# Jamf

Investor Presentation

Q2 FY2024



### Safe Harbor

Unless otherwise specified, financial information and other data in this presentation is presented as of June 30, 2024. 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," "should," "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, 2023. Additional information is also set forth in our Quarterly Report on Form 10-Q for the fiscal quarter ended June 30, 2024, 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 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 Gross Profit, Non-GAAP Gross Profit Margin, Non-GAAP Operating Income (Loss), Non-GAAP Operating Income (Loss) Margin, Non-GAAP Operating Expenses, Non-GAAP Operating Expenses as a Percentage of Total Revenue, Non-GAAP Sales and Marketing, Non-GAAP Research and Development, Non-GAAP Research and Development Margin, Non-GAAP General and Administrative Margin, Non-GAAP Free Cash Flow, Free Cash Flow, and Unlevered Free Cash Flow 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 Gross Profit, Non-GAAP Operating Income (Loss), Non-GAA

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. 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.

Definitions of Non-GAAP Gross Profit, Non-GAAP Gross Profit Margin, Non-GAAP Operating Income (Loss), Non-GAAP Operating Expenses, Free Cash Flow, Unlevered Free Cash Flow, and Unlevered Free Cash Flow Margin, and reconciliations of these non-GAAP financial measures to the most directly comparable GAAP financial measure can be found at the end of this presentation.



## Jamf's Winning Growth and Profitability Strategy

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Strong foundation with demonstrated success

2

Differentiated position with a deep moat

3

Large and growing market opportunity

4

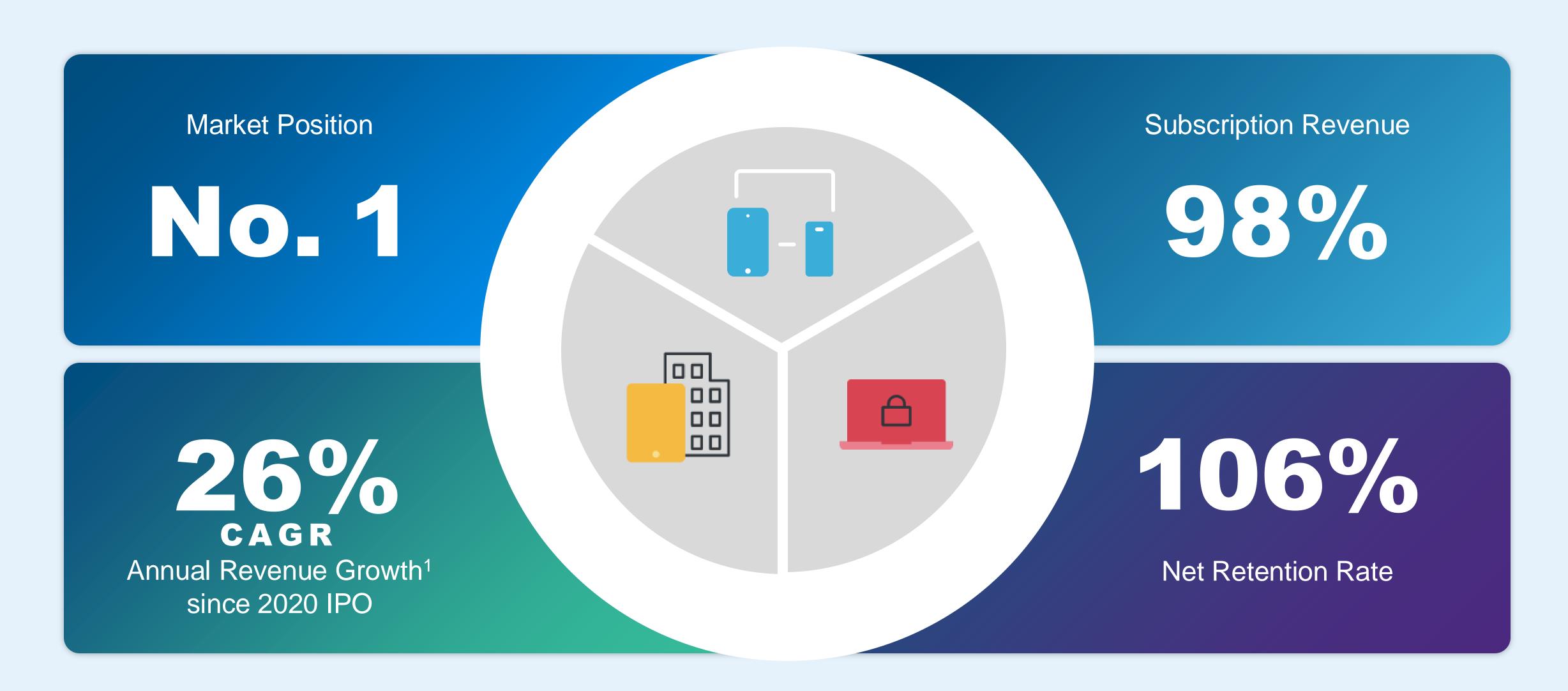
Taking a successful strategy to the next level

5

Driving renewed growth and scalability

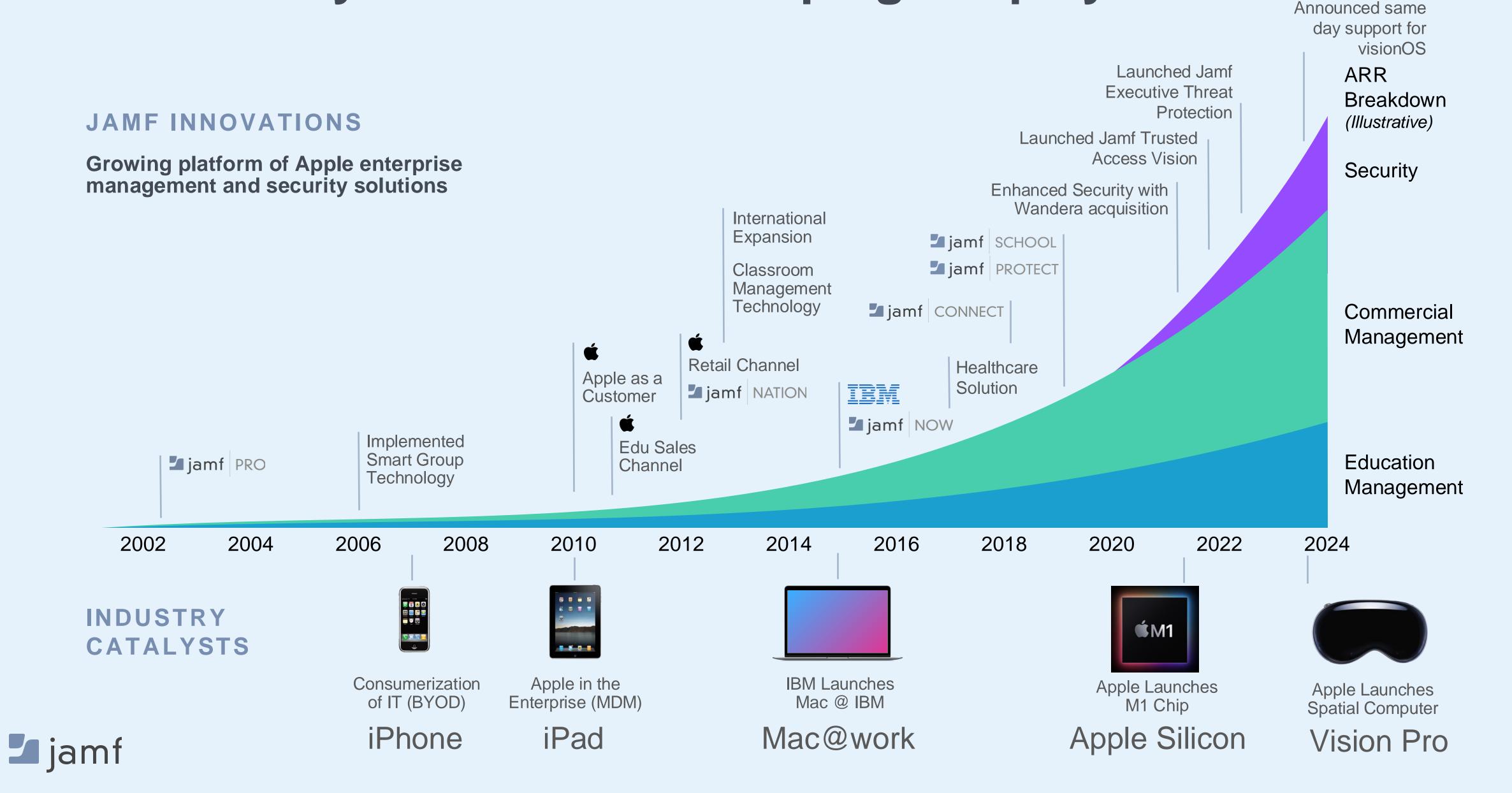


## Defining Apple in the Enterprise

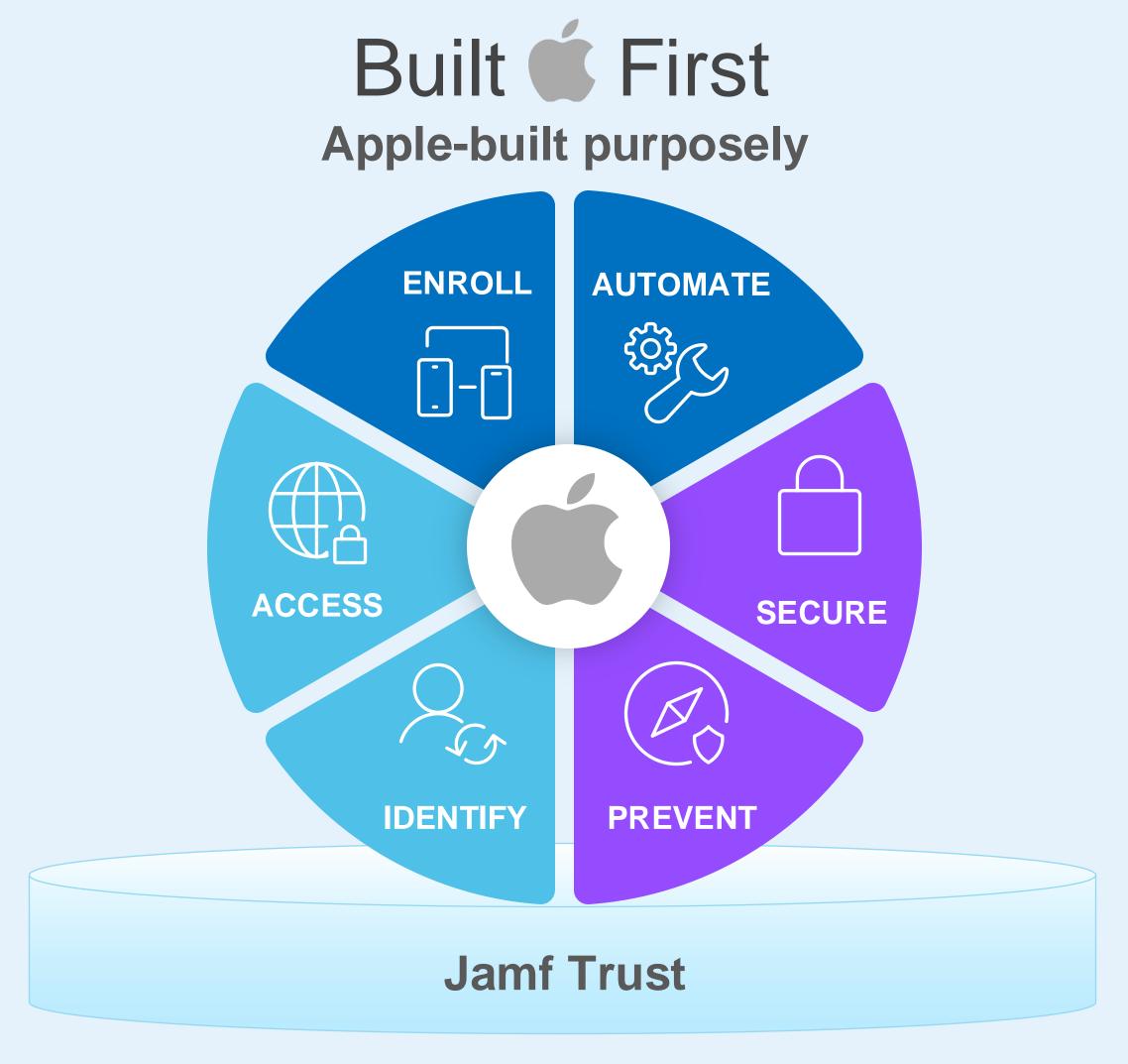




## 22 Year History of Innovations Helping Simplify Work



### Robust Platform Built to Further Protect Apple Users

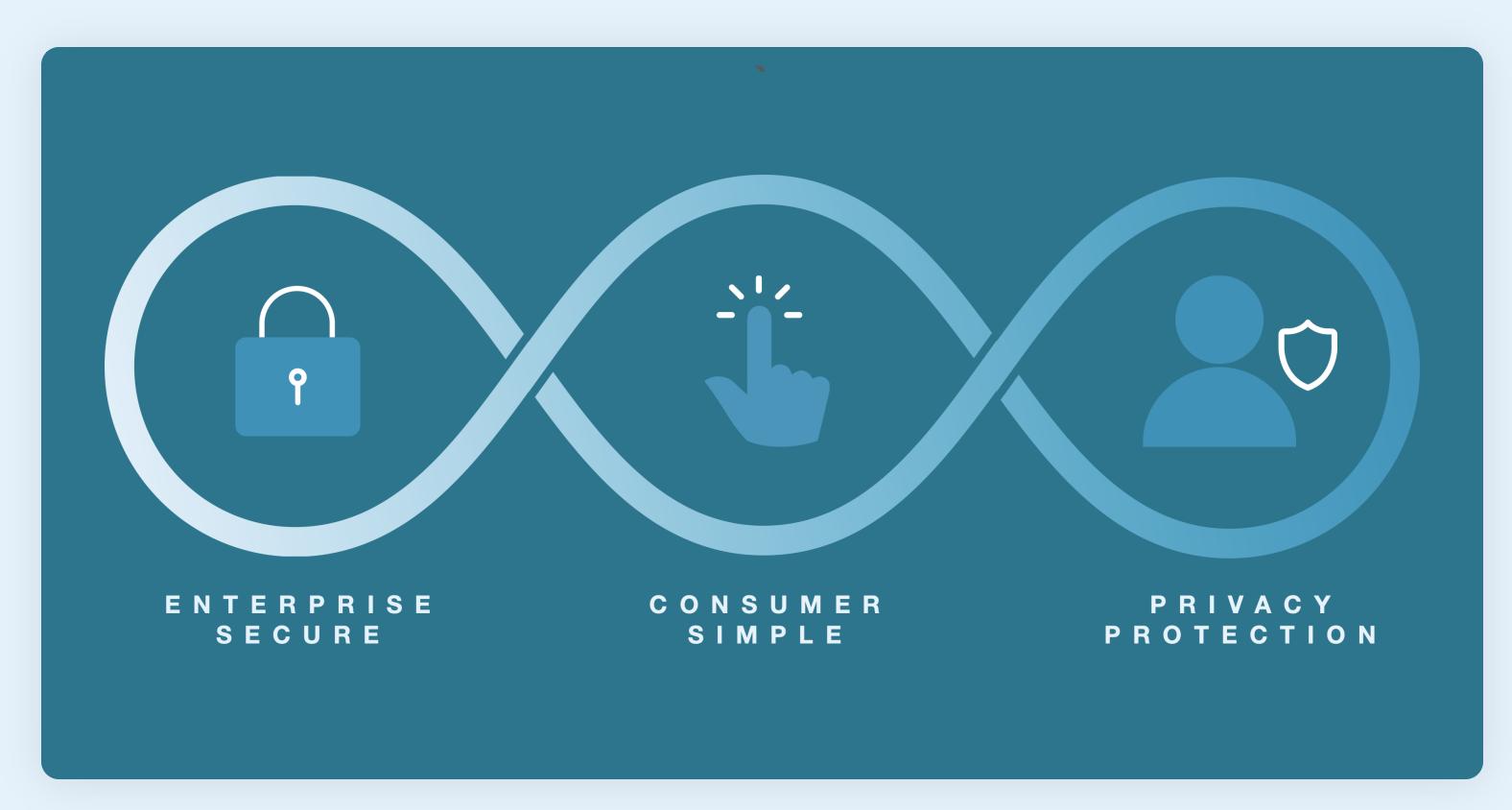


#### **Jamf Platform Capabilities**

- Jamf Connect brings device level health along with identity to make ZTNA decisions
- Jamf Protect is built native to MacOS and iOS to provide better awareness of security threats
- Jamf Management provides the basis for a security posture as well as a seamless remediation path
- Jamf Trust provides a unified end user experience across the Jamf Platform on all Apple devices



