them to focus on patient care,” said Dean Hager, CEO of Jamf. “Jamf’s healthcare solutions and workflows are designed to put people first and we are proud to be a part of the incredible work Butterfly is accomplishing in Africa.”*

*Butterfly’s Sr. Director of Global Health, Dr. Sachita Shah, commented, “Witnessing such interest and fast adoption of our advanced, digital device in these clinics where such technology has never before been available has been inspirational. The full potential of our pocket-based ultrasound system, Butterfly iQ+, is realized when it’s combined with the expertise of Jamf, who ensure we’re bringing this novel health technology to new geographies in a seamless, secure, and compliant way.”*



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# LOOKING AHEAD

## Here's what we're looking forward to in 2023:

- Capitalizing on the continuing growth and adoption of Apple devices in the workplace, and reinforcing our position as the world's leader in managing and securing Apple at work.
- Developing new and innovative ways to empower people through our technology and providing world-class service and support to our customers around the world.
- Hosting our 14th annual JNUC in Austin, Texas.







# Community Relations

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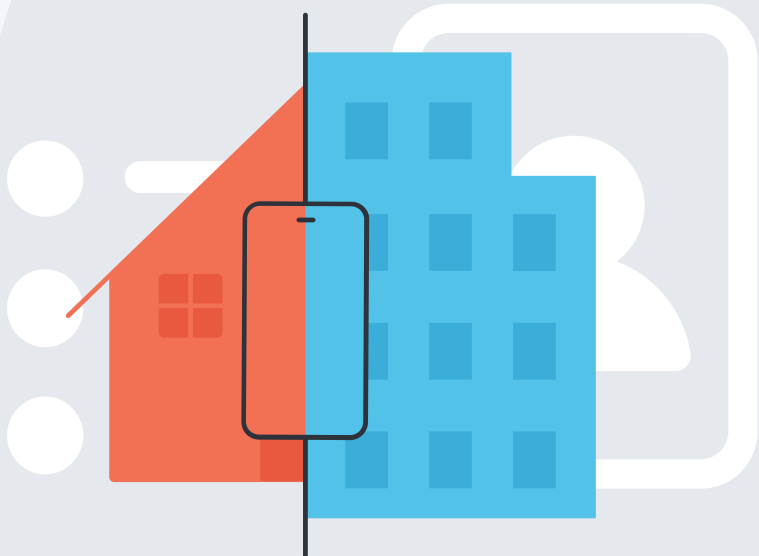
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Jamfs share a selfless devotion to doing the right thing. Giving back—to our teammates and communities—is in our nature. Since our inception, Jamf and Jamf employees have donated over \$3.8 million and volunteered over 55,000 hours in service of causes that align with our core values, abilities, and interests. As a global business, we are proud to empower people, advance initiatives, and support organizations in communities around the world.







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Jamf Nation Global Foundation (JNGF)

Established in 2013, The Jamf Nation Global Foundation (JNGF), provides Jamf employees with opportunities to participate in their communities and support organizations of choice through volunteering and financial contributions. The foundation strives to serve organizations that align with our core values and abilities.

2022 JNGF IMPACT AT-A-GLANCE:



\$1.1 MILLION TO MORE THAN...

1,000 CAUSES IN...

30 COUNTRIES AROUND THE WORLD

62% OF JAMFS GAVE TIME OR MONEY THROUGH THE JNGF, DONATING NEARLY...

\$300,000 IN MATCHING GIFTS

Almost **20,000**  
**volunteer hours**  
with the participation  
of every single  
department at Jamf.





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## 2022 JNGF IMPACT HIGHLIGHTS

**Volunteer Rewards Launch:** Our Volunteer Rewards program, launched in 2022, allows Jamfs to earn charitable credit for time spent volunteering. Employees can earn \$10 per hour of time spent volunteering, which they can direct to the charity of their choice. Additionally, each new hire receives \$25 in charitable currency as a welcoming gesture and an introduction to our culture of giving. Jamf employees redeemed approximately \$57,000 in charitable rewards in 2022.

**Code2College:** In 2022, Jamf launched a partnership with Code2College to support their mission to dramatically increase the number of minority and low-income high school students who enter and excel in STEM undergraduate majors and careers. Jamf supported the paid summer internship program, hosting two students for placements as Software Engineer Interns from June to August of 2022. Students contributed to the development of features that supported both internal and customer-facing initiatives, as well as fixing bugs, creating tests, and enhancing code. Additionally, the JNGF supported Code2College by donating \$25,000 to provide laptops to students in need.

