

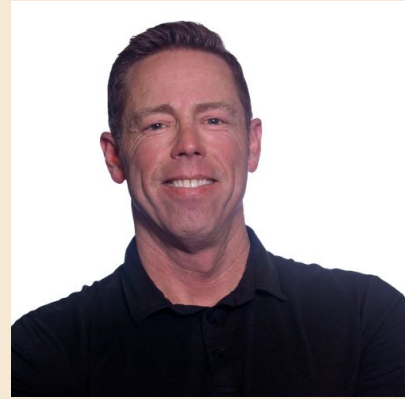


# JNUC

# Investor Event

## September 21, 2023

# Jamf Leadership



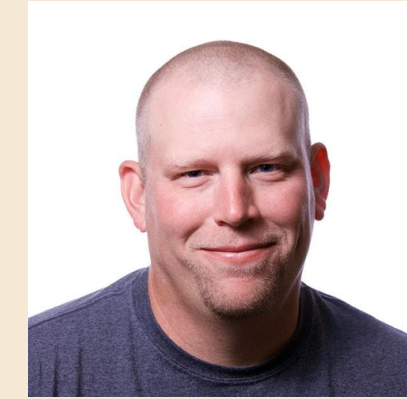
**John Strosahl**

Chief Executive Officer



**Ian Goodkind**

Chief Financial Officer



**Jason Wudi**

Chief Innovation Officer



**Sam Johnson**

Chief Customer Officer



**Linh Lam**

Chief Information Officer



**Beth Tschida**

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**Michelle Bucaria**

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**Ben Oxnam**

VP, GM EMEA



**Henry Patel**

Chief Strategy Officer



**Liz Benz**

Chief Sales Officer



# Agenda

- Jamf Nation and JNUC
- Jamf's strategy and positioning
- Platform innovations
- Simplifying the customer journey
- Jamf's balanced approach to growth and profitability
- Q&A



# Safe Harbor

Unless otherwise specified, financial information and other data presented in this presentation is presented as of June 30, 2023. Jamf’s historical results are not necessarily indicative of the results that may be expected in the future.

## Forward-Looking Statements

This presentation 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 or our future financial or operating performance. 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 future financial and operating performance (including our outlook and guidance), the demand for our platform, anticipated impacts of macroeconomic conditions on our business, our expectations regarding business benefits and financial impacts from our acquisitions, partnerships and investments, and our ability to deliver on our long-term strategy.

The forward-looking statements contained in this presentation 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 June 30, 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 presentation.

Given these factors, as well as other variables that may affect our operating results, 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 presentation 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.

## Market and Industry Data

This presentation includes information concerning economic conditions, the Company’s industry, the Company’s markets and the Company’s competitive position that is based on a variety of sources, including information from independent industry analysts and publications, as well as Jamf’s own estimates and research. Jamf’s estimates are derived from publicly available information released by third party sources, as well as data from its internal research, and are based on such data and the Company’s knowledge of its industry, which the Company believes to be reasonable. The independent industry publications used in this presentation were not prepared on the Company’s behalf. While the Company is not aware of any misstatements regarding any information in this presentation, forecasts, assumptions, expectations, beliefs, estimates and projections involve risk and uncertainties and are subject to change based on various factors.

## Non-GAAP Financial Measures

This presentation contains the financial measures Non-GAAP Operating Income (Loss) and Non-GAAP Operating Income (Loss) Margin, which are not recognized under generally accepted accounting principles in the United States (“GAAP”).

In addition to our results determined in accordance with GAAP, we believe the non-GAAP measures of non-GAAP operating income (loss) and non-GAAP operating income (loss) margin are useful in evaluating our operating performance. Certain of these non-GAAP measures exclude amortization expense, stock-based compensation, acquisition-related expenses, acquisition-related earnout, offering costs, payroll taxes related to stock-based compensation, system transformation costs, and legal settlement. We believe that non-GAAP financial information, when taken collectively, may be helpful to investors because it provides consistency and comparability with past financial performance and assists in comparisons with other companies, some of which use similar non-GAAP information to supplement their GAAP results. The non-GAAP financial information is presented for supplemental informational purposes only, should not be considered a substitute for financial information presented in accordance with GAAP, and may be different from similarly-titled non-GAAP measures used by other companies. The principal limitation of these non-GAAP financial measures is that they exclude significant expenses that are required by GAAP to be recorded in our financial statements. In addition, they are subject to inherent limitations as they reflect the exercise of judgment by our management about which expenses are excluded or included in determining these non-GAAP financial measures. Reconciliation tables of the most comparable GAAP financial measures to the non-GAAP financial measures used in this presentation are included with the financial tables at the end of this presentation. We strongly encourage investors to review our consolidated financial statements included in our publicly filed reports in their entirety and not rely solely on any single financial measurement or communication.

Reconciliations of these non-GAAP financial measures to the most directly comparable GAAP financial measure can be found at the end of this presentation.