## Innovation Engine Delivers Value-Added User Experience to Jamf's Platform



#### **Innovation Priorities**

- Remain Apple-Best
- Unify the User Experience
- Streamline the Customer Journey
- Adapt AI into Key Workflows
- Simplify Device Compliance



## Jamf's Security Evolution

**j**amf



Launched advanced

**Endpoint Security** capabilities for mobile jamf BUSINESS PLAN Enhanced platform to harmonize management, Enhanced offerings with connection and protection bundled management experience and security solutions **jamf** PROTECT wandera Launched Endpoint **Enhanced Jamf** Security Connect & Jamf Protect capabilities for Mac with mobile capabilities jamf CONNECT Launched Identity & Access capabilities for Mac 2018 2019 2020 2021 2022 2023

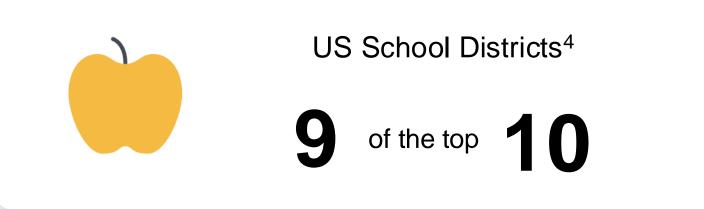
## We Serve an Impressive Roster of US and Global Customers

















## Impressive Success Since IPO in 2020

>\$370m ARR Added

> Total \$622m ARR

>\$137m
ARR Added from Security Solutions

Since

80%+
Non-GAAP Gross
Margins<sup>1</sup>

**Every Quarter** since IPO

Met or Exceeded Expectations

**Every Quarter** since IPO



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## Truly Differentiated with A Deep Moat



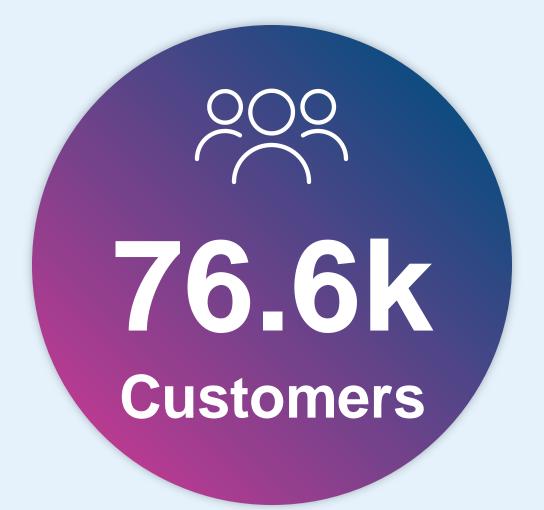


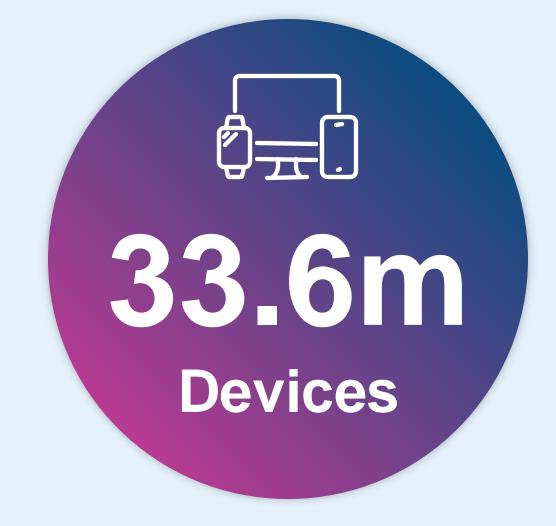
## Market Leader Defining Apple in the Workplace

Bridging the Gap Between what Apple Provides and the Enterprise Requires jamf **Evolving Enterprise Needs Met With Jamf's Complete Platform** Authorized Trusted Secure gain Only on

devices

access







users

## Robust Platform Designed for a Seamless, User-Friendly Experience

## Built **##** First Built for Windows then adapted to Apple



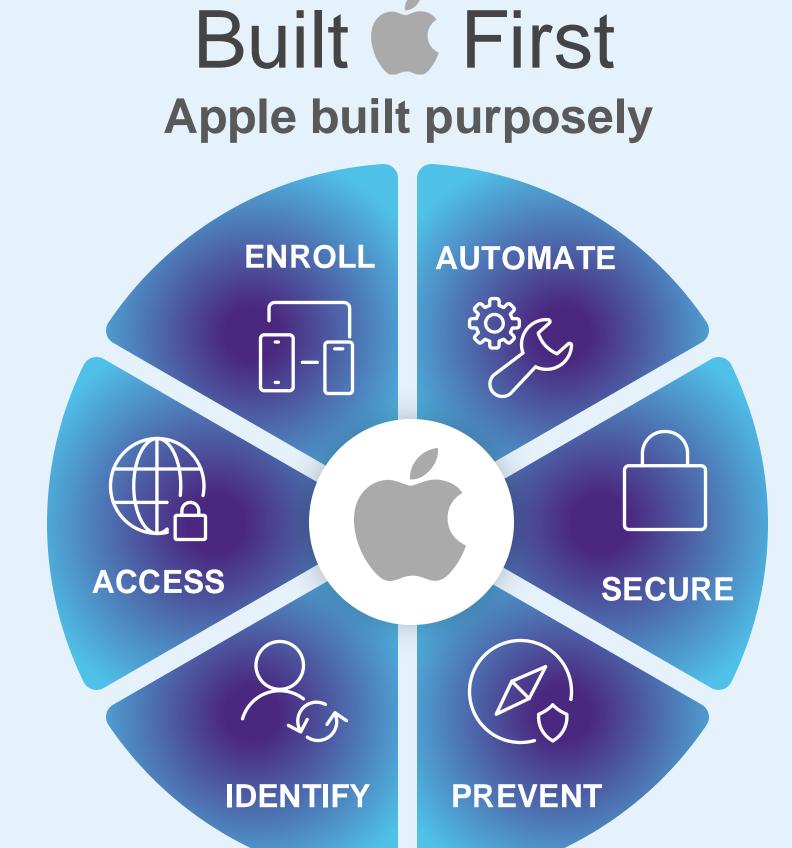
UEM Providers

**ZTNA Providers** 

Threat Defense Providers

- Complex integration
- Frustrating user experience
- Lowest common denominator

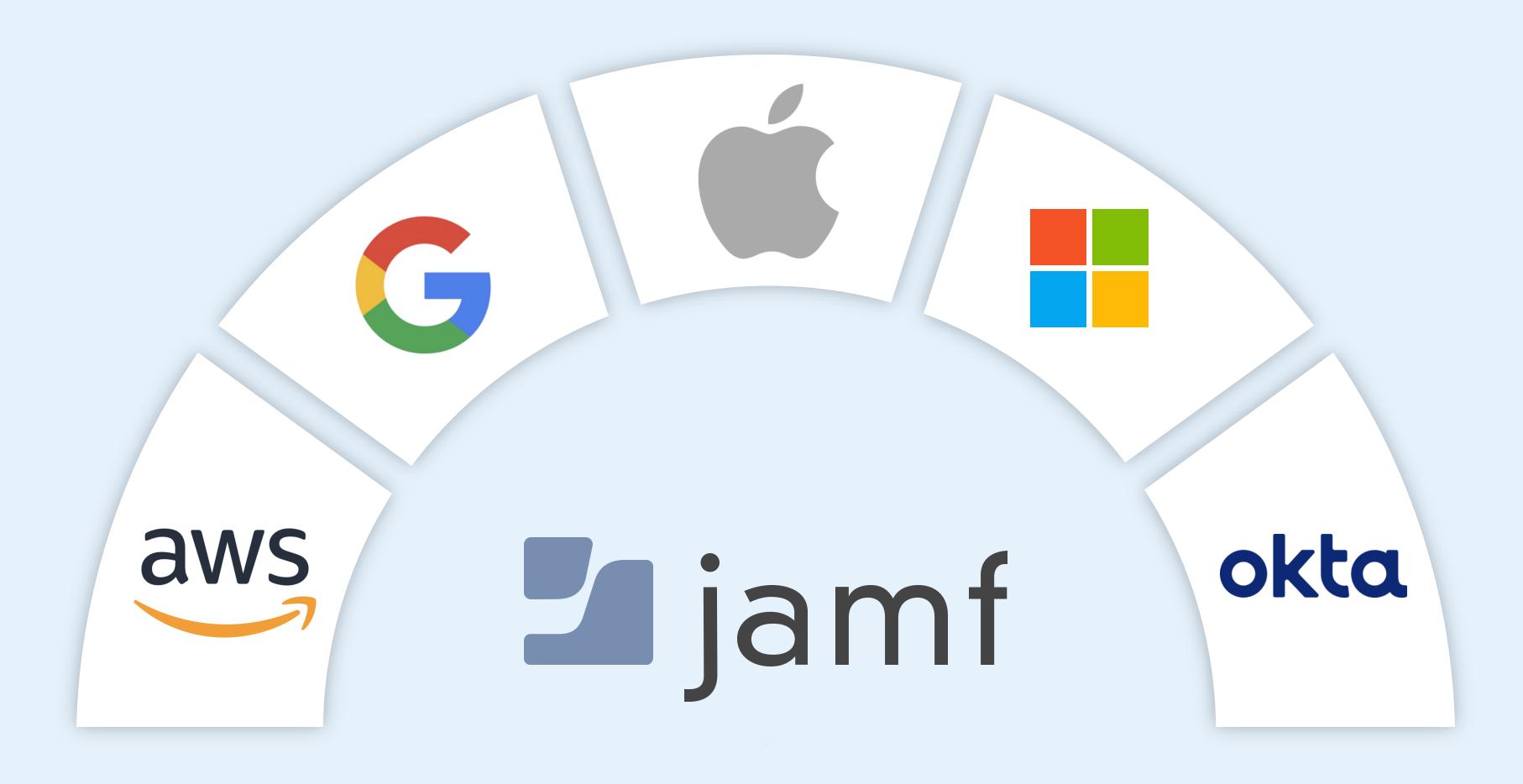
- Seamless integration
- Quick and easy for users
- Brings together management, identity & security –
   Trusted Access







## Strong Partner Ecosystem Amplifies Jamf's Market Position





## **Key Trends Play to Our Strengths**

### **Industry Trends**

- Growing popularity of Apple devices
- Consumerization of IT
- Technology is driving business processes
- Increased security threats
- Limitations of legacy enterprise solutions

### Our Mission



The leader in helping organizations succeed with Apple



## Jamf Nation – World's Largest Apple Admin Community Strengthens and Improves Jamf

#### **Jamf Nation**

World's Largest

Online community of Apple administrators

**3,300**2023 attendees

Jamf Nation User Conference (JNUC) is largest Apple administrator event in world

**Loyal** supporters

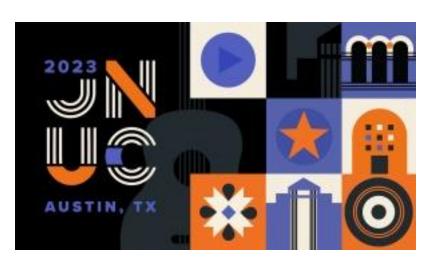
Jamf Nation acts as a resource for existing and potential customers