**Hunger & Disaster Relief:** In response to growing food insecurity and a lack of healthy affordable food options, Jamf stepped up our hunger relief efforts in 2022. Jamf's Sales Engineering Team led the charge, spearheading an effort which raised over \$250,000 in Directed Funding Requests for hunger relief causes globally. Jamfs also stepped up to support those affected by hurricanes Fiona and Ian, donating to a variety of causes and organizations focused on disaster relief.







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**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 2022 included:

- American Cancer Society
- Guatemala Service Projects Inc.
- Movember Foundation UK
- Second Harvest Heartland
- Secondhand Hounds
- Camp Manitou – YMCA (20-20-10)
- Marine Toys for Tots (20-20-10)
- The Wildcat Sanctuary (40-40-10)

**Good Neighbor Fund (GNF):** Jamf allocates funding to each of its offices to be a good neighbor to our communities through donations to organizations in need. Funds are allocated when we discover a need in the community that we believe should be addressed at the company-level, rather than by a single employee. Approximately 80 organizations and individuals received support through the GNF in the following categories:

- Humanitarian Aid
- Community Enhancement
- Arts & Culture
- Education
- Science and Technology
- Animals





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# COMMUNITY EDUCATION INITIATIVES

Jamf is committed to accelerating digital adoption in education and community enrichment. Our Community Education Initiatives bring access to affordable digital content, applications, and services to communities around the globe.

## MATTER Innovation Hubs

The MATTER Innovation Hub (MIH) is a collaborative partnership between Jamf and MATTER ([www.matter.ngo](http://www.matter.ngo)). Utilizing the latest technology, Innovation Hubs promote 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.

In 2022, Jamf announced the expansion of its MATTER Innovation Hub program, opening five new hubs to deliver state-of-the-art, solar-powered Apple classrooms to under-resourced locations across the world. The new locations include two new sites in Zimbabwe, two in Minneapolis, and one in St. Paul.

## MIH in action:

Video links:

[Innovation Hub Opening at King George VI School in Zimbabwe](#)

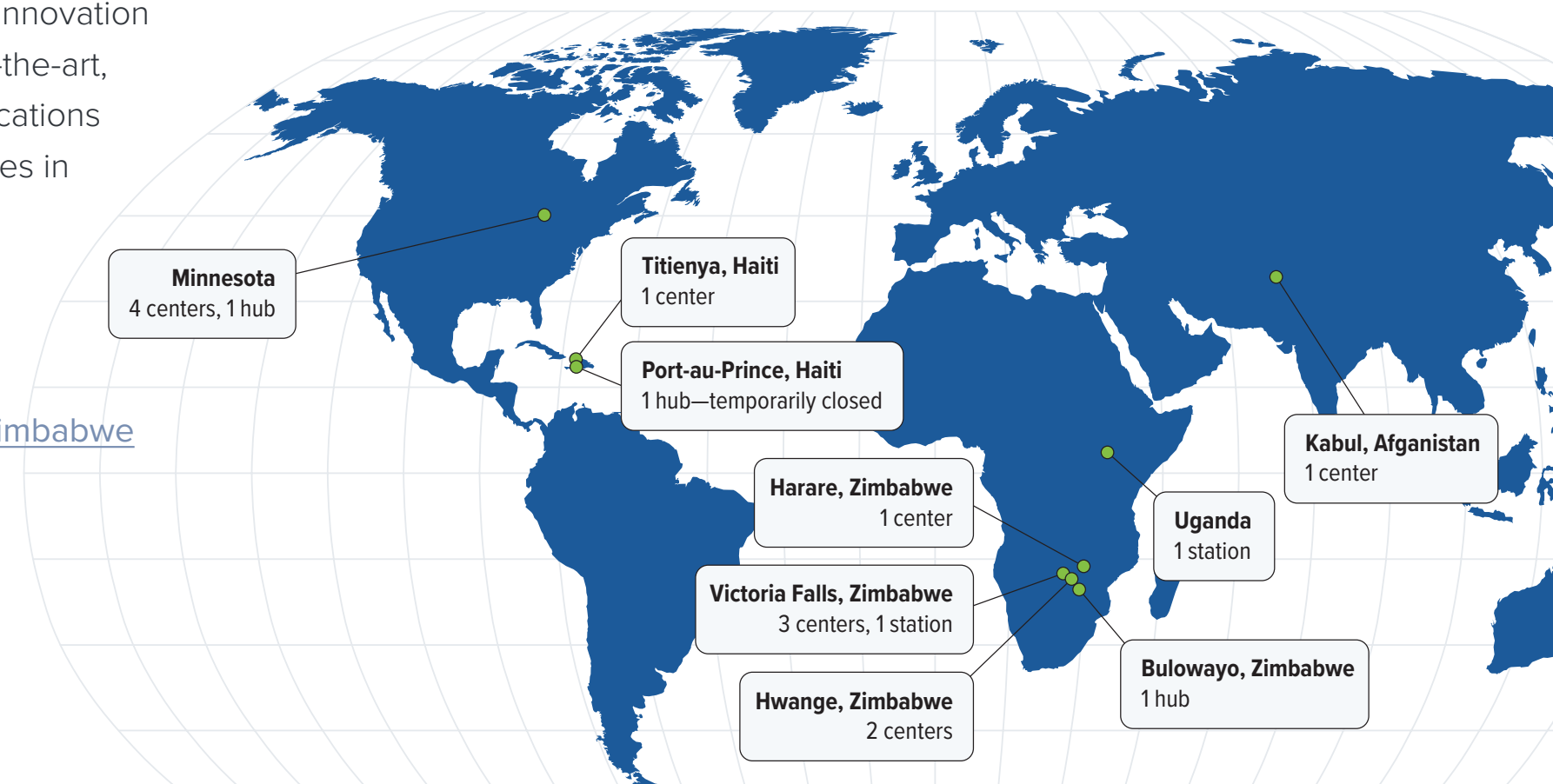
[Mobile Hub at JJ Legacy](#)