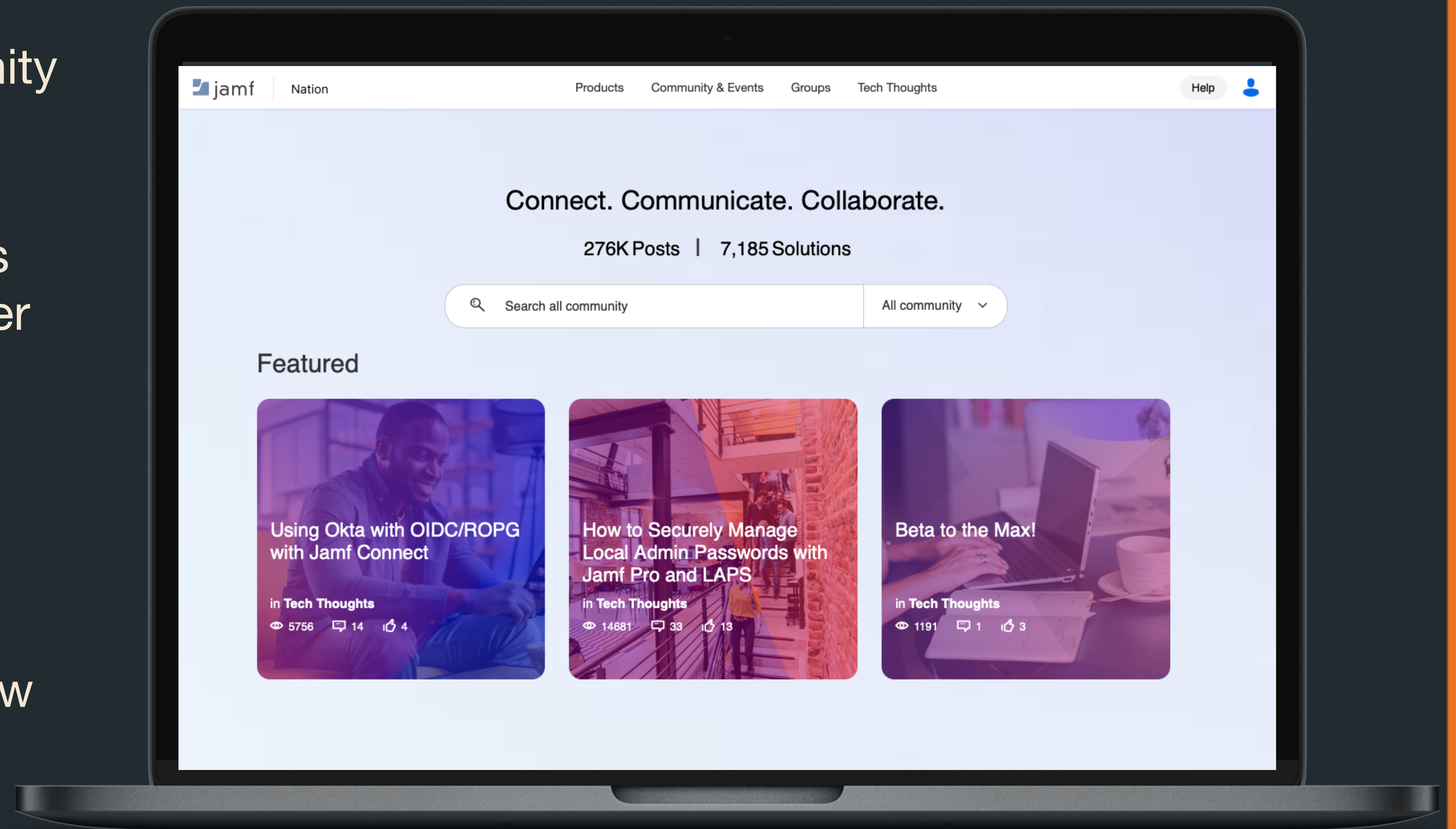
# John Strosahl

Chief Executive Officer



# Jamf Nation and JNUC

- World's largest online community for Apple administrators
- Unique community that fosters connection amongst each other and Jamf
- Helps influence Jamf's development roadmap
- JNUC is our premier event, now in its 14th year



# Our strategy

## Strategy

*Manage and secure Apple at work*

## Mission

*Help organizations succeed with Apple*

## Purpose

*Empower people by simplifying work*

## Values

*Selflessness & relentless self-improvement*



# Positive industry dynamics support our mission

## Industry Trends

- \* Growing popularity of Apple devices
- \* Consumerization of IT
- \* Technology is driving processes
- \* Limitations of legacy enterprise solutions
- \* Single mobile device for home and work
- \* Increased Apple specific security threats



## Our Mission



**Jamf continues to be the leader in helping organizations succeed with Apple**



# Jamf's platform is key differentiator

Built  First



Built  First



 UEM Providers  Threat Defense Providers  
 ZTNA Providers

# Jamf commitment to Apple first, Apple best

*Driving Apple adoption in the enterprise*



**Aligned priorities**

**Strong partnership**

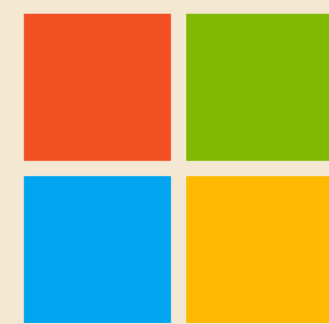


# Jamf's next phase

- Continue to execute our mission: **Helping organizations succeed with Apple**
- Our **vision and strategy** remain the same
- Next phase is about **scaling profitably**