Important Asset

Jamf Nation provides product ideas, M&A opportunities and improves retention









## Strong Company Culture Drives Market Leadership





## Jamf's Winning Growth and Profitability Strategy

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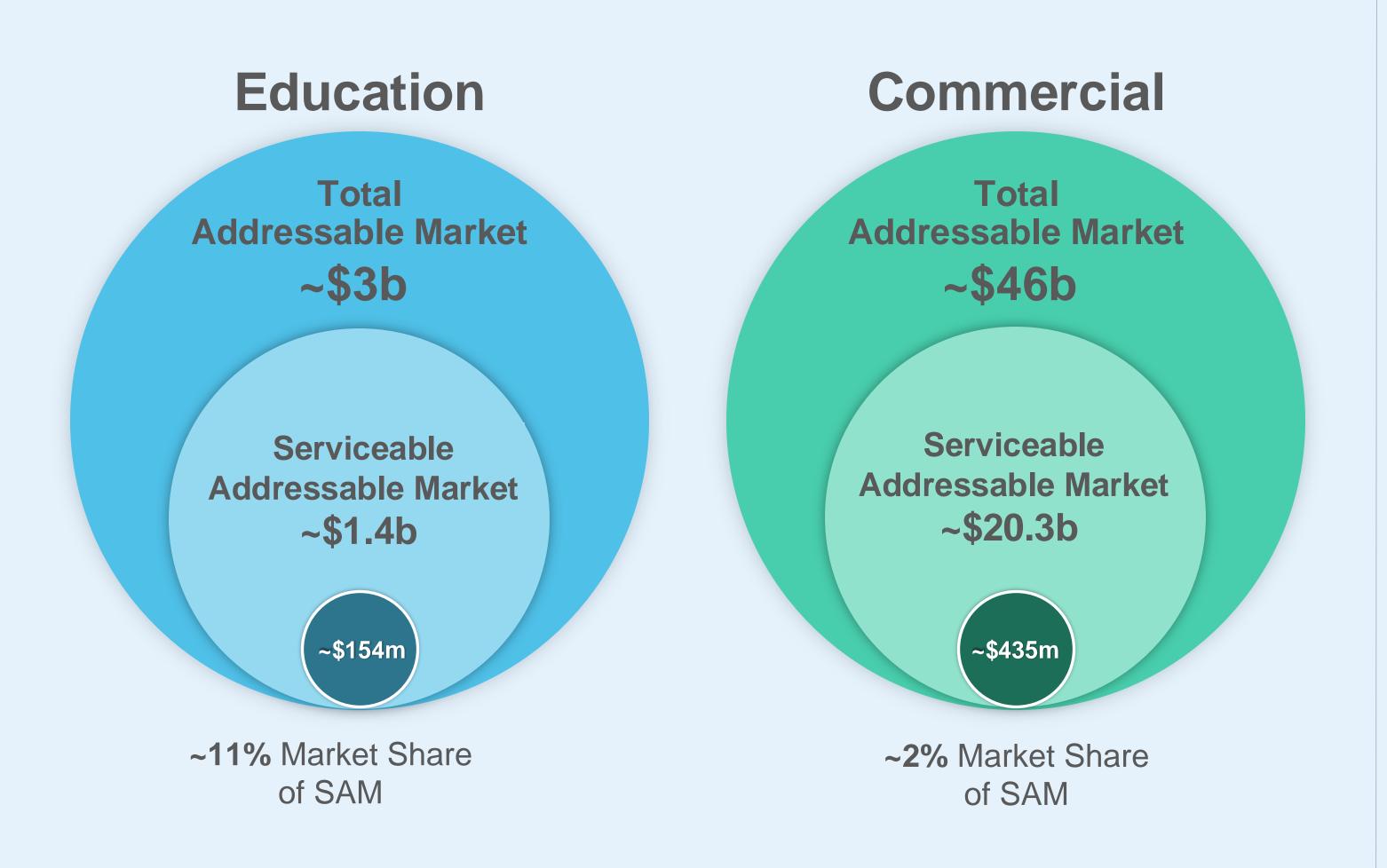
Taking a successful strategy to the next level

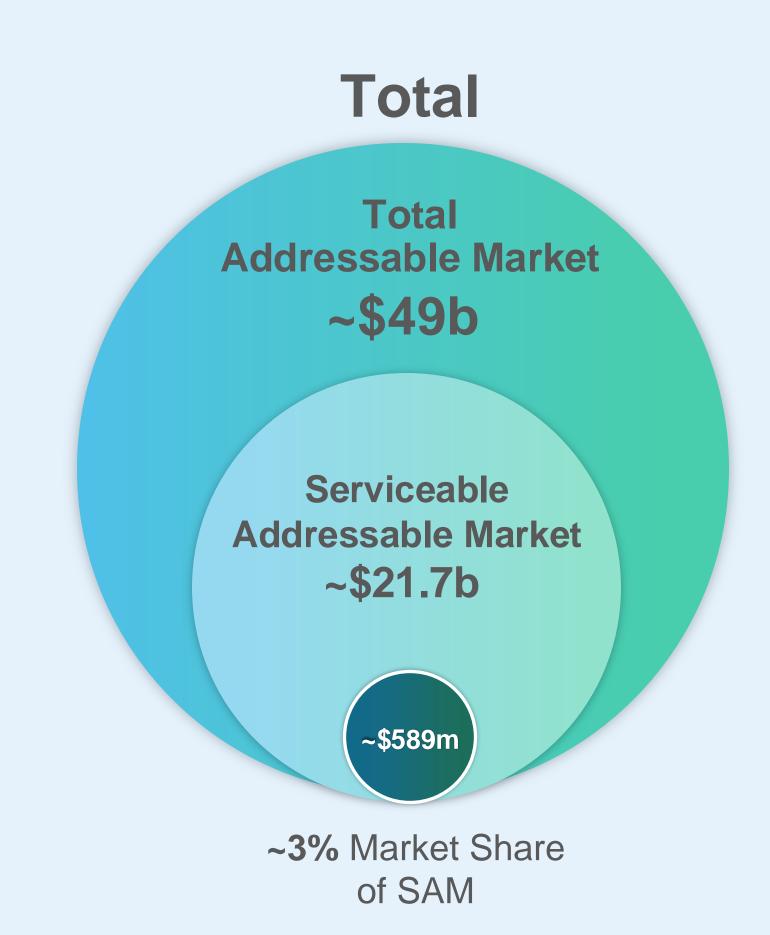
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Driving renewed growth and scalability



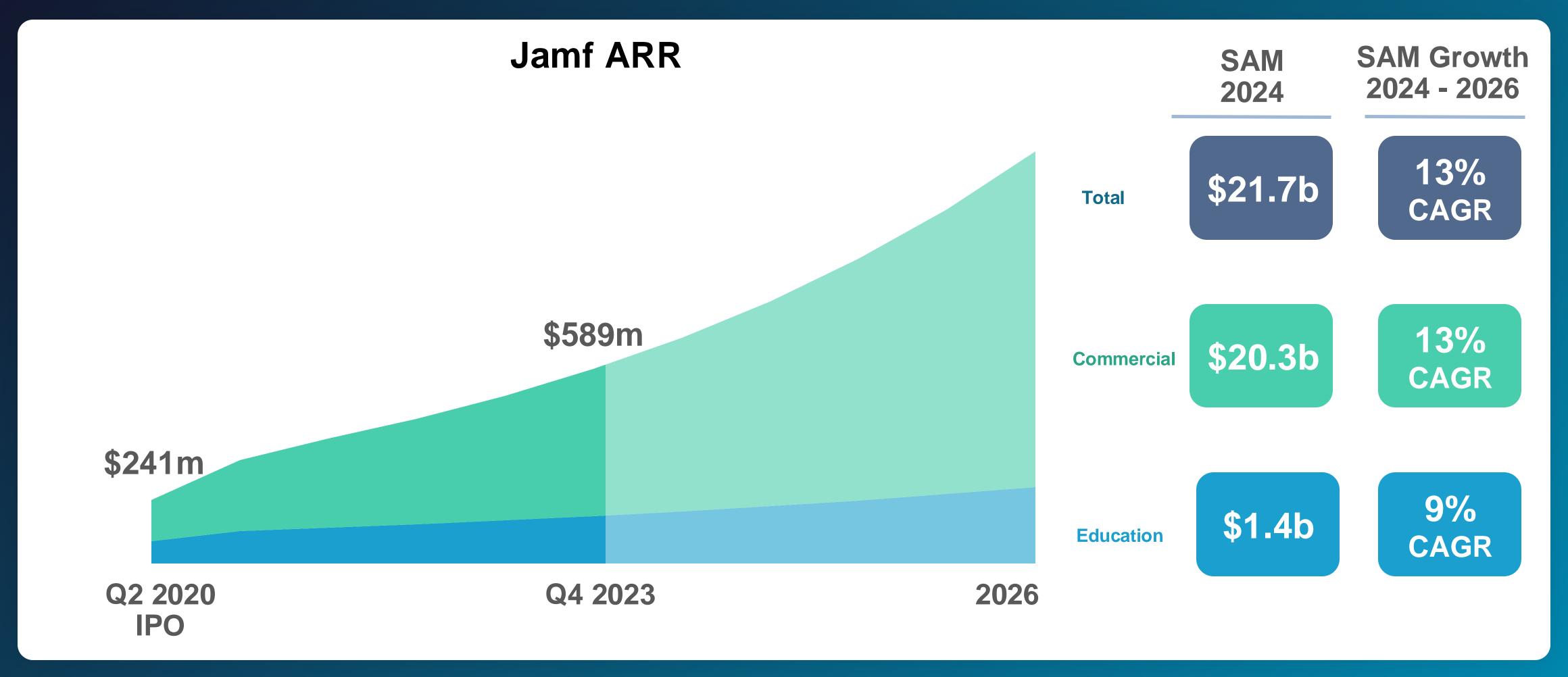
## Positioned in Two Large Addressable Markets







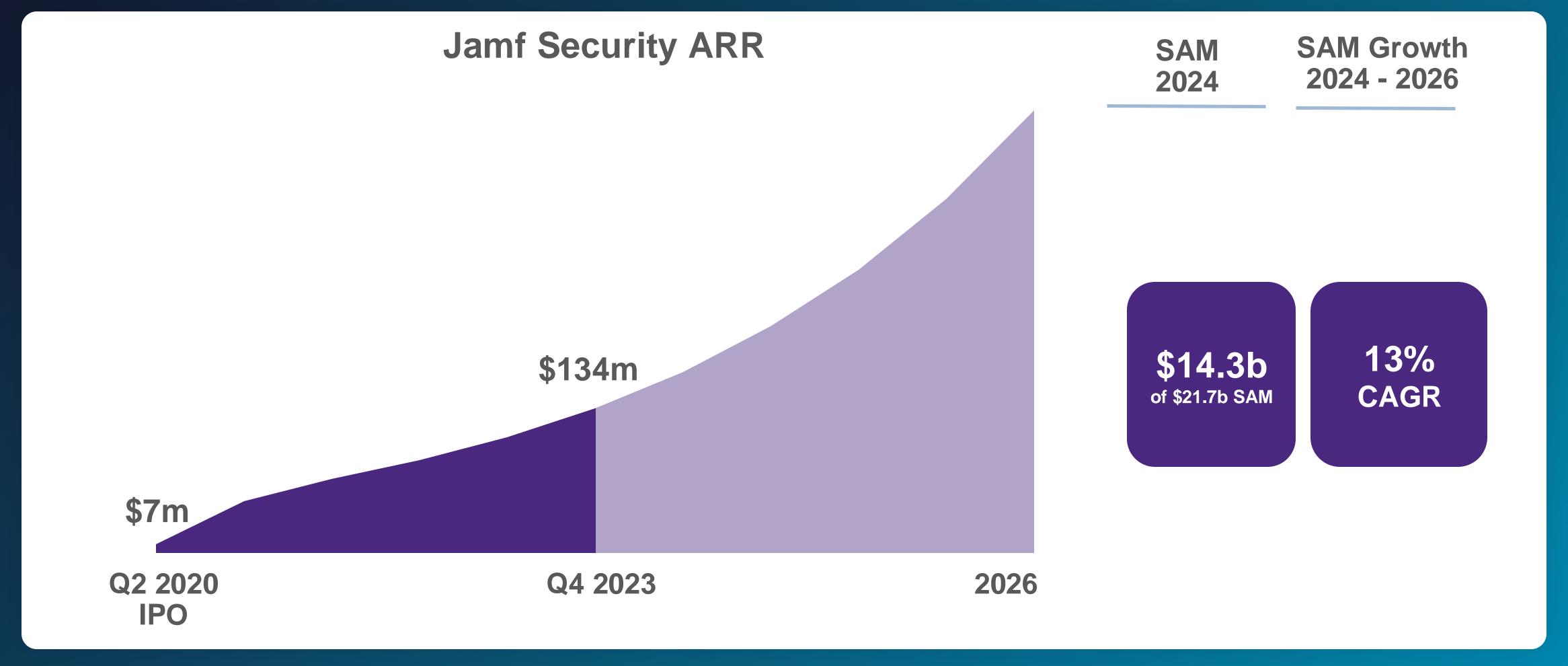
## Long Runway of Sustainable Growth



Total SAM to grow to ~\$27b by 2026



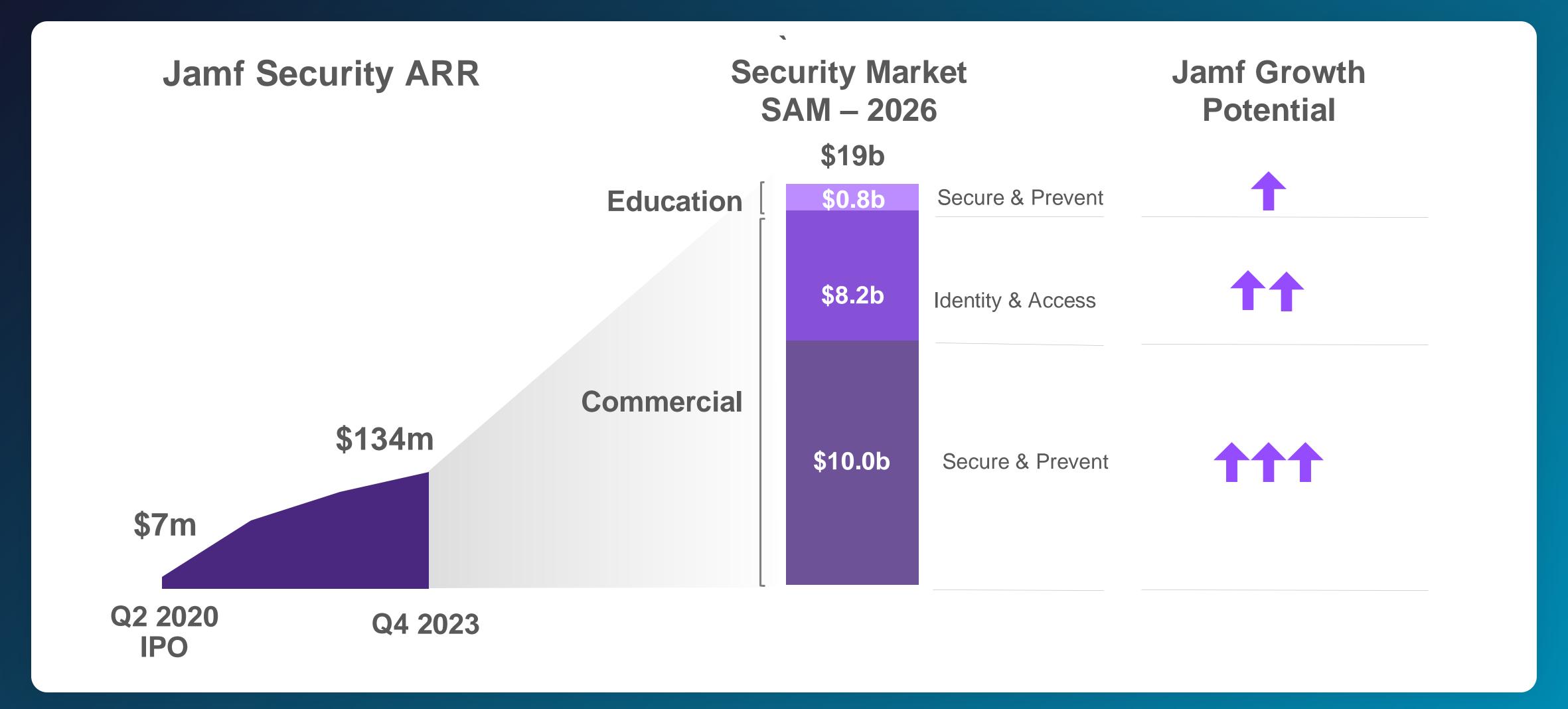
## Security is a Key Growth Driver Across Both Market Segments