[Using Sports to Bring People Together](#)

## MIH at-a-glance:

- 16 operational locations, 17 total locations counting the one in Haiti temporarily closed, (Senegal permanently closed)
- Over 4,000 students
- 700 active devices

## MATTER INNOVATION HUBS







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#### MATTER Career Readiness Institute:

The MATTER Career Readiness Institute, in Victoria Falls, Zimbabwe, was created to train students for remote technology jobs with U.S. and other international companies. The first cohort of five students started in August with the second group of fourteen in December. The rigorous 12-month course focuses on coding and software technology, and trains students on the soft skills required to work as professionals in the global marketplace. Graduates receive an international certification in Apple coding and software development and remote, paid internships with Jamf and other program partners. The MATTER Career Readiness Institute is the next step for graduates of the MATTER Innovation Hub.



#### Coding Camps:

Jamf supported several coding camps in 2022, partnering with the Boys & Girls Club and Pablo Center in Eau Claire. Led by 34 volunteers from Jamf, the camps provided 190 students with hands-on coding experience using our Technology Enabled Active Learning (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.

#### Cristo Rey High School Internships

In partnership with Cristo Rey High School, 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 working at Jamf. Internship experiences vary based on placement, but our hope is that all interns complete the program with a fundamental understanding of our company, and a valuable experience that can help to shape their future career success.



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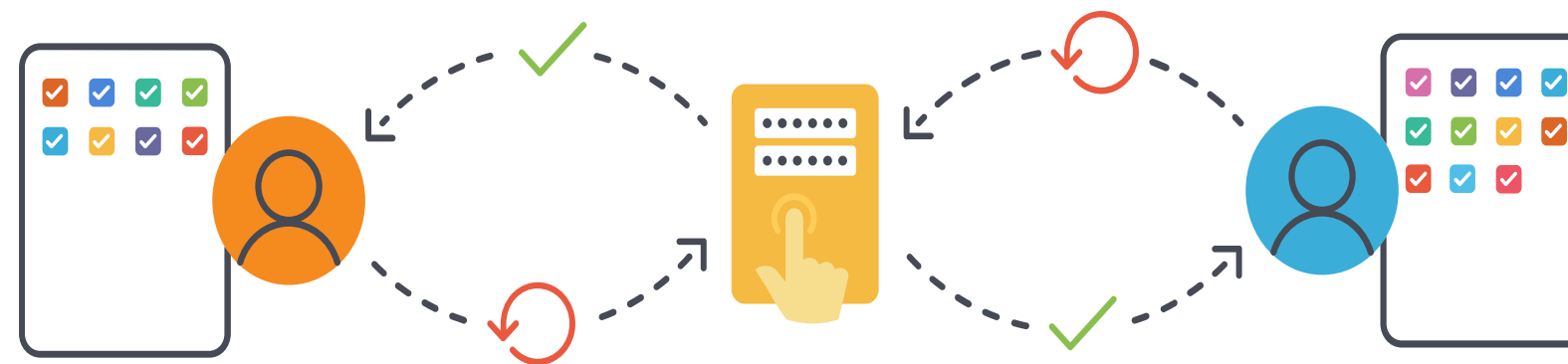
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# LOOKING AHEAD

Here's what we're looking forward to in 2023:

- Strengthening the support for ERG-selected causes in our community and fostering greater organizational alignment with our DEIB strategy.
- Continuing our focus on technology in education—opening additional MATTER Innovation Hub locations, growing the Code2College internships from two to four, and expanding our Community Education Initiatives.