# Partnerships extend Jamf's market leadership position



Microsoft

okta



# A strong foundation

**\$547.8 million**  
ARR

**18%**  
ARR Growth<sup>1</sup>

**73,500**  
Active Jamf Customers

**31.3 million**  
Devices Run Jamf

**37%**  
YoY Security ARR growth<sup>1</sup>

**46%**  
International ARR 3yr CAGR<sup>2</sup>

**9 of 10**  
Top Fortune 500 Use Jamf<sup>3</sup>

**90%**  
Rate Jamf as a Great Place to Work<sup>4</sup>

**53**  
Net Promoter Score<sup>5</sup>



Note: Company statistics and financial metrics are as of the period ended 6/30/2023 unless footnoted otherwise. <sup>1</sup> Growth is compared to Q2 2022. <sup>2</sup> Three year CAGR reflects period of Q2 2020 through Q2 2023 of all non-U. S. ARR. <sup>3</sup> As ranked by Fortune as of 6/30/2023. <sup>4</sup> Based on February 2023 Great Place to Work®. <sup>5</sup> As of May 2023.



# Henry Patel

Chief Strategy Officer



# Beth Tschida

Chief Technology Officer



# Trusted Access

*Trusted users*

*Trusted devices*

*Secure endpoints*



# Innovation focus areas

**Mac leadership**

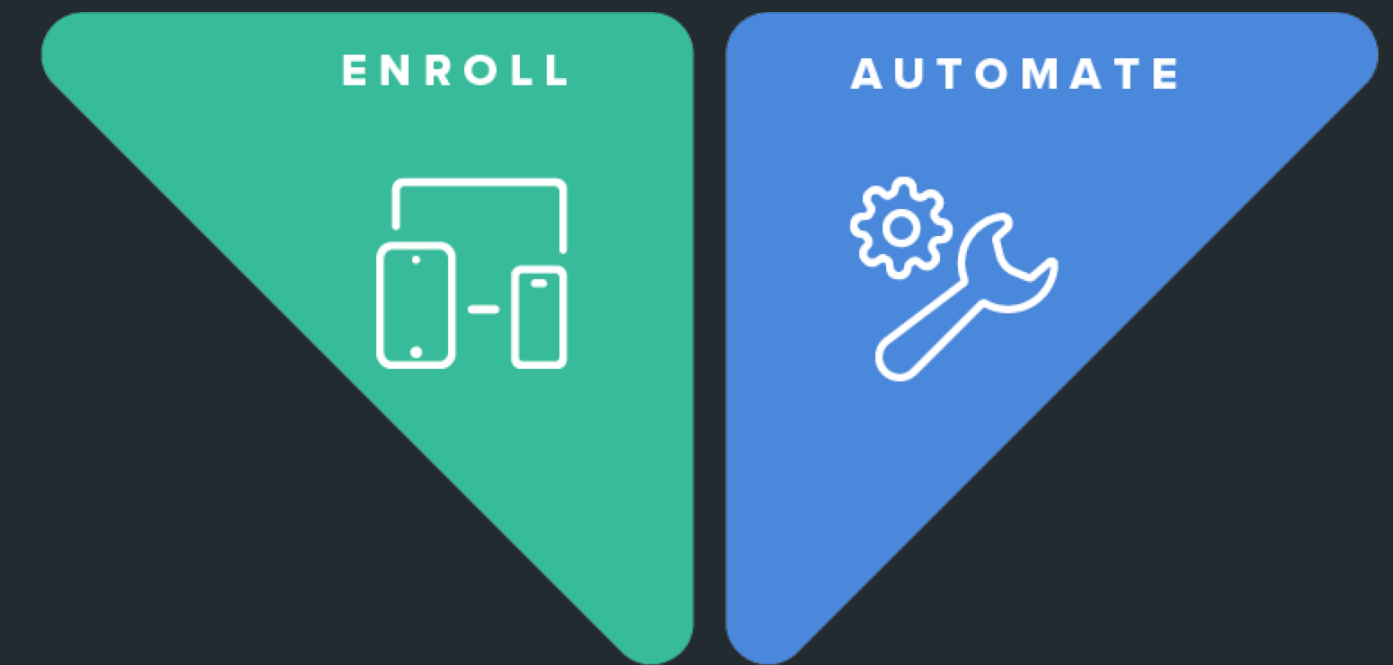
**Mac & mobile**

**Management &  
security**



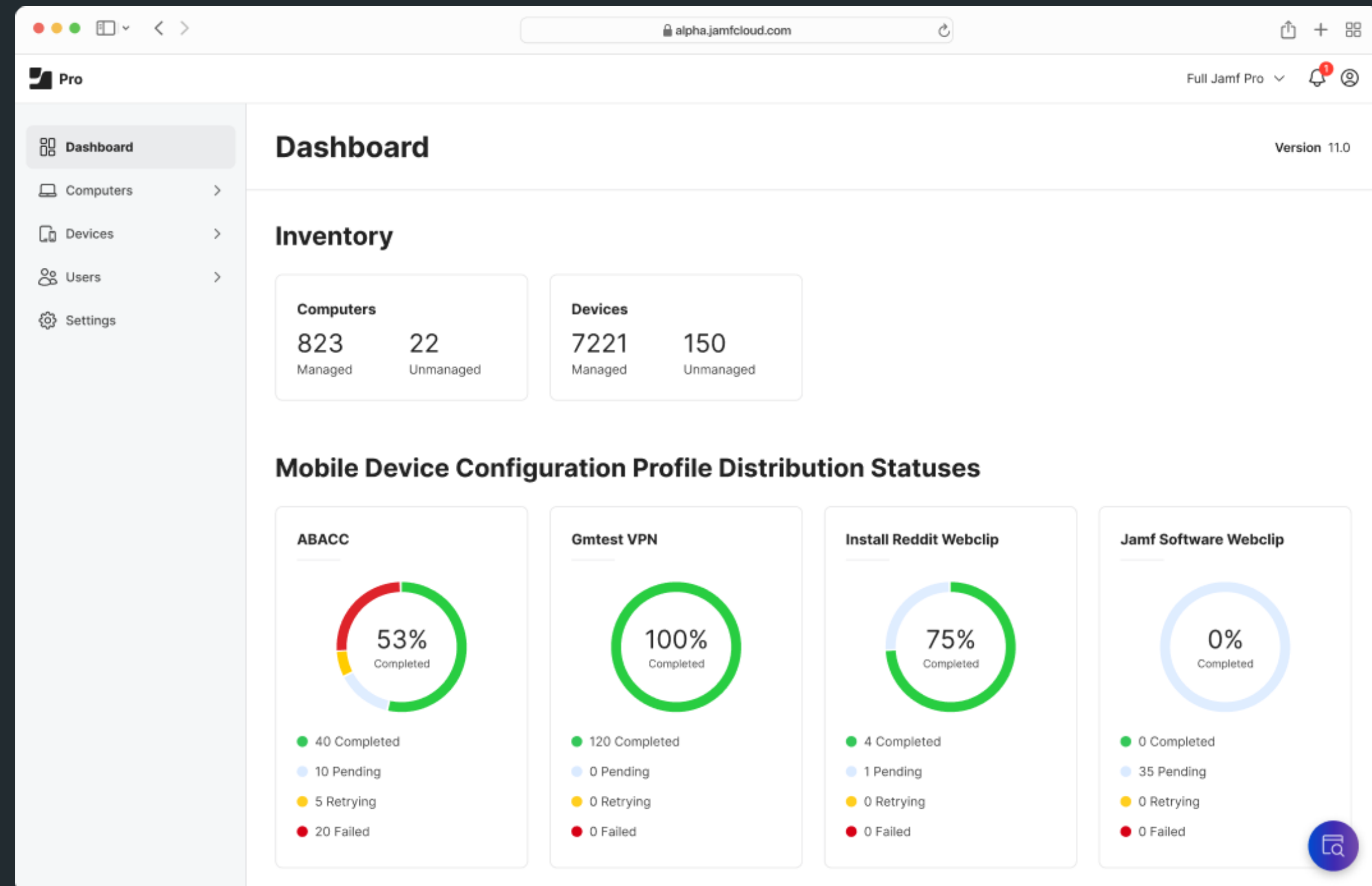
# Trusted devices

*Build a relationship with the device that is used to access sensitive business data*