Security market expected to reach ~\$19b by 2026



## Security is a Key Growth Driver Across Both Market Segments – Key Opportunities





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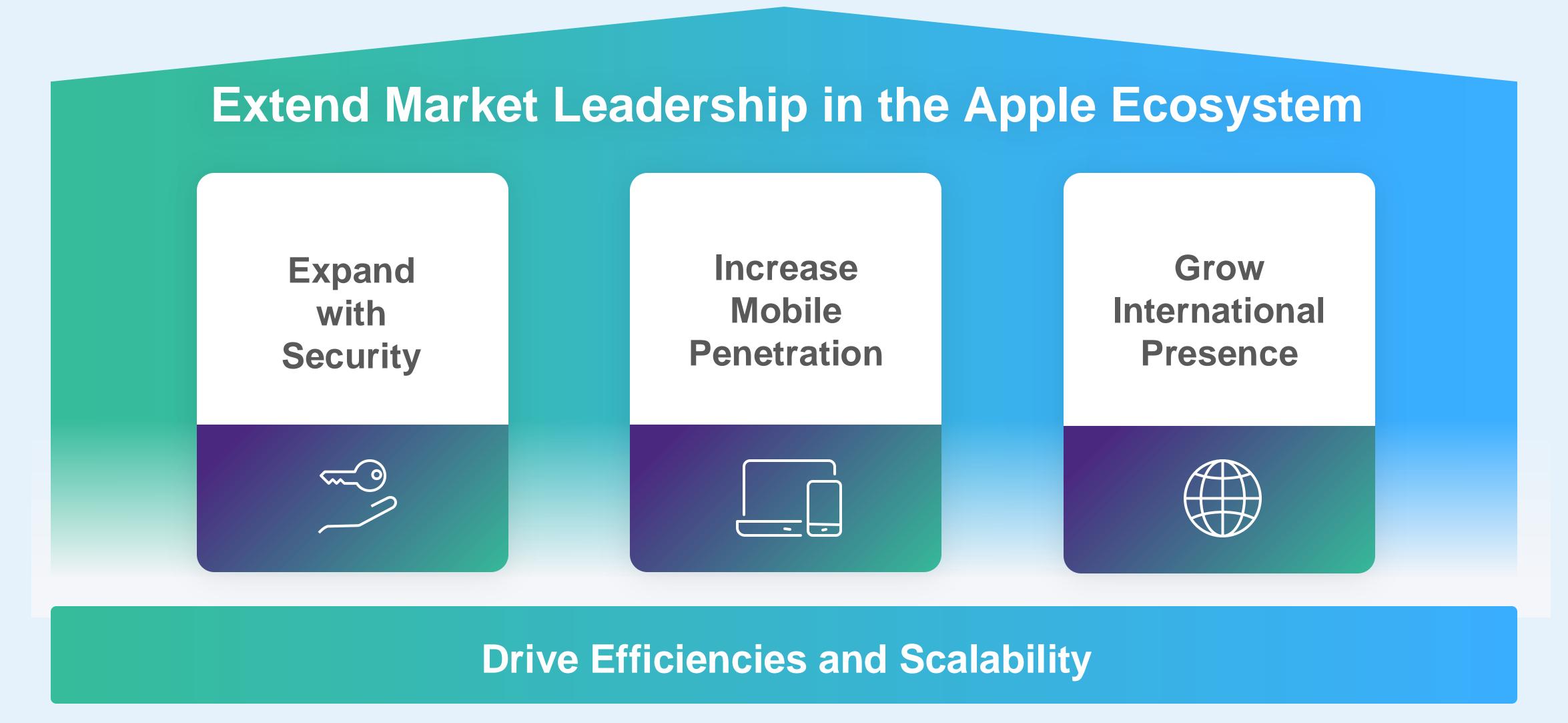
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## **Building on a Proven Strategy**





## Executing Our Strategy: Driving Efficiencies and Scalability

- Build world-class systems and processes
- Build Platform of the Future
- Drive scalable GTM approach
- Grow strategic partnerships
- Expand international business

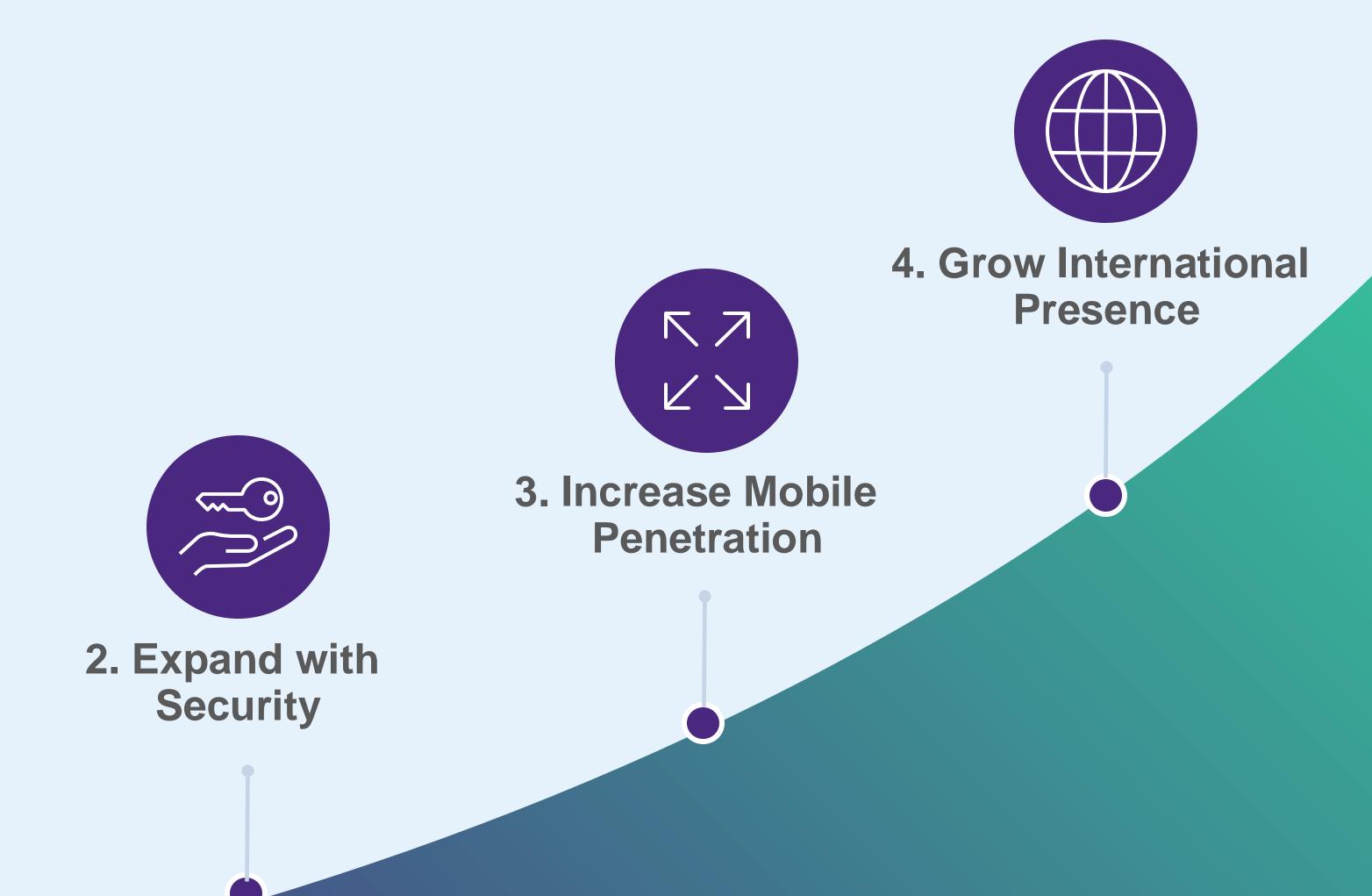
Reaccelerated Growth



Significant Margin Expansion



## Strategic Pillars Support Growth, Amplified by Jamf's Powerful GTM







#### **GROWTH DRIVER #1**

## Strong Tailwinds, Long Growth Runway for Apple in the Enterprise

"... two consecutive quarters of growth, combined with plenty of market hype around AI PCs and a less sexy but arguably more important commercial refresh cycle, seems to be what the PC market needed. "

IDC 2Q24 Worldwide PC Shipments Press Release<sup>1</sup>

"Overall, the smartphone market is set to grow in the mid-single digits in 2024, driven by recovering inventory levels, eased import restrictions and a better economic climate."

Canalys Press Release on Q2 2024 Worldwide Smartphone Market<sup>2</sup>

Mac in the Enterprise: A CIO's Perspective by the Numbers<sup>3</sup>

(Fletcher Previn, Cisco)

\$148-\$395

Savings over 3 years with Mac vs. PC

33%

Fewer IT admins required for Mac vs. PC

9.9%

Acceleration in deal closure by sales teams using Mac vs. PC

11.5%

More code written by software engineers with Mac vs. PC



## Large Security Cross-Sell Opportunity Within 76k+ Customer Base

Customers with Management and at least one Security solution

31.5k
(41%)



**Average Sales Price Uplift** 

Jamf Pro
Commercial

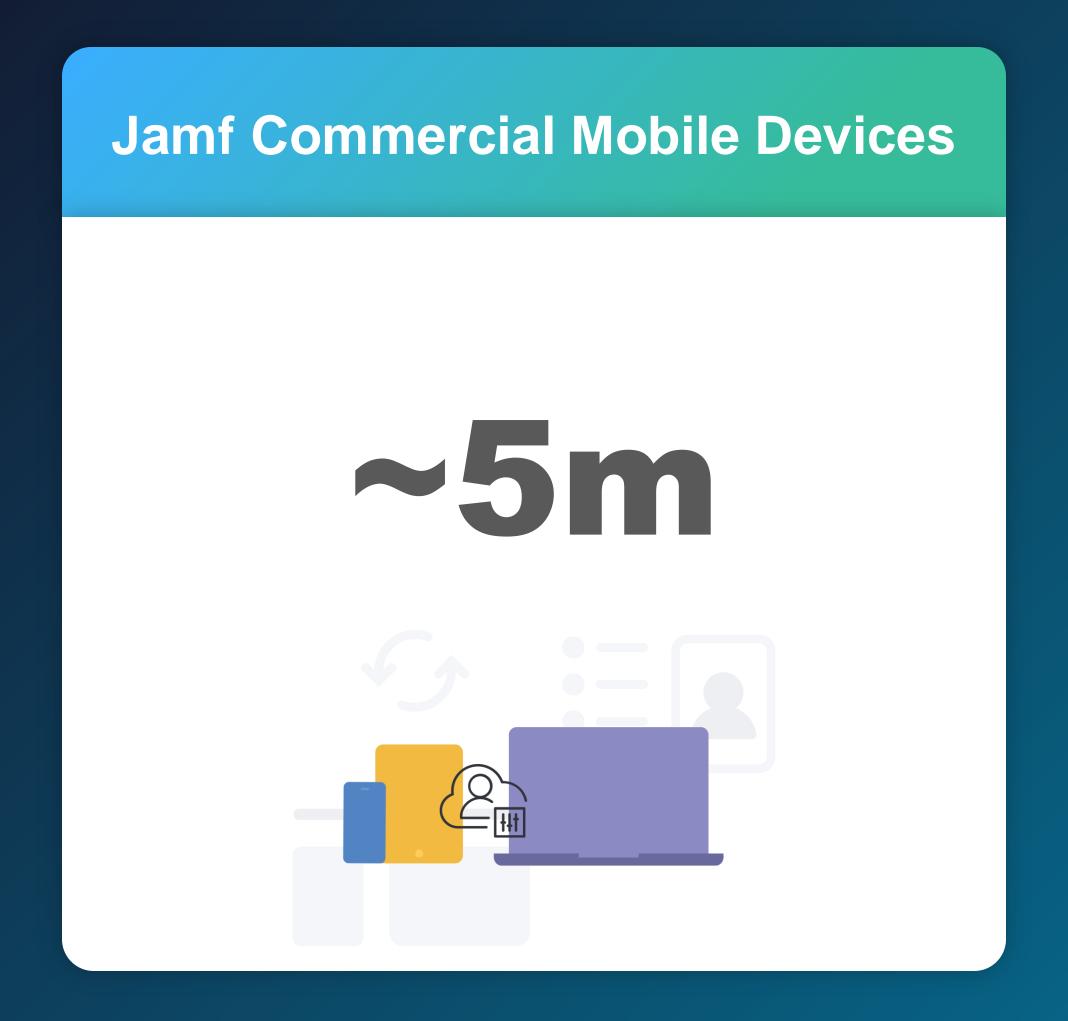
Jamf Business
Plan

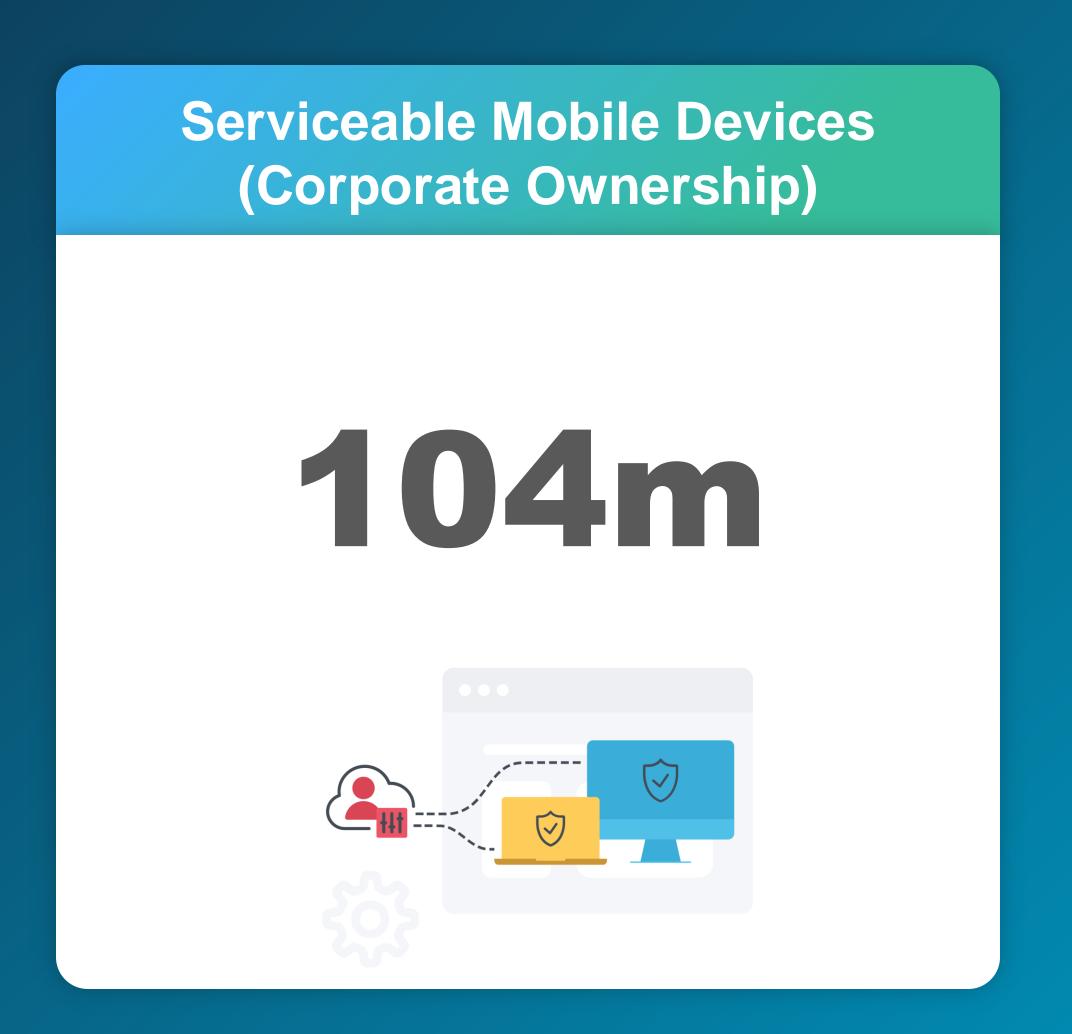
Security ARR Opportunity with Current Install Base