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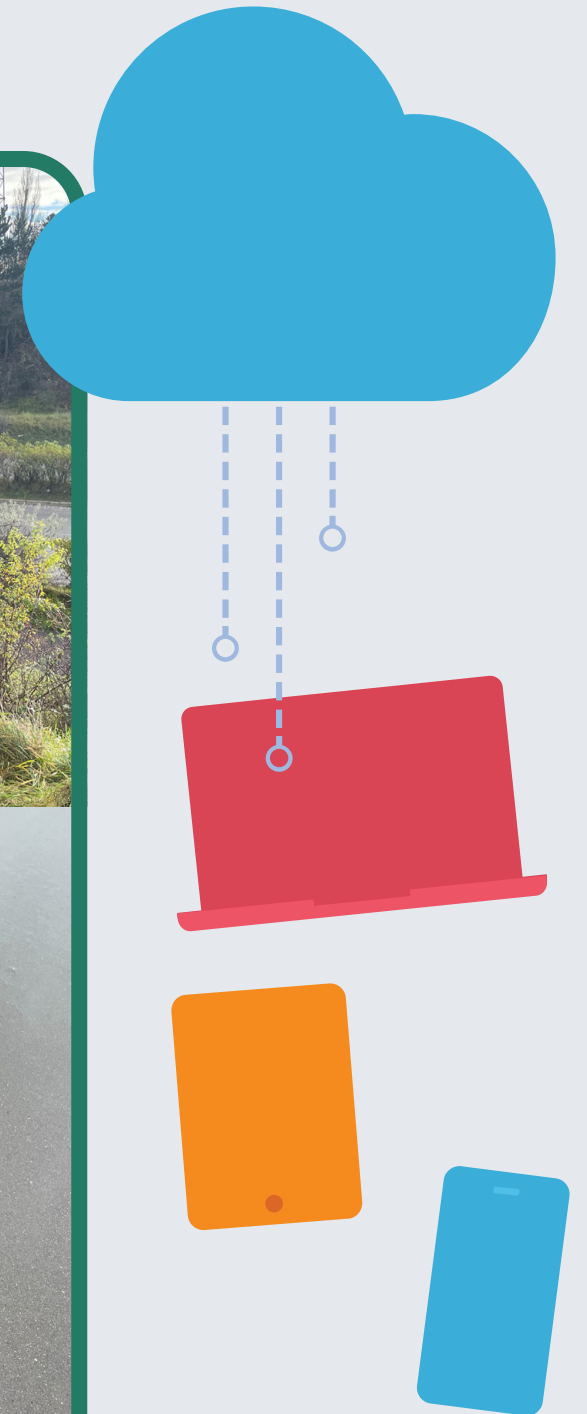
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# Environment

At Jamf, we recognize the environment as a vital stakeholder in our operations. Jamf is committed to lessening the burden of its operations on the environment by:

- Tracking our environmental footprint across the organization
- Reducing usage and consumption where possible
- Offsetting what we cannot reduce
- Creating awareness and educating our employees
- Openly communicating our progress

As with most initiatives at Jamf, our pursuit of environmental sustainability is driven by the evolving demands of our business and our desire to do the right thing for all our stakeholders. Green at Jamf—a group of Jamfs whose mission is to improve the planet by measuring and reducing the harmful environmental impacts of both our industrial and individual actions—helps to raise awareness, share best practices, and drive environmental stewardship throughout the organization.





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# EMISSIONS

Regarding Jamf’s carbon footprint, the AWS Customer Carbon Footprint Tool, our third party cloud service provider, estimated 554 metric tons of carbon dioxide equivalent (MTCO<sub>2</sub>e) emissions for Jamf in 2022. Leveraging data from utility bills, and using third-party software, we estimated 1,443 tonnes of carbon dioxide equivalent (tCO<sub>2</sub>e) in electricity and heat emissions from our offices in 2022.

Since 2021, Jamf has been on the path to carbon neutrality, searching for ways to reduce and optimize consumption and voluntarily investing in carbon offsets. While our ongoing pursuit of carbon neutrality is an important milestone in our sustainability journey, we are taking strides to account for emissions as thoroughly and accurately as possible, establish environmental policies, and set goals that drive our reduction strategy.

Along with the offsets contributed in 2021, Jamf engaged Carbonfund.org in September 2022 to offset 3,512 MTCO<sub>2</sub>e via their 2022 Carbon Neutral Program. This donation helps fight global warming by supporting third-party verified renewable energy projects that mitigate greenhouse gas emissions, capture methane, and generate clean electricity for local communities.