## Jamf Pro 11

- Modern UI
- Improved Accessibility
- Consistency with other Jamf Products

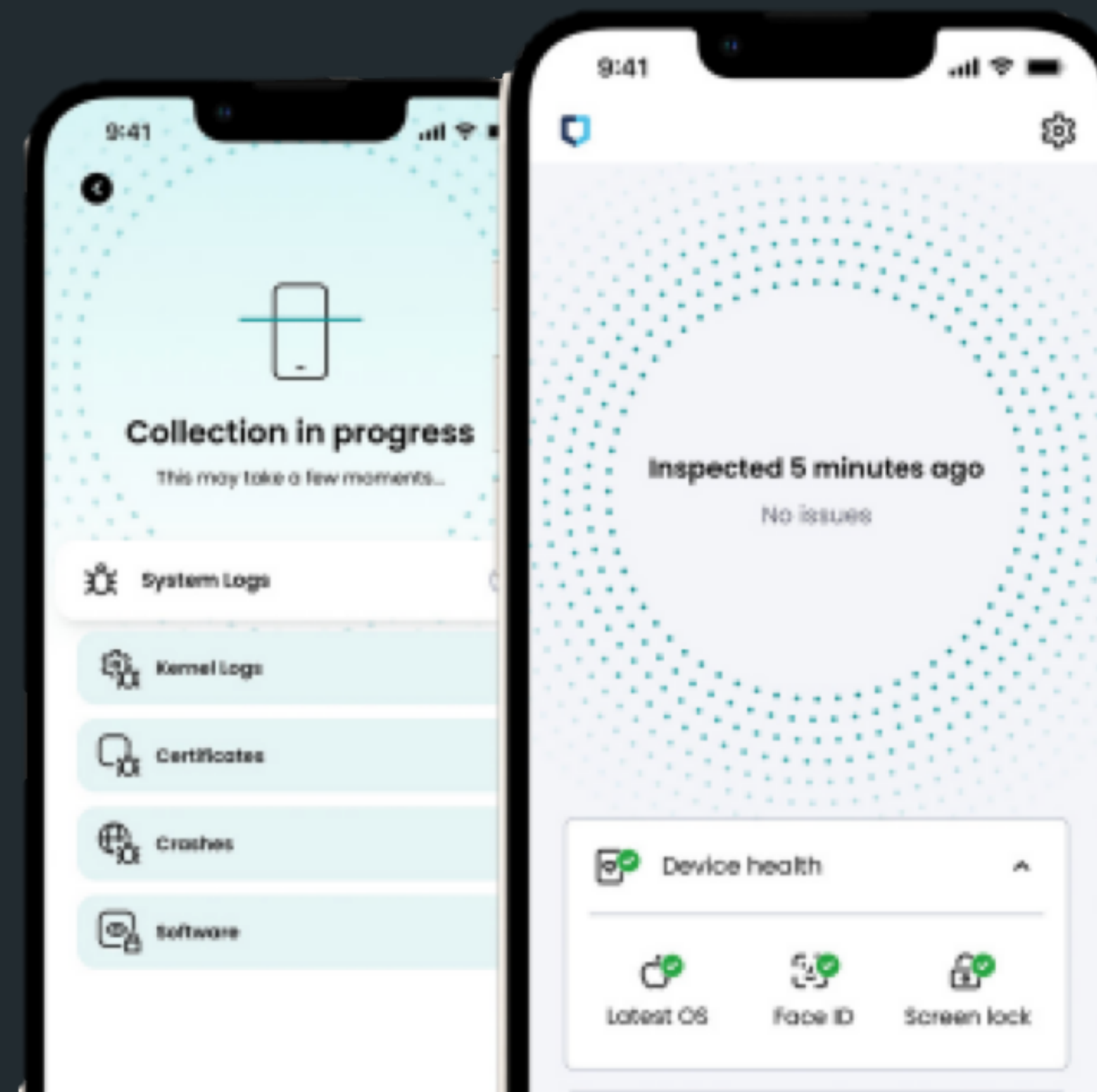


# Secure endpoints & prevent threats

*Make consumer devices suitable for the Enterprise and ensure adherence to compliance and corporate policy requirements*

## Jamf Executive Threat Protection

- Enterprises and governments gain extended visibility into their mobile fleet
- Rich mobile endpoint telemetry reduces investigation times



SECURE

PREVENT



# Secure endpoints & prevent threats

*Make consumer devices suitable for the Enterprise and ensure adherence to compliance and corporate policy requirements*

## Jamf Threat Labs

- Primary goal is to build up the security capabilities of Jamf products
- Continually hunting for vulnerabilities, threats and data exposures
- Leverages MI:RIAM, our machine intelligence engine



# Trusted users

*Establish and continuously verify a user's identity*



## Jamf Connect and Single Sign On

### Key Jamf Connect Features

- Account provisioning
- User identity management via cloud IdP
- Secure access with ZTNA
- Password sync

- Recent Apple Single Sign On innovations allow Jamf to deprecate legacy code
- Opportunity to redeploy resources for additional Jamf Connect feature functionality



# Enhancing the Jamf Platform

**Remain Apple Best**

**Unify the User Experience**

**Streamline the Customer Journey**

**Simplify Device Compliance**

**Expand High Compliance**

**Generative AI**



# AI-powered insights

Jamf continues to recognize and innovate around AI

## Ask Jamf

### Welcome to Ask Jamf

A Generative AI experiment from the Jamf Collaboratory ⓘ

Is it possible to read an SQLite database from an extension attribute? ➤

Is possible to run a post install script after an app that's installed via VPP ➤

How can I run a policy at a specific time of day e.g. 9:45 AM? ➤

### What are Configuration Profiles?

Configuration Profiles are a simple and efficient way to manage settings and restrictions for devices within an Apple ecosystem. They can facilitate the configuration of Wi-Fi networks, restrictions, and email accounts on devices. There are two ways to distribute a profile to a device: install it automatically or allow users to install it (on-demand).

Within the context of Jamf applications, you'd use them in a variety of ways. For instance, with Jamf School, you can preconfigure your profiles with usernames, passwords, and other information created within those profiles.

## Security



# Unmatched Apple-first management and security platform



- Lower cost to purchase
- Lower cost of integration
- Lower risk of failure





# Liz Benz

Chief Sales Officer



# Sam Johnson

Chief Customer Officer



# Jamf's multi-prong go-to-market engine



*Supported and amplified by Jamf Nation*



# Scaling Jamf's go-to-market engine for the future



**Amplify Trusted Access**



**Leverage indirect and self-directed selling**



**Expand global reach**



# Why we win and continue to grow with our customers

- Only Apple-first management and security platform
- Commitment to innovating at the pace of Apple
- Ability to serve customers of all sizes, across industries and at all stages of their journey
- Deliver cost savings by adopting full management and security platform
- Commitment to doing what's right for our customers
- Strong customer community - Jamf Nation

Management

Mac

Person



Security

Mobile

Purpose



# Trusted Access success story

*One of top 25 most valuable brands chose Jamf for their entire Apple fleet<sup>1</sup>*

- Largest win in Q2 2023
- **Converted 85k iOS:** replaced UEM
- **Renewed 22k Mac:** Added Trusted Access
- Jamf will ultimately **replace 13 total vendors**

## Why we won

- ✓ Ability to deliver Trusted Access in an Apple-first way
- ✓ Best in class ideology
- ✓ Retail device workflows
- ✓ Cost reduction



<sup>1</sup> As ranked by Forbes Most Valuable Brands list as of 6/30/2023.