~\$350m



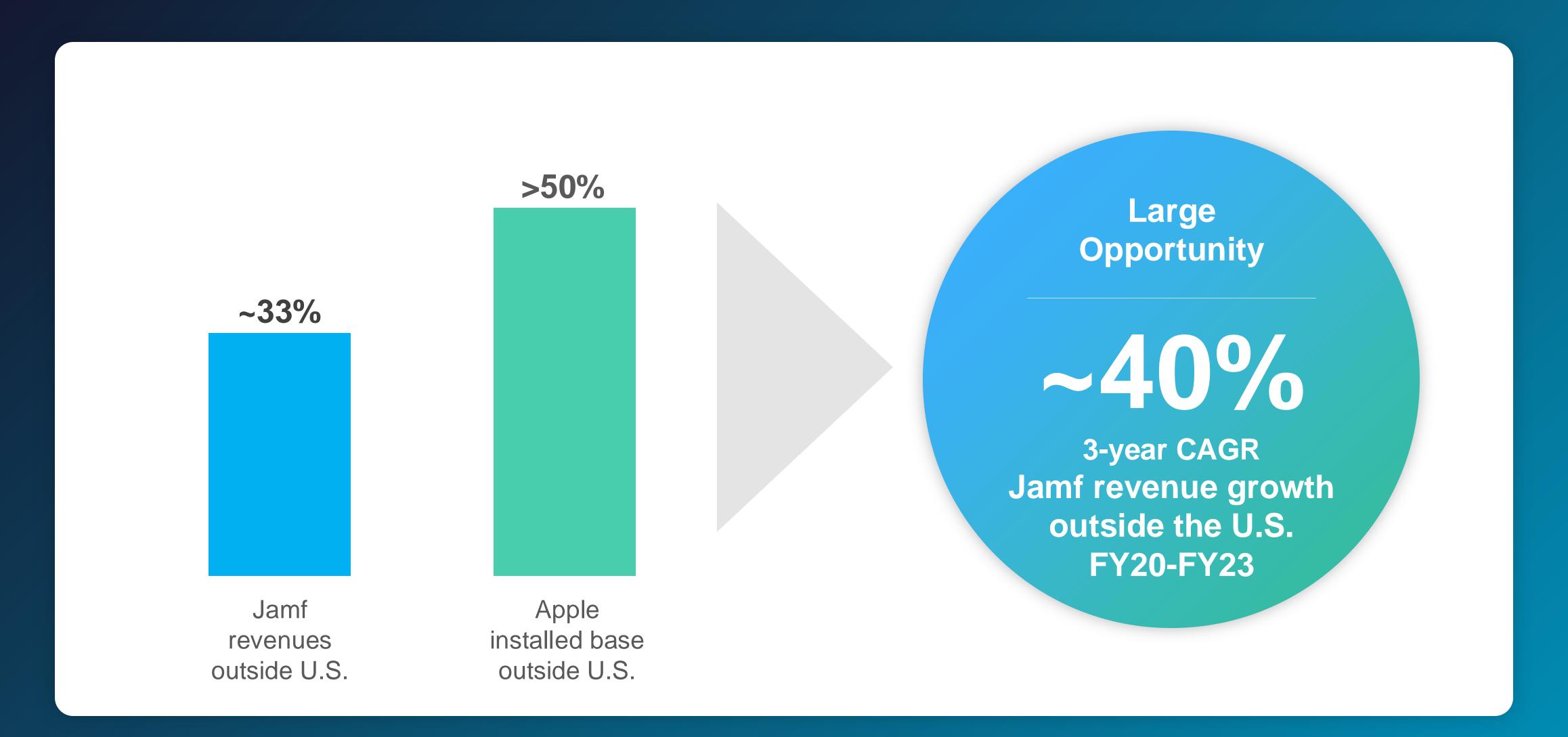
## Large Mobile Expansion Opportunity







## Large Potential for Continuing Faster Growth Outside U.S.





## Leveraging Powerful Go-to-Market Engine that Reaches Customers Around the World

Direct Sales Team Resellers Partners e-Commerce jamf

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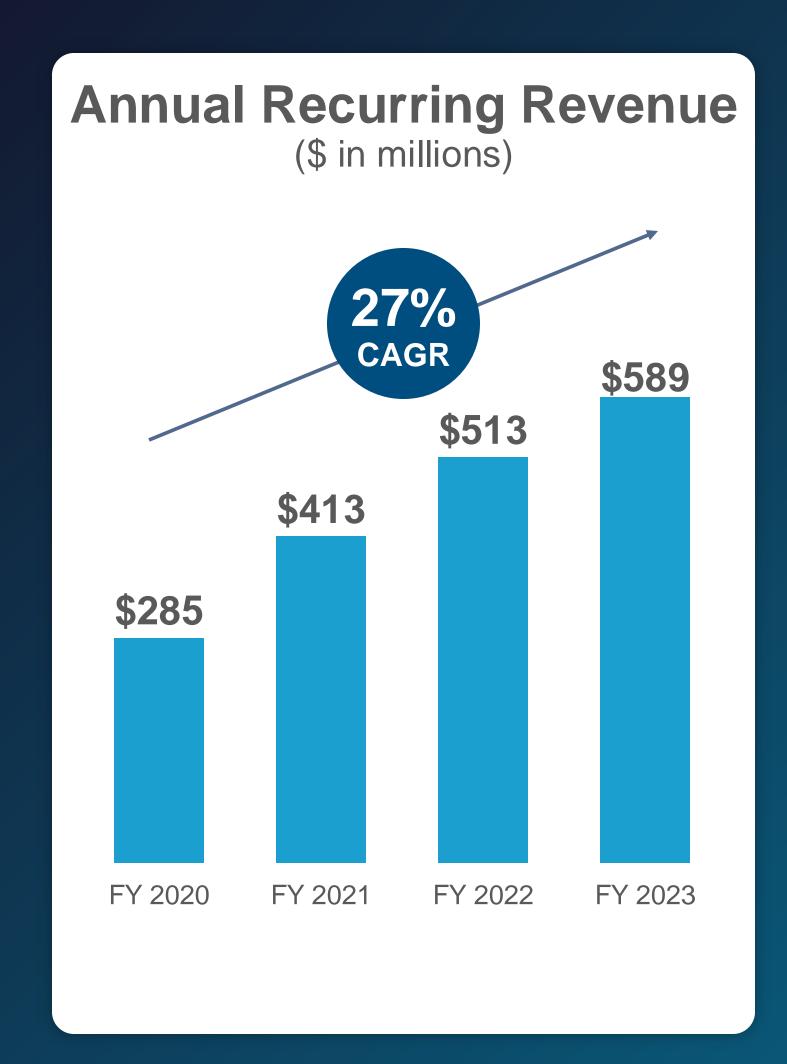


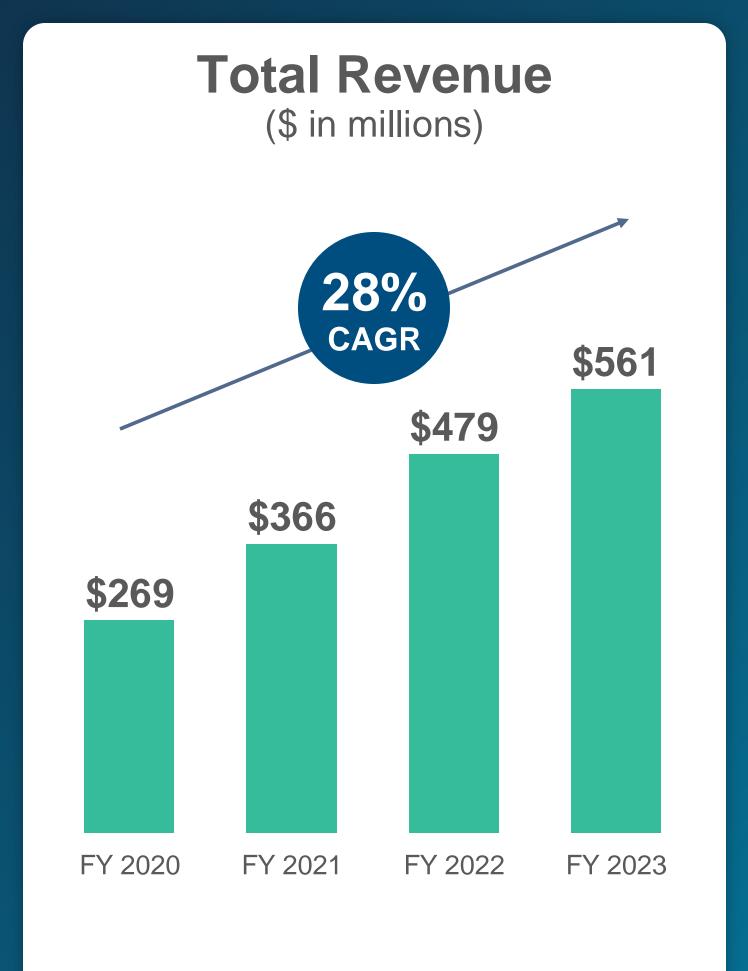
### **Business Model Drives Profitable Growth**

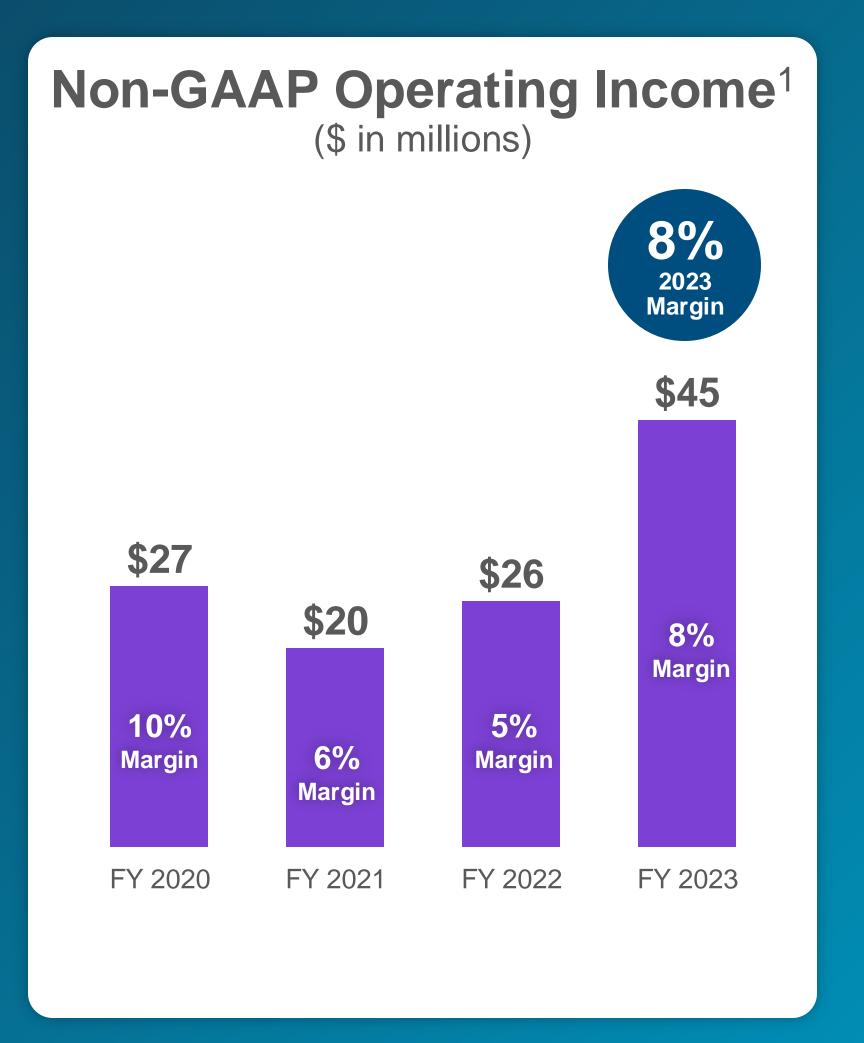
Stable Margins, **Disciplined Capital** Sustainable **Consistent Cash** Allocation Set to Expand **Revenue Growth** Generation