Jamf purchased an additional 3,875 MTCO<sub>2</sub>e (completed in January 2023) to offset the remaining emissions from 2022 and continue our journey to carbon neutrality. Corresponding projects focus on capturing and using coal mine methane for power generation, displacing electricity used from the on-site captive power plant and the power grid for on-site use; and building solar projects that invest in communities in the United States, specifically in Panola County, Mississippi, a community identified as distressed by the Economic Innovation Group. The Panola County Solar project adds clean energy into their grid, supports a more equitable transition to decarbonization, and the health and economic benefits that follow.







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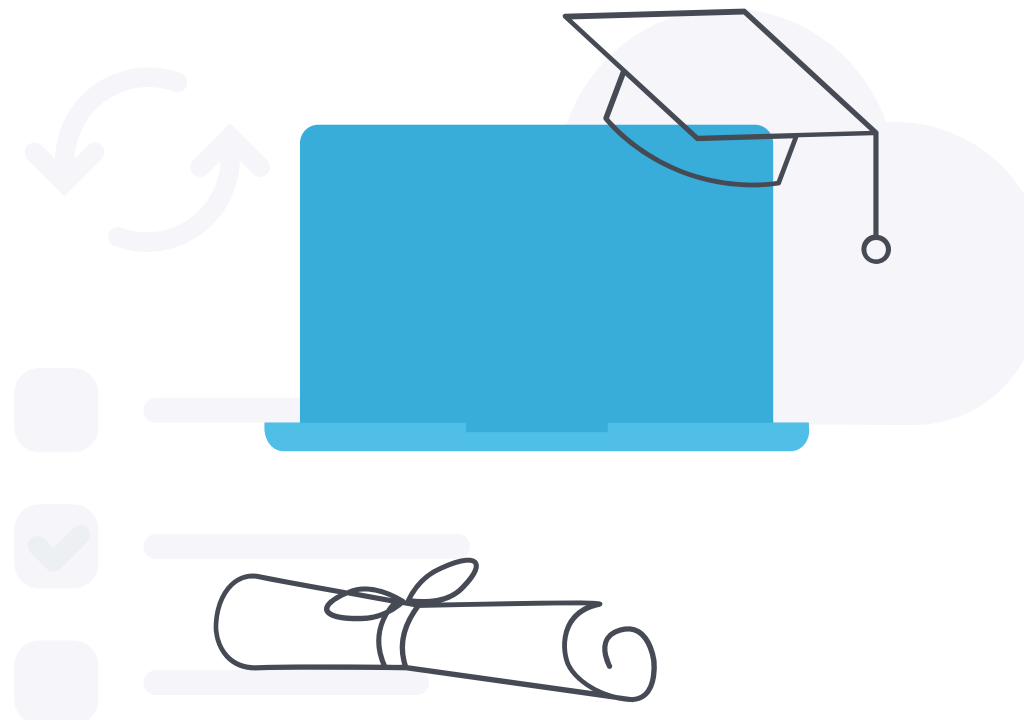
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## EDUCATION & ENGAGEMENT

Engaging key stakeholders, including Jamf employees, on topics related to environmental sustainability is a key component of our environmental strategy. In 2022, Jamf offered employees a number of volunteer opportunities to support organizations and engage more deeply with environmental subject-matter and causes.

As a result of climate change, drought conditions are becoming more frequent and severe in Australia, posing a potential threat to native, desert-dwelling marsupials known as bilbies. In January, Jamfs volunteered in support of The Greater Bilby Sanctuary, to help researchers capture data from bilby feed sites and evaluate various management strategies for supporting bilbies through drought.

Jamfs celebrated Earth Day and World Wildlife Conservation Day, volunteering in support of organizations including the Earth Day Network and supporting Worldwatch Kenya’s conservation efforts by helping to identify wildlife on trail cams.

In April 2022, Green at Jamf and Shades of Jamf came together to host the Friends of the Mississippi River’s Earth Week and Climate Justice Workshop. Participants learned about the organization’s efforts to address climate change, pollution, and ways to improve quality and habitat. The workshop also explored the intersections of racial equality and culture in the movement to address climate change in a way that is equitable, recognizes structural and systemic barriers, and honors the voices of BIPOC communities and contributors.

In September, Green at Jamf hosted the CEO and founder of Tare Market, Amber Haukedahl, for a webinar titled “Transition Your Home to Zero Waste”. Haukedahl shared tips, tricks, and resources for transitioning your home to a zero-waste environment.



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# LOOKING AHEAD

## Here's what we're looking forward to in 2023:

- Refining our approach to work-from-home emissions calculations to be as comprehensive as possible, and exploring opportunities for further emission reductions in alignment with our choice-based office model.
- Empowering the Green at Jamf working group to engage their fellow Jamfs and encourage environmentally friendly behavior, emission reductions, and responsible consumption.
- Ongoing monitoring of sustainability standards and regulations to ensure compliance at both local and international levels.





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# Governance

Jamf is committed to acting socially responsible by helping our customers, employees, and communities become their absolute best. Our values of selflessness and relentless self-improvement, combined with the policies, principles, and practices of sound corporate governance, are core to our culture and guide our decisions and actions every day.





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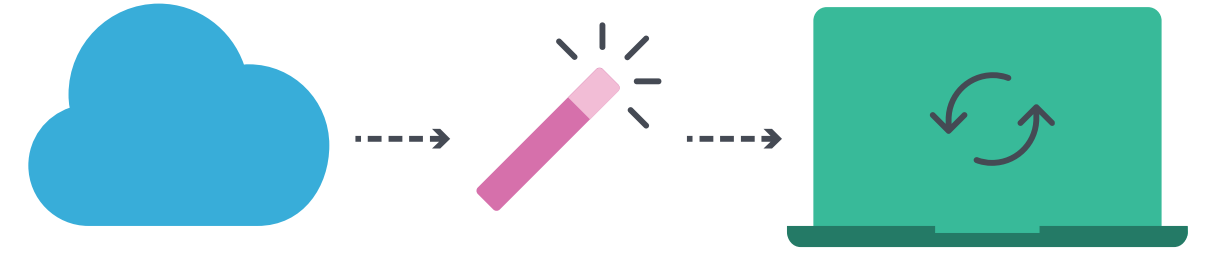
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JAMF IS ONE OF **10,644** COMPANIES  
IN THE IT SECTOR GLOBALLY TO HAVE ACHIEVED  
**ISO 27001 CERTIFICATION.**

WE WERE AN  
EARLY ADOPTER  
OF THE **ISO 27701** CERTIFICATION  
(WHICH WAS LAUNCHED IN 2019), AND WE ACHIEVED IT IN OUR FIRST ATTEMPT IN 2022.

**100%** OF OUR EMPLOYEES  
COMPLETED ANNUAL COMPLIANCE TRAINING IN 2022.





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## 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 supply chain, and helps us make better decisions that bolster organizational resiliency. In 2022, we evaluated and selected an enhanced and more robust Governance, Risk, and Compliance (GRC) tool that will be implemented in 2023 to ensure an integrated approach to managing risk across the business.

## EMPLOYEE ETHICS & CODE OF CONDUCT

Our Code of Conduct and Code of Ethics establish the foundation for employee choices and actions. The guidelines provided within 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 he or she reasonably believes to have occurred.

## PRIVACY & DATA SECURITY

Jamf is proud of our recent ISO/IEC 27701:2019 certification (a company first) 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.

In 2022, one-hundred percent of Jamf employees participated in annual training on the following topics:

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





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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 will allow 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.

For more information on Jamf’s privacy practices and policies, please see the Privacy Page within Jamf’s Trust Center at [jamf.com/trust-center/privacy](https://jamf.com/trust-center/privacy)

## MODERN SLAVERY STATEMENT

Jamf has a zero-tolerance policy around modern slavery and is committed to acting ethically and with integrity in all our business dealings and relationships. Jamf has implemented and enforces effective systems and controls to ensure modern slavery is not taking place anywhere in our own business or in any of our distribution channels. The Board of Directors and senior leadership are accountable for the governance and oversight of modern slavery risks, including annual review and approval of the policy. Jamf’s Risk & Compliance team is responsible for day-to-day activities and due diligence.

### EMPLOYEE QUOTE:



*“Jamf is committed to effective management of information security risk and compliance requirements relevant to maintaining and continually improving the confidentiality, integrity, and availability of customer information. Obtaining [the ISO 27701] certification is another step in achieving our vision of delivering an enterprise-secure, consumer-simple platform that protects customers’ privacy.”*

*Linh Lam, Jamf Chief Information Officer*



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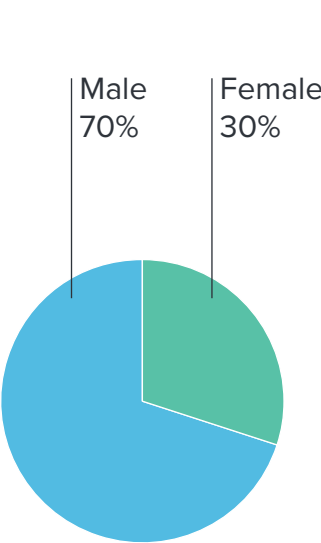
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BOARD DIVERSITY