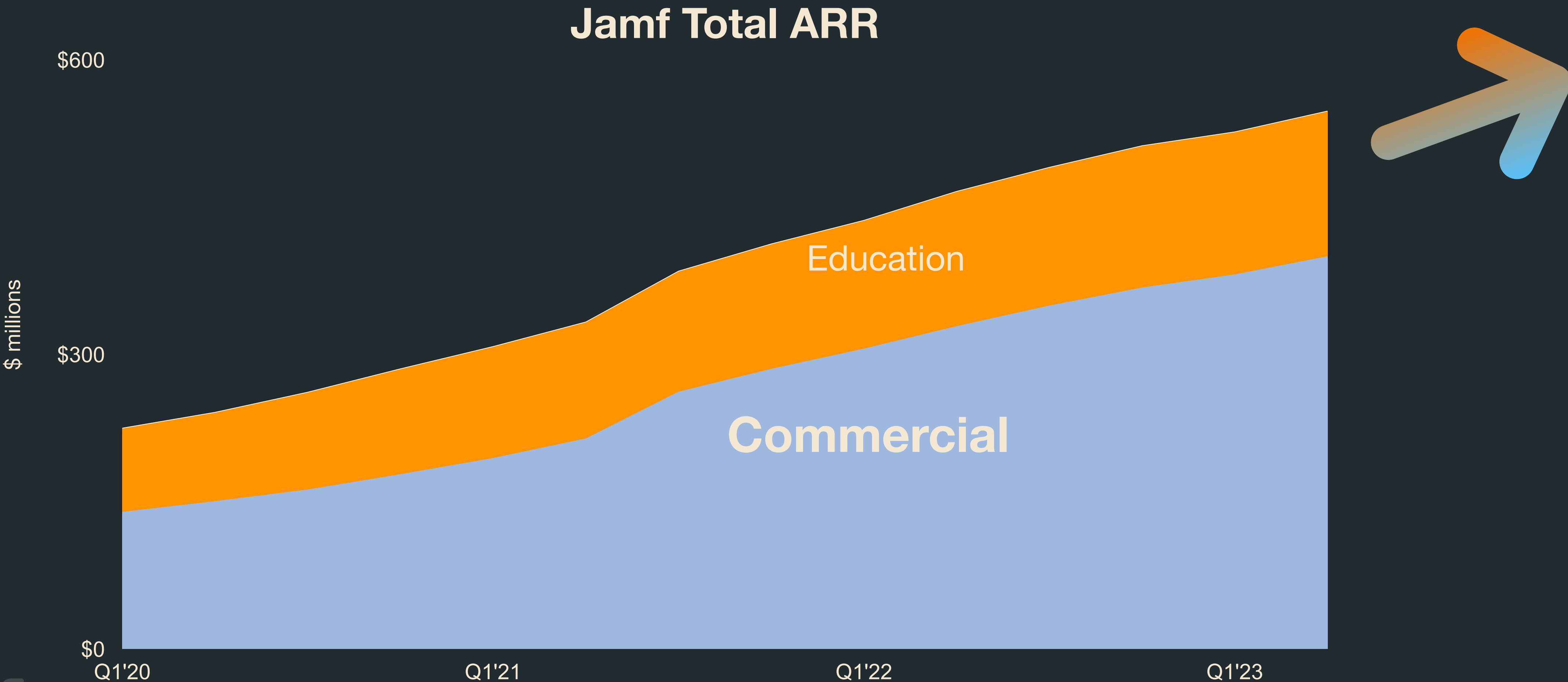


# Ian Goodkind

Chief Financial Officer

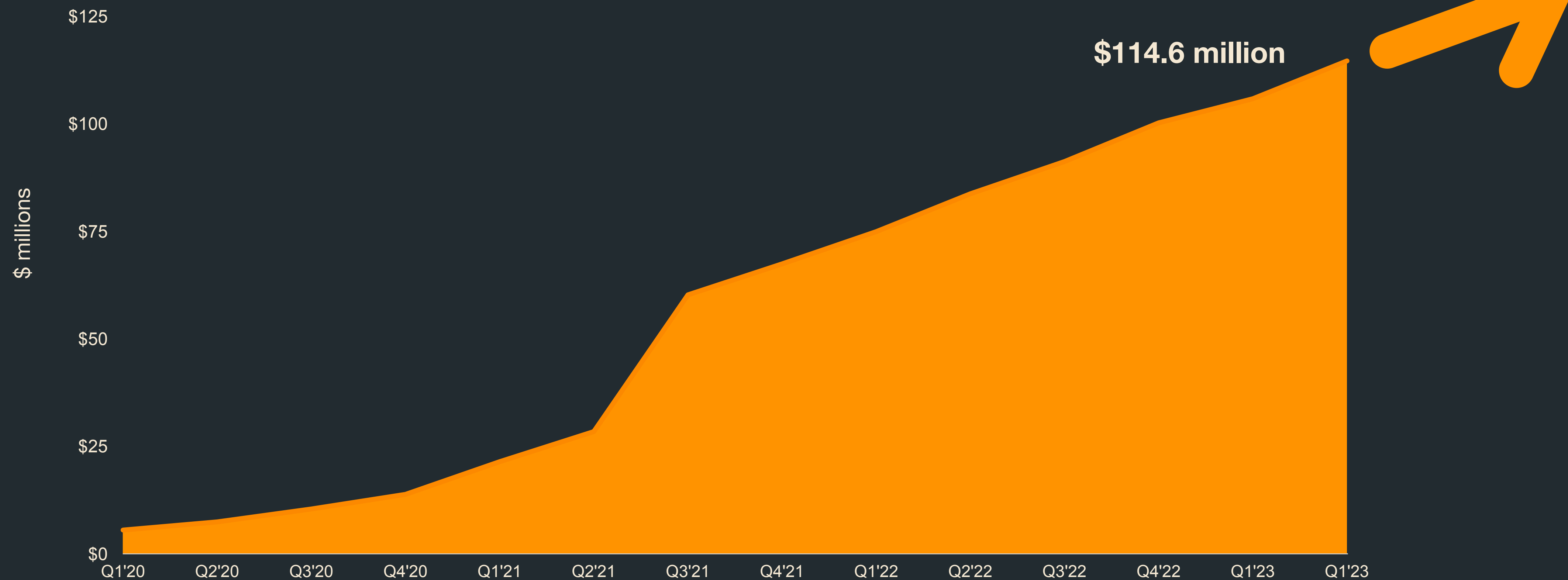


# Commercial will drive Jamf's overall growth

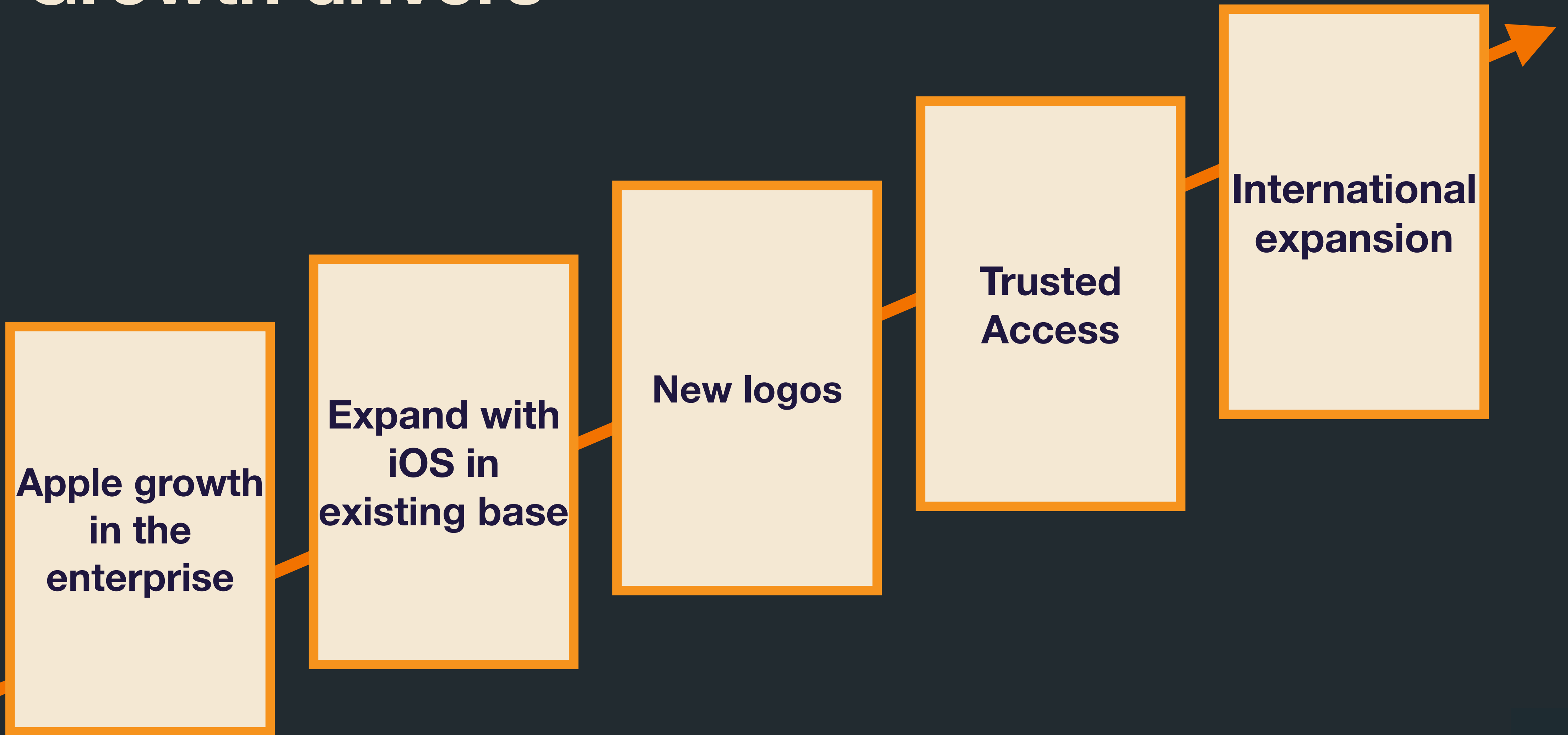


# High potential Security opportunity

## Jamf Security ARR

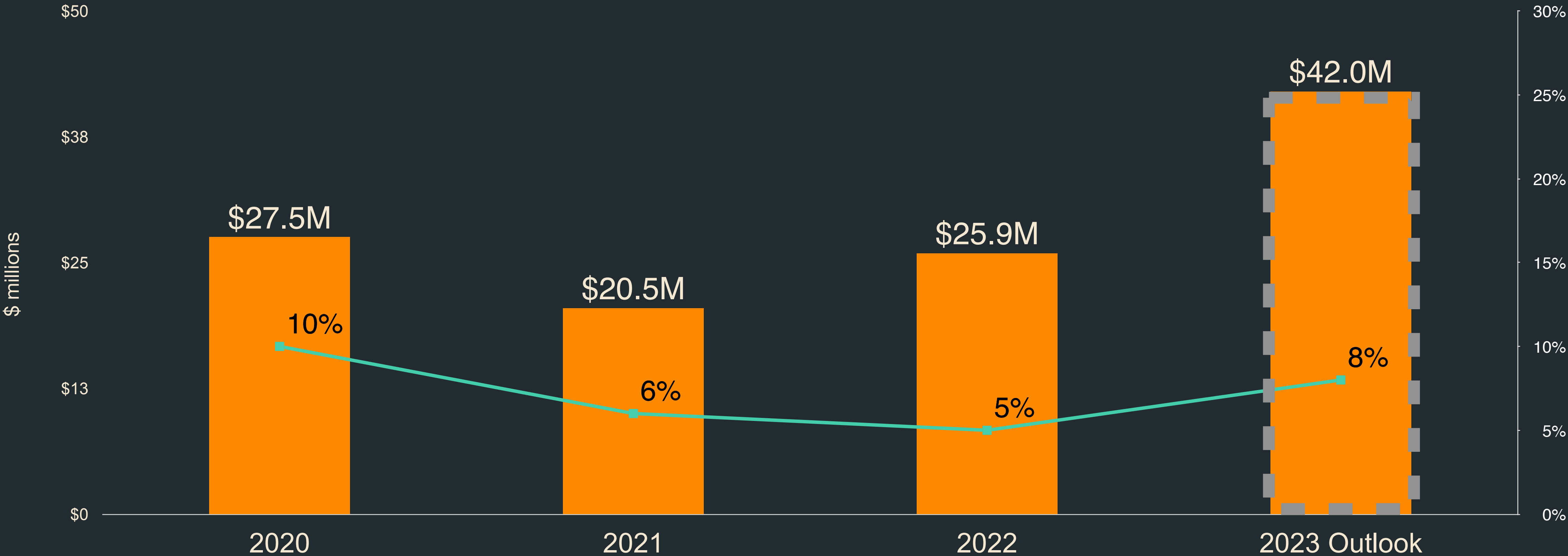


# Growth drivers



# Gaining efficiency and scalability

Non-GAAP Operating Income & Non-GAAP Operating Income %



Note: A reconciliation of GAAP to non-GAAP measures can be found in the appendix. Jamf is unable to provide a quantitative reconciliation of forward-looking guidance of Non-GAAP Operating Income to GAAP operating income (loss) because certain items are out of Jamf's control or cannot be reasonably