## Strong Revenue Growth and Margin Improvement

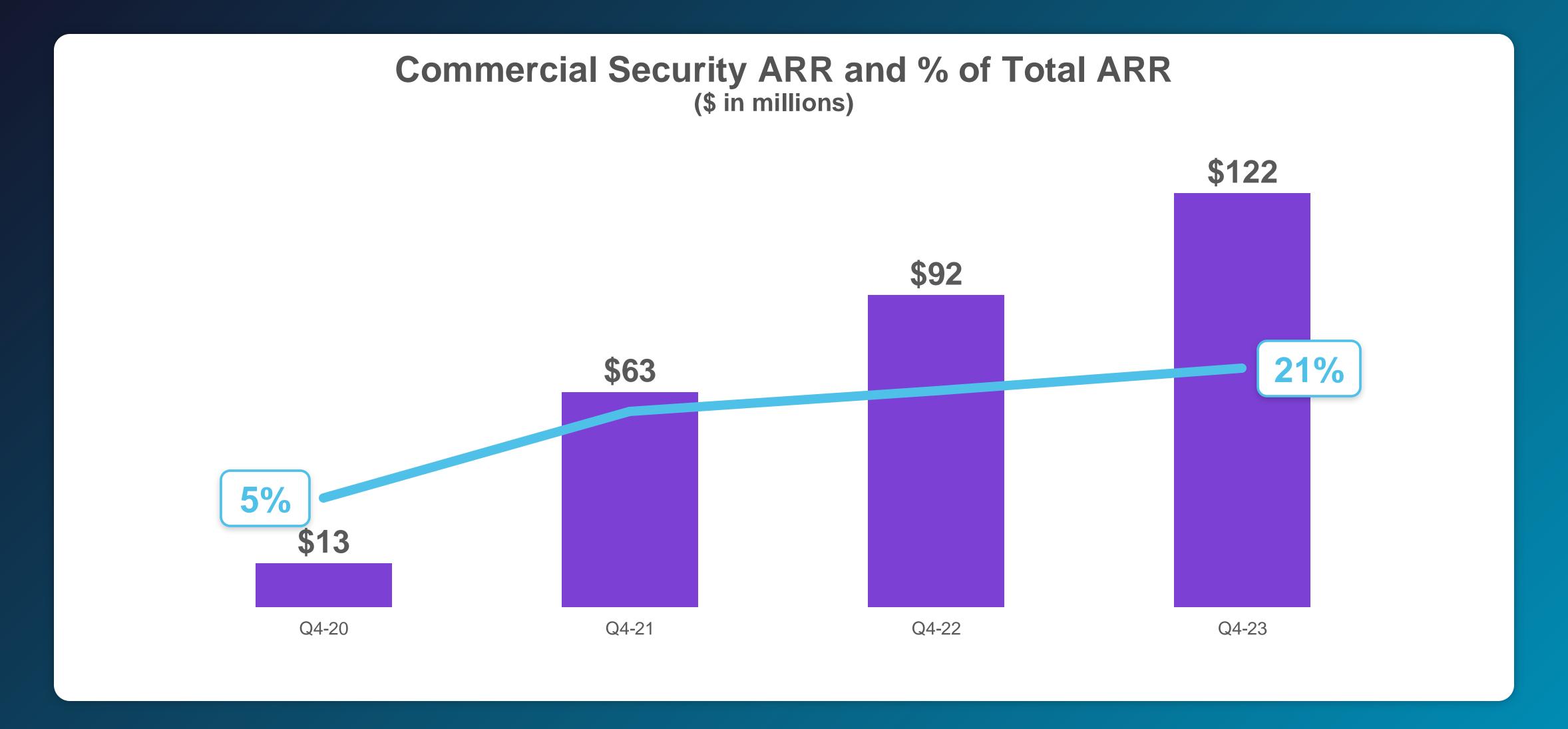






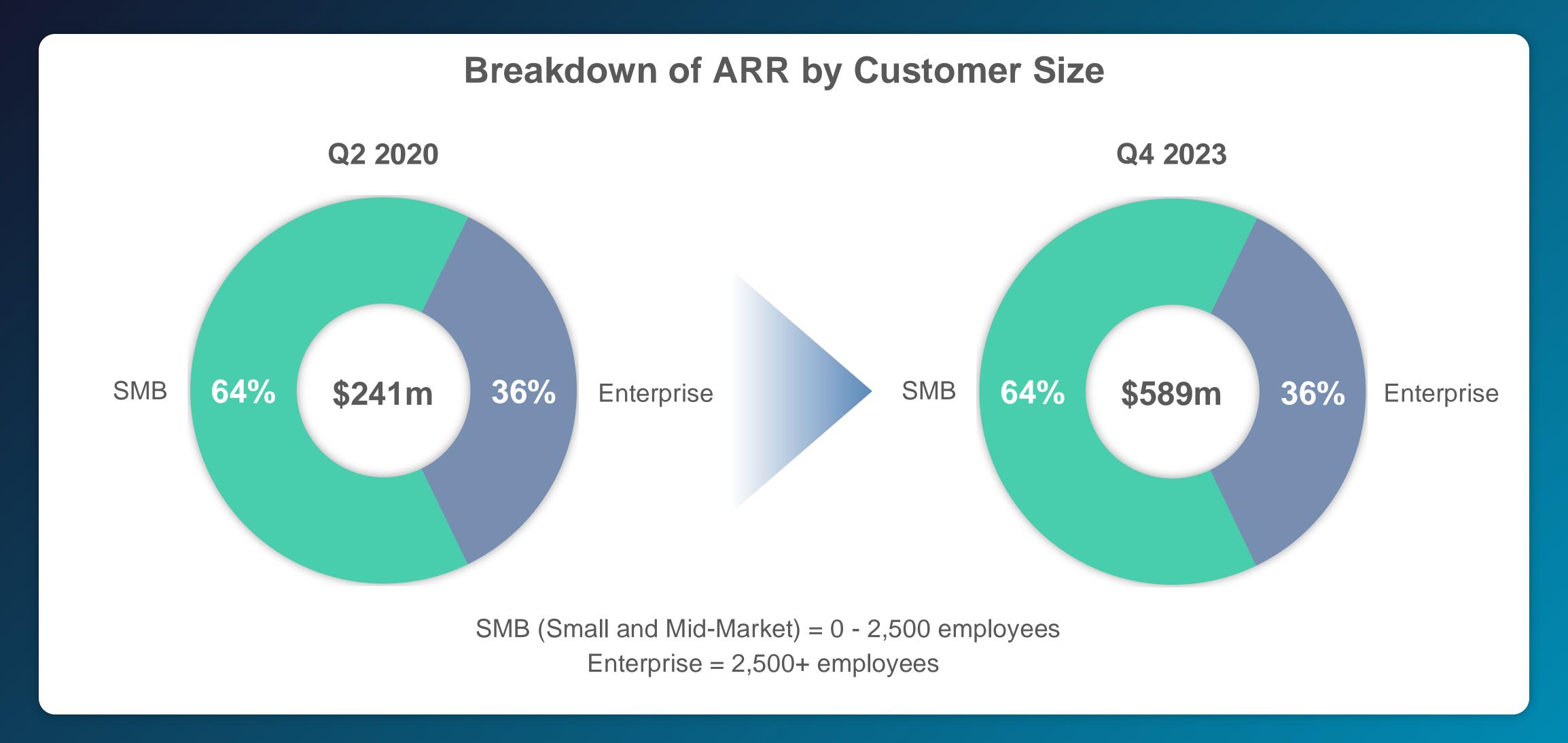


## Security Cross-Sell Efforts are Making an Impact



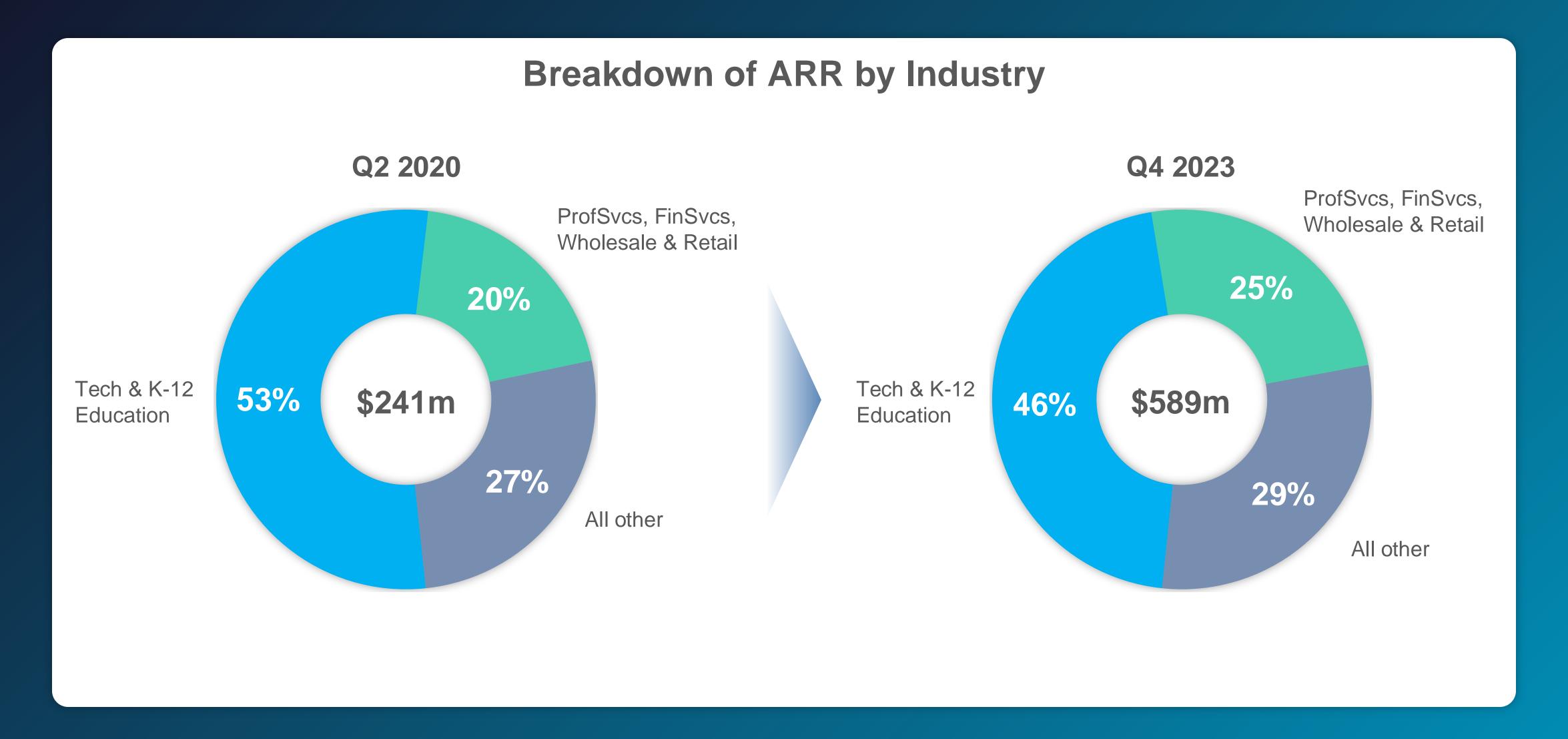


# SMB Customers (<2,500 Employees) Continue to be the Main Driver of Our Business



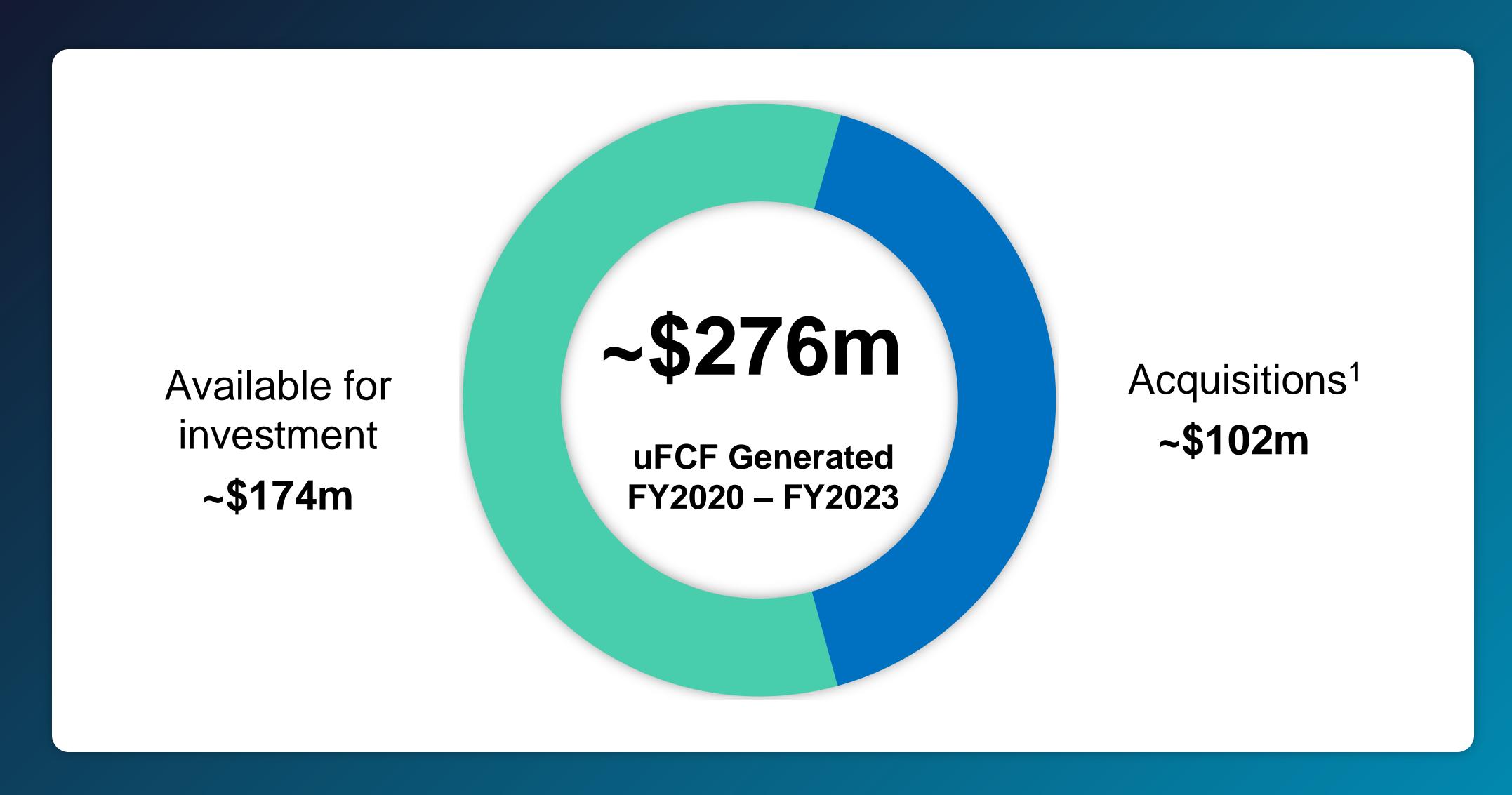


### Less Reliance on Tech & K-12 Education Over Time





### Strong Cash Generation History



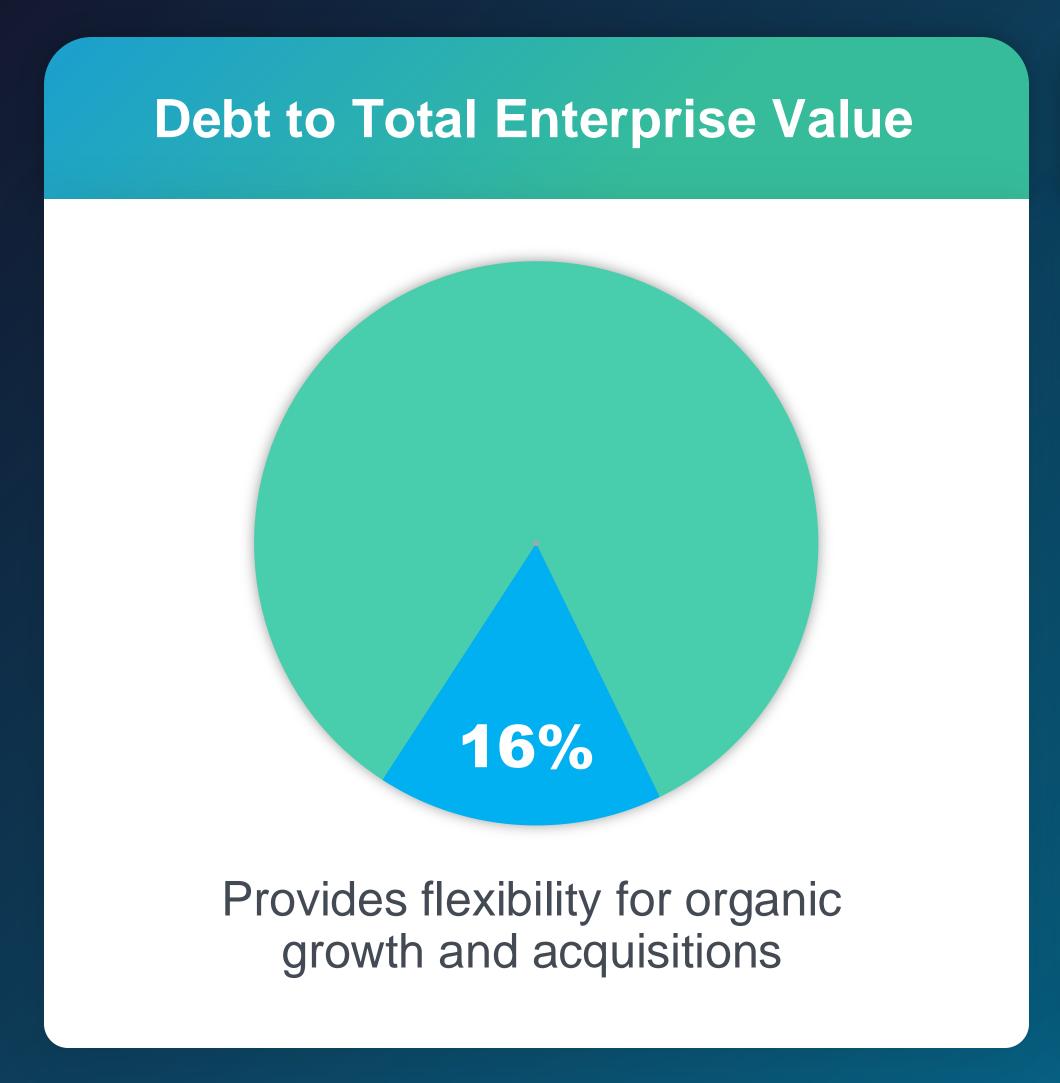


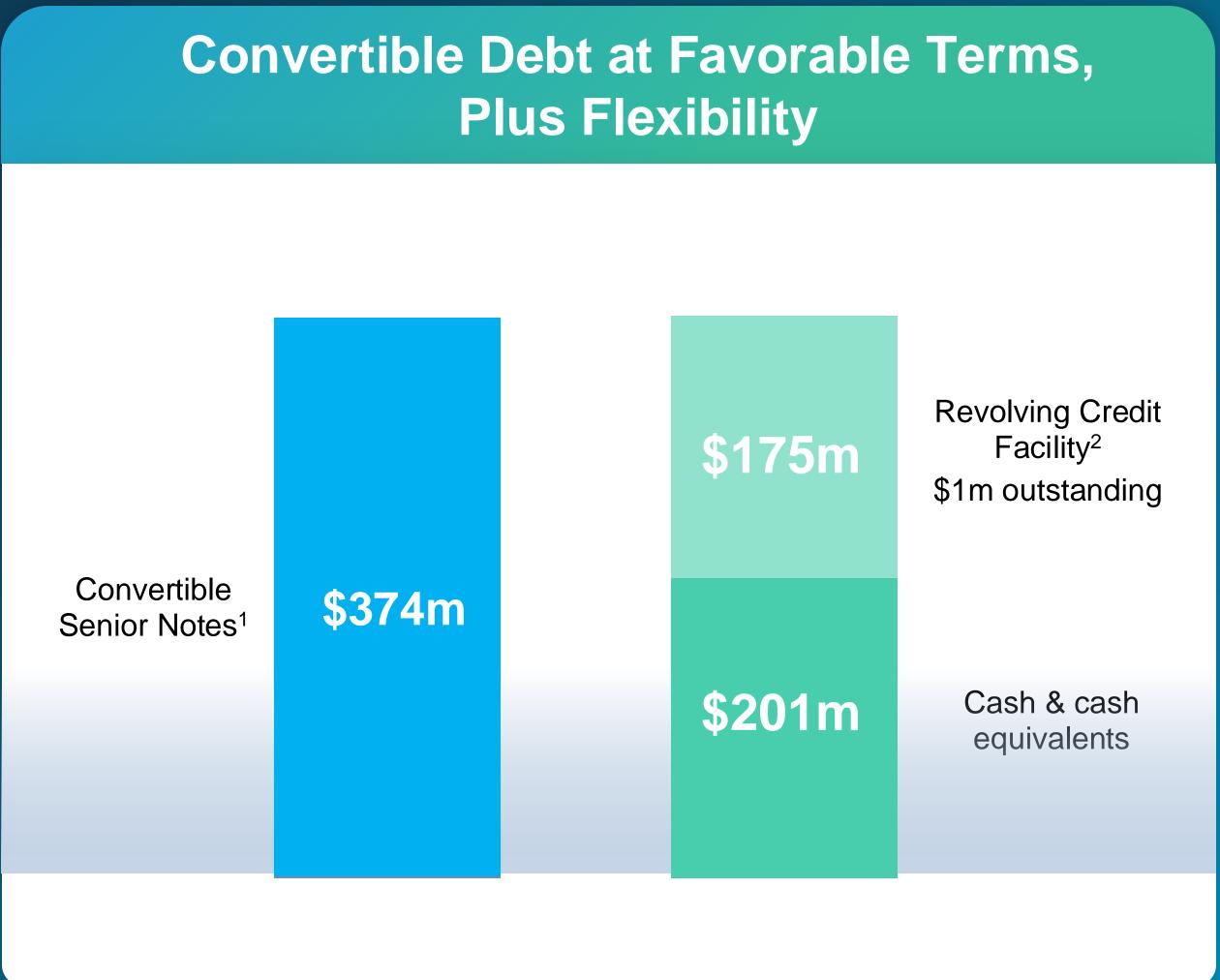
### Capital Allocation Priorities

Maintain strong balance sheet Invest for organic growth Selective M&A



## Maintain Strong Balance Sheet







## Invest for Organic Growth

5 3 **Build World Expand Build Platform Drive Scalable Grow Strategic Class Systems** International of the Future **GTM Approach Partnerships** and Processes Business



#### PRIORITY #3

### Selective Acquisitions – Key Tenets of Our M&A Philosophy





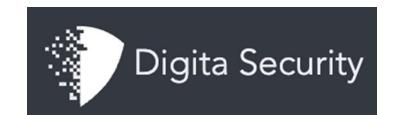
#### PRIORITY #3

### Selective Acquisitions with Focus on Trusted Access

#### Security







~\$480m invested







### Management





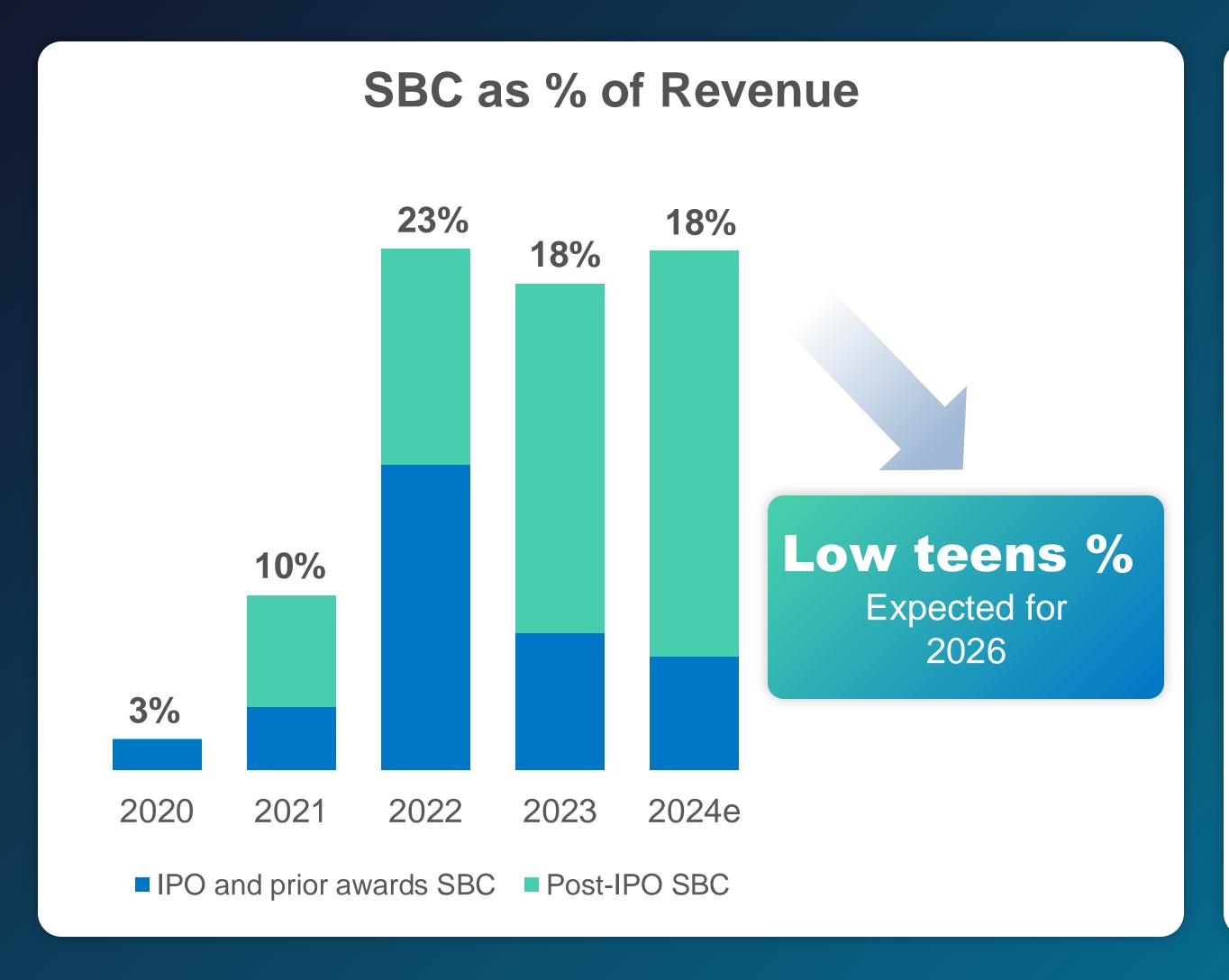




~\$70m invested



# Stock-Based Compensation Reflects at IPO and Prior Periods, Set to Decline Beginning in 2025



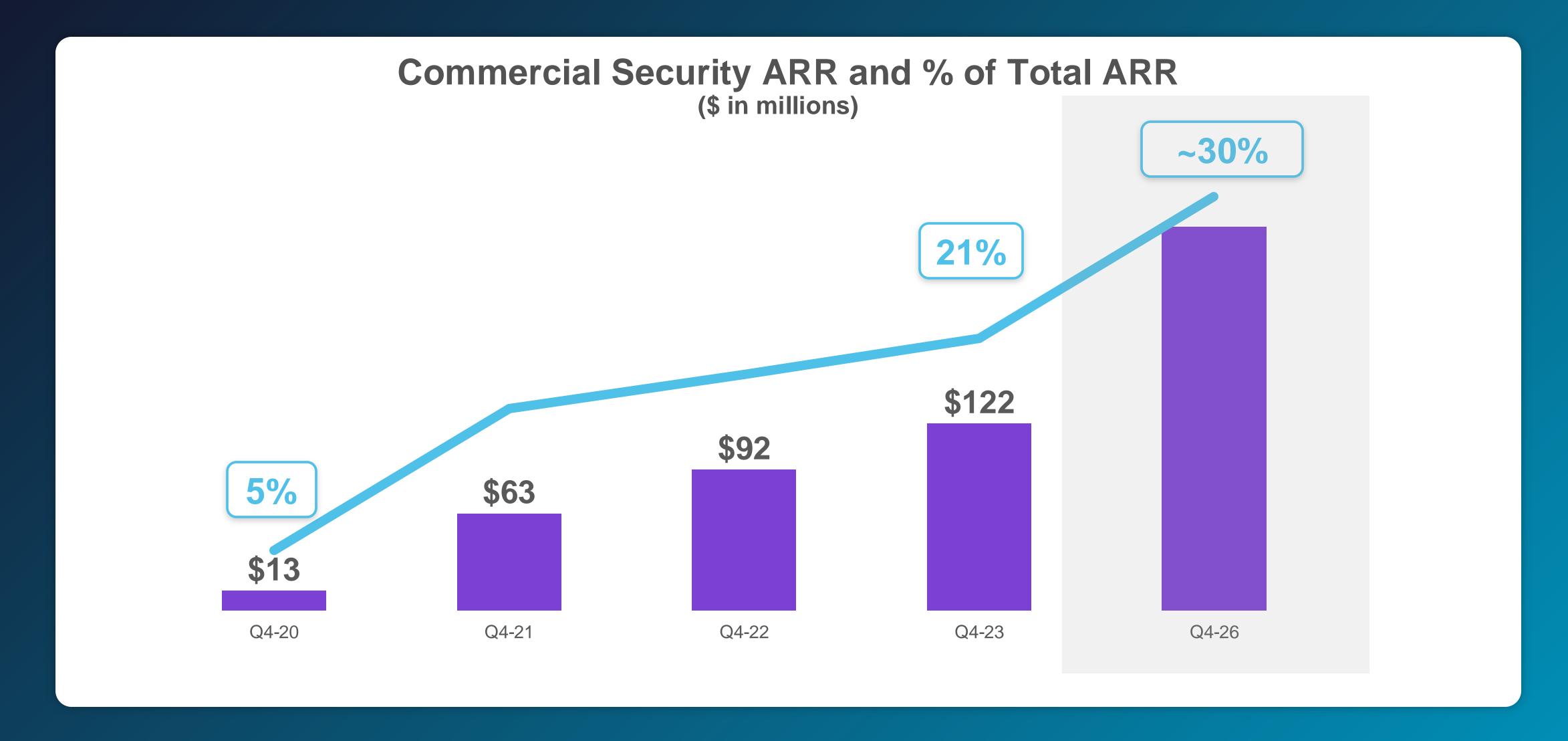
**Expected Annual Dilution Related to Employee Awards** 

2.5% - 3.0%

2024 through 2026

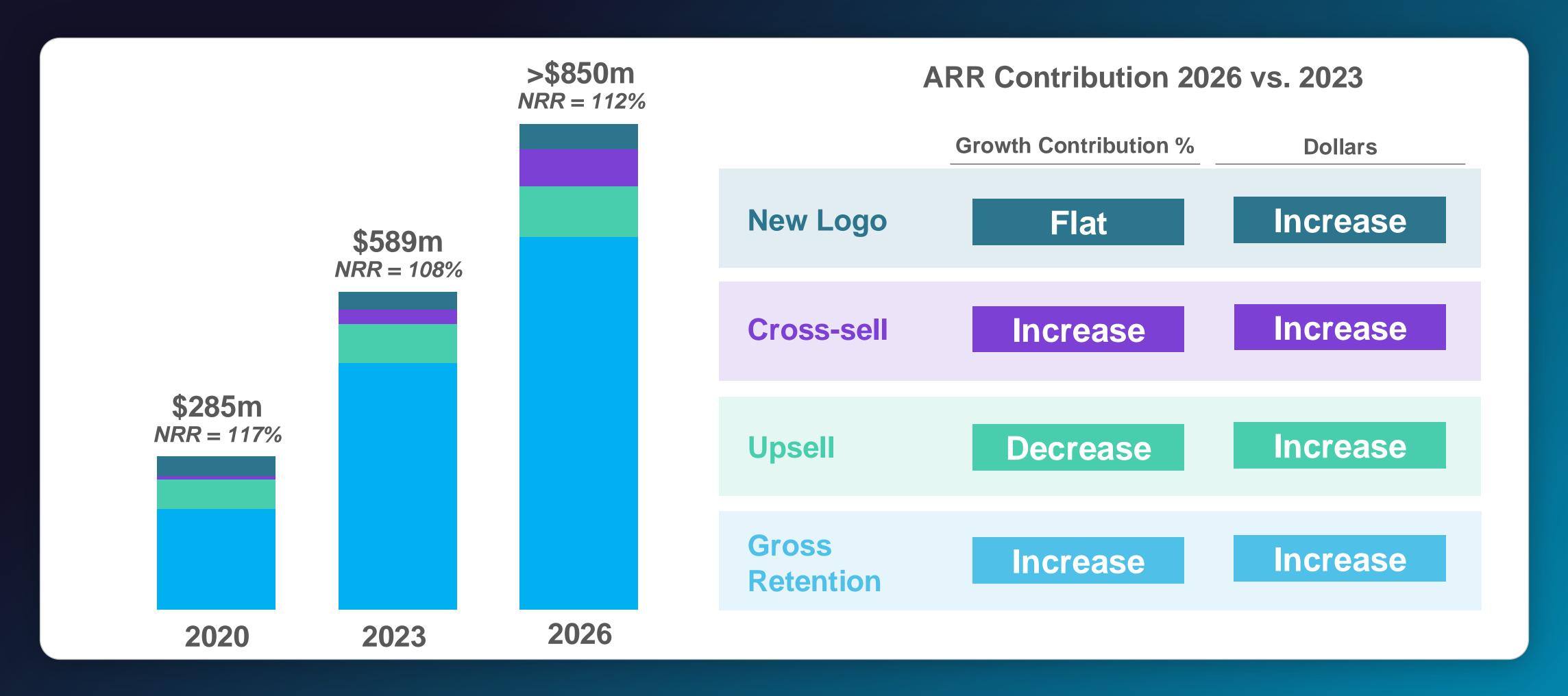


### Commercial Security Will Be the Main Driver of Cross-Sell



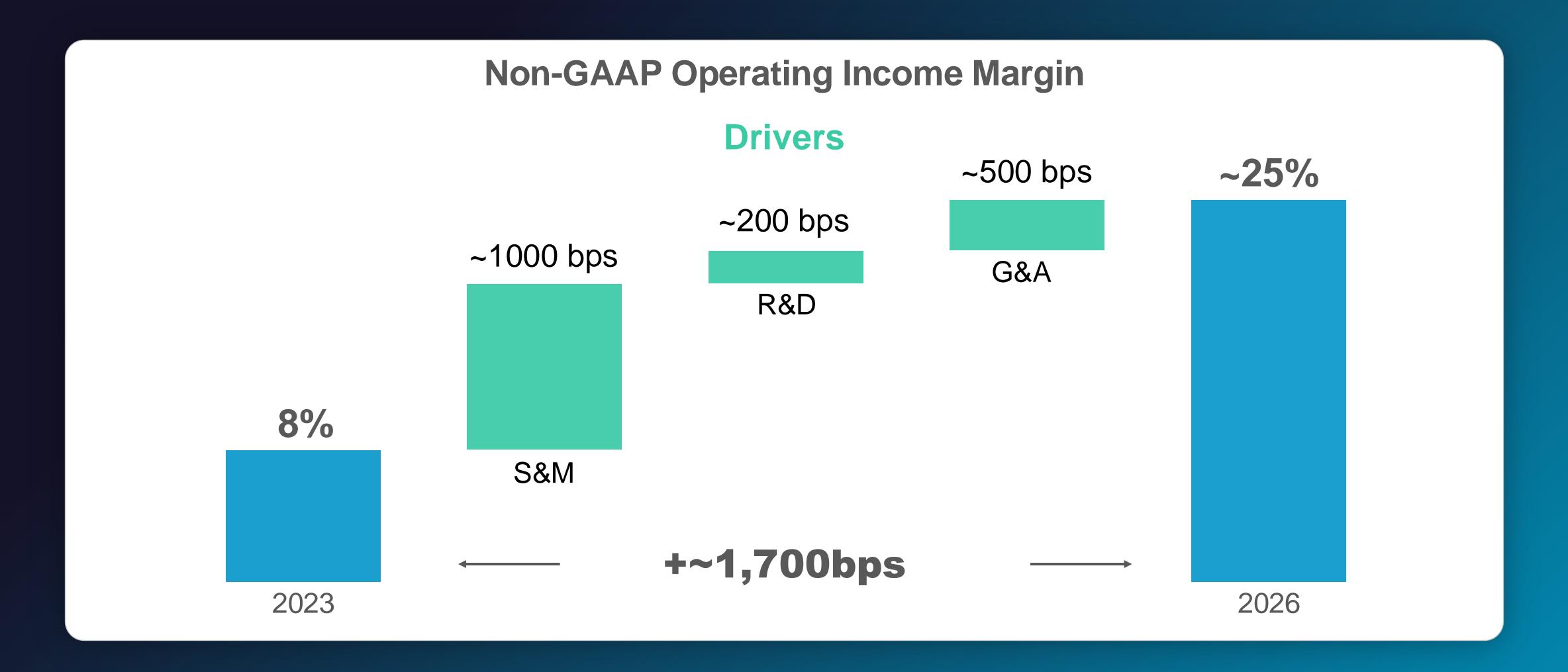


# Multiple Growth Drivers Provide Line of Sight to >\$850m ARR in 2026



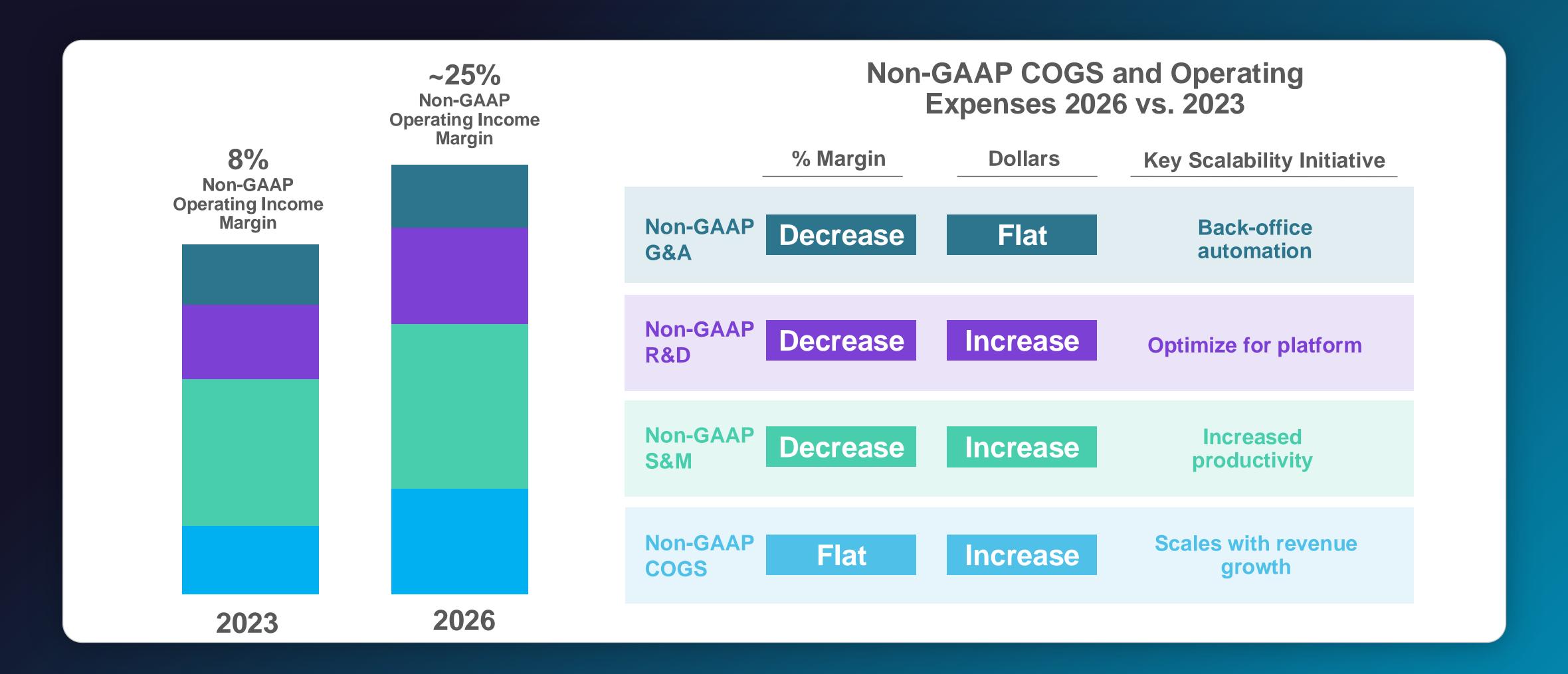


### Clear Line of Sight to ~25%+ Margin by 2026





### Minimal Increase of Total Expenses Over the Next Three Years



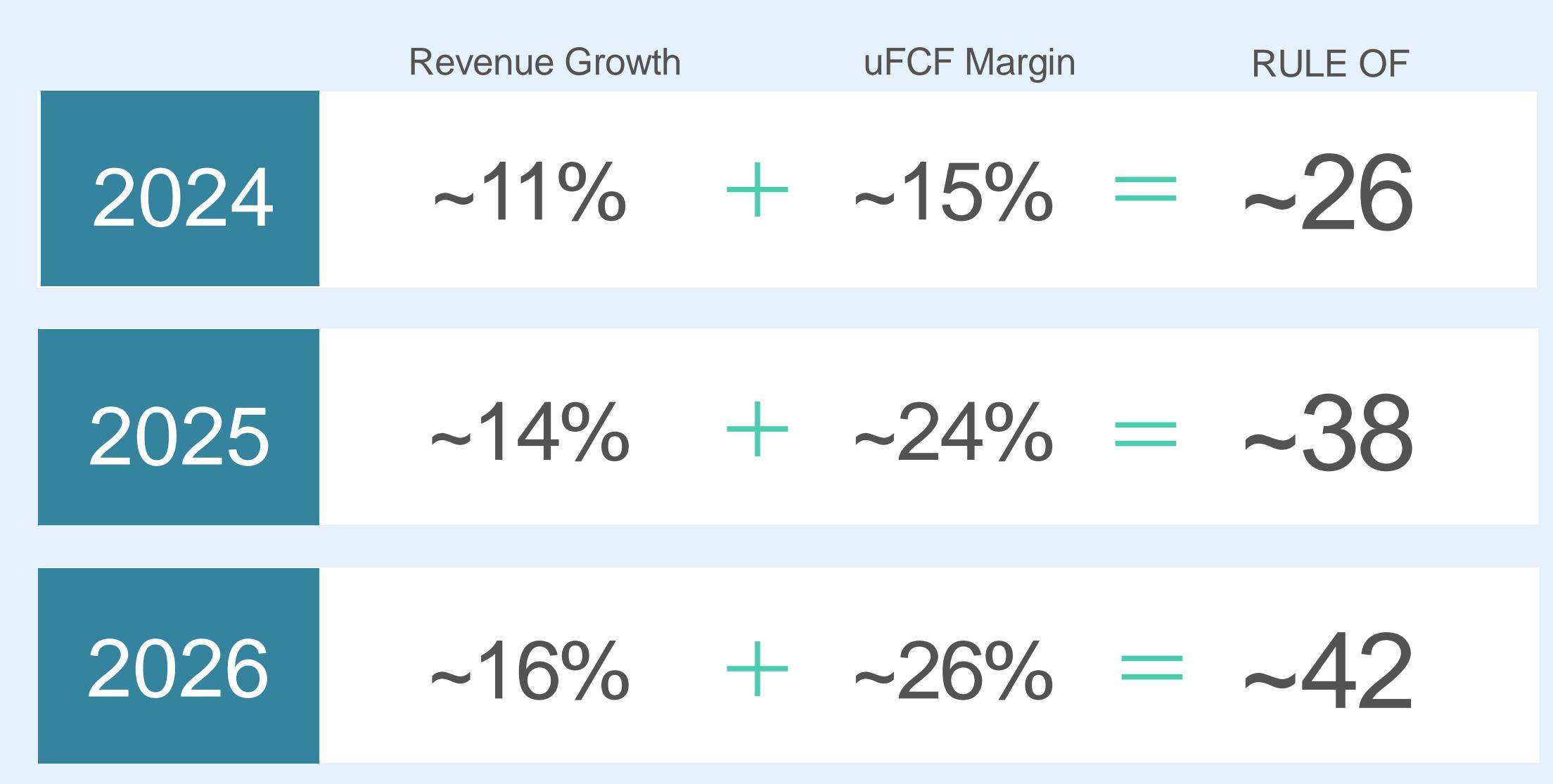


### Three Year Model

	FY 2023	FY 2024 Target	FY 2025 Target	FY 2026 [SEP] Target