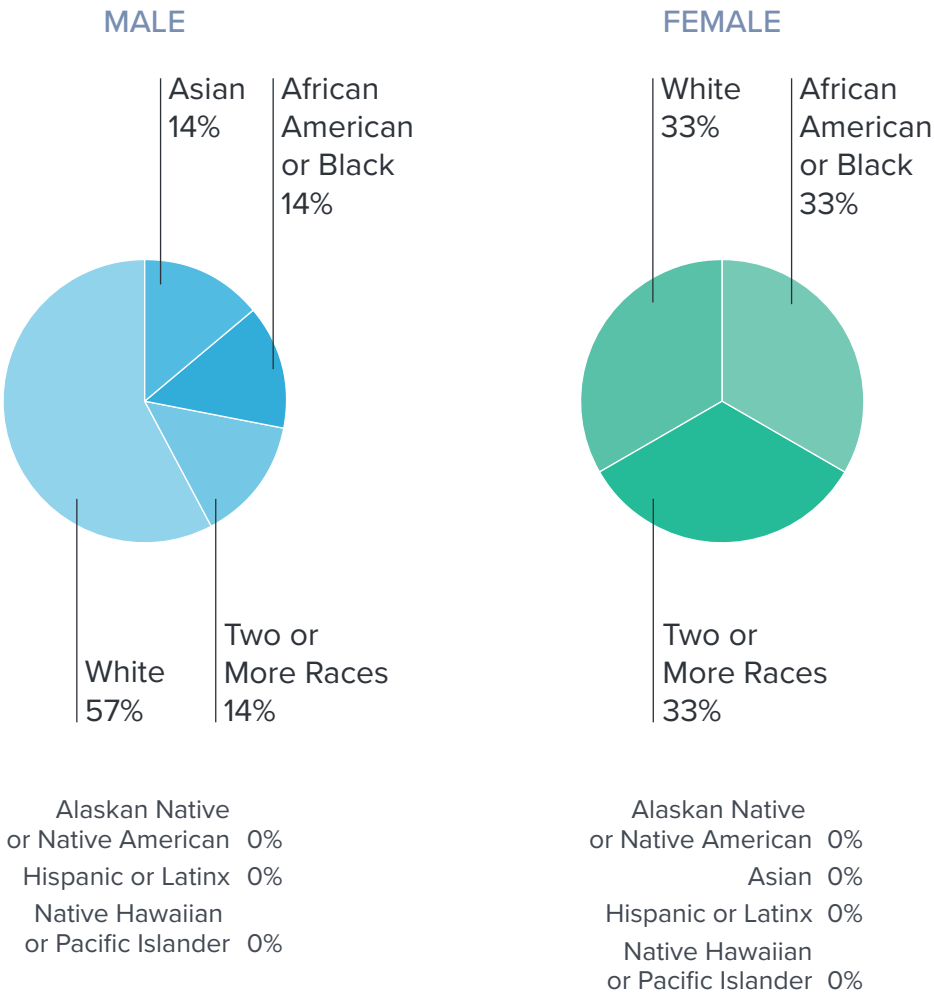
The information below provides certain highlights of the composition of our Board of Directors as of March 30, 2023. Each of the categories listed in the table below has the meaning set forth in Nasdaq Rule 5605(f).

Total Number  
of Directors 10

Part 1: Gender Diversity



Part 2: Demographic Background



Compliance



Memberships





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# LOOKING AHEAD

## Here's what we're looking forward to in 2023:

- Renewing our commitment to the highest standards of responsibility and transparency in the management of personal information via re-certification of our ISO 27001 and 27701 standards.
- Maintaining our commitment to safeguarding customer data with our SOC 2 compliance for all Jamf products, and protecting against online security threats via Cyber Essentials for all Jamf security products.
- The appointment of John Strosahl as Chief Executive Officer effective September 2, 2023. Mr. Strosahl will succeed Jamf's current Chief Executive Officer, Dean Hager, who is retiring from his position effective September 1, 2023. For more information, please visit our website <https://www.jamf.com/resources/press-releases/jamf-announces-ceo-transition-plan-appointing-john-strosahl-as-chief-executive-officer/>.





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## SUSTAINABILITY DISCLOSURE TOPICS & ACCOUNTING METRICS

### 2022 SASB Standards | Software & IT Services

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SASB Code	SASB Topic	SASB Accounting Metric	2022
TC-SI-130a.1	Environmental Footprint of Hardware Infrastructure	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	Jamf is working on assessing the usage of natural resources and will disclose in the future. Information about environmental considerations is provided in the <i>Environment</i> section.
TC-SI-130a.2	Environmental Footprint of Hardware Infrastructure	(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	Environmental Footprint of Hardware Infrastructure	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 Environment 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 <a href="#">Trust Center</a> (jamf.com/trust-center).
TC-SI-220a.2	Data Privacy & Freedom of Expression	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 <a href="#">Trust Center</a> (jamf.com/trust-center).
TC-SI-220a.3	Data Privacy & Freedom of Expression	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 2022, 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	(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 2022. More details about user information requests can be found in our <a href="#">Trust Center</a> (jamf.com/trust-center).
TC-SI-220a.5	Data Privacy & Freedom of Expression	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.





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SASB Code	SASB Topic	SASB Accounting Metric	2022
TC-SI-230a.1	Data Security	(1) Number of data breaches, Z (2) percentage involving personally identifiable information (PII), (3) number of users affected	Material breaches are disclosed in our 10-K filing with the U.S. SEC. In 2022, Jamf did not have significant data breaches.
TC-SI-230a.2	Data Security	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 are (1) foreign nationals and (2) located offshore	Metrics are provided in the <i>Employee Experience</i> section of this report.
TC-SI-330a.2	Recruiting & Managing a Global, Diverse & Skilled Workforce	Employee engagement as a percentage	Metrics are provided in the <i>Employee Experience</i> section of this report.
TC-SI-330a.3	Recruiting & Managing a Global, Diverse & Skilled Workforce	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) 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 2022, 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 <a href="#">Trust Center</a> (jamf.com/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	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.



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## 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 on Form 10-K for the fiscal year ended December 31, 2022. Additional information is also set forth in our Quarterly Report on Form 10-Q for the fiscal quarter ended March 31, 2023, as well as the subsequent periodic and current reports and other filings that we make with the Securities and Exchange Commission 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.

You should not rely on forward-looking statements, assume that past financial performance will be a reliable indicator of future performance, or use historical trends to anticipate results or trends in future periods. The forward-looking statements included in this document relate only to events as of the date hereof. We undertake no obligation to update or revise any forward-looking statement as a result of new information, future events or otherwise, except as otherwise required by law.





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For purposes of section 44475.1 of California's AB-1305 where an entity that purchases or uses voluntary carbon offsets that makes claims regarding the achievement of net zero emissions, claims that the entity, related entity, or a product is “carbon neutral,” or makes other claims implying the entity, related entity, or a product does not add net carbon dioxide or greenhouse gases to the climate or has made significant reductions to its carbon dioxide or greenhouse gas emissions shall disclose on the entity’s internet website all the information pertaining to each project or program, and regarding the remarks contained in the CEO letter that reads: "This year’s report also includes information pertinent to the offsets we’ve invested in to achieve carbon neutrality—a significant milestone in our environmental journey", we put forth the following statement:

Jamf estimated 2021's greenhouse gas emissions that included in-office electricity and heat usage, business travel and commuting as well as cloud hosting services using third-party software. We leveraged this information to purchase to purchase 7,387.11 tCO2e in carbon offset projects in 2022 which exceeded the estimated emissions at the time. The details of these projects can be found in the table below.

Issuance Record	Vintage	Project Name	Region	Country	Method	Accounta- bility	Type	Protocol	Crediting Period Start Date	Crediting Period End Date	Credit Seller Name / Developer/Proponent	Verification Body	tCO2e	Partner
<u>VCS1446-17</u>	2017	Sichuan Furong Coal Mine Methane Utilization	Sichuan	China	Coal mine methane utilization	Permanent	Avoidance	ACM0008	2010-04-16	2020-04-15	Sichuan Furong Group's Limited Industrial Company	China Environmental United Certification Center Co., Ltd. (CEC)	1,208	ClimeCo
<u>VCS1446-19</u>	2019	Sichuan Furong Coal Mine Methane Utilization	Sichuan	China	Coal mine methane utilization	Permanent	Avoidance	ACM0008	2010-04-16	2020-04-15	Sichuan Furong Group's Limited Industrial Company	China Environmental United Certification Center Co., Ltd. (CEC)	1,208	ClimeCo
<u>VCS1446-20</u>	2020	Sichuan Furong Coal Mine Methane Utilization	Sichuan	China	Coal mine methane utilization	Permanent	Avoidance	ACM0008	2010-04-16	2020-04-15	Sichuan Furong Group's Limited Industrial Company	China Environmental United Certification Center Co., Ltd. (CEC)	1,208	ClimeCo
<u>VCS1189</u>	2014	Shandong Taipingshan Wind Farm	Shandong	China	Renewable energy	Permanent	Avoidance	ACM0002	2010-04-27	2020-04-26	Anqiu Taipingshan Wind Power Co., Ltd.	LGAI Technological Center, S.A. (Applus+)	3,512	ClimeCo
N/A	2022	Clearloop Panola County Solar	Mississippi	U.S.A.	Renewable energy	N/A	Avoidance	Clearloop Carbon Standard V2.0	N/A	N/A	Clearloop®, a Silicon Ranch company	N/A	251	Patch