predicted. Historically, these items have included, but are not limited to, acquisition-related expenses and acquisition-related earn-out, offering costs, amortization stock-based compensation and related payroll taxes, system transformation costs, and legal settlement. Accordingly, a reconciliation for forward-looking Non-GAAP Operating Income is not available without unreasonable effort. These items are uncertain, depend on various factors, and could result in projected GAAP operating income (loss) being materially less than is indicated by currently estimated Non-GAAP Operating Income.



# Save the date!

**What:** Jamf Investor Day

**When:** Wednesday, March 6, 2024

**Where:** Nasdaq MarketSite in New York



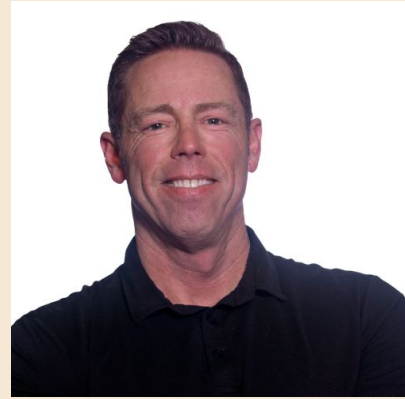
*More details to come in late 2023*



# Q&A



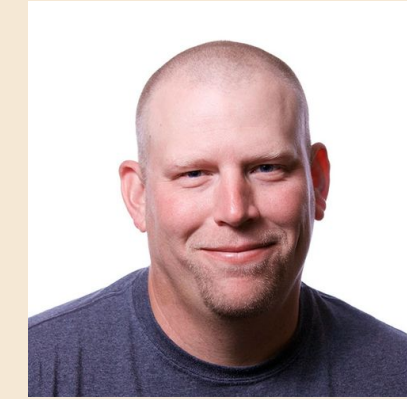
# Jamf Leadership



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# Appendix



# Non-GAAP Operating Income Reconciliation

(\$ in millions)	FY2020	FY2021	FY2022
Operating loss	\$(17)	\$(76)	\$(139)
Amortization expense	33	41	48
Stock-based compensation	7	36	109
Acquisition-related expense	5	6	5
Acquisition-related earnout	(1)	6	1
Offering costs	1	1	—
Payroll taxes related to stock-based compensation	—	2	2
System transformation costs	—	—	—
Legal settlement	—	5	—
Non-GAAP operating income	\$27	\$20	\$26
Total revenue	\$269	\$366	\$479
Operating loss margin	(6%)	(21%)	(29%)
Non-GAAP operating income margin	10%	6%	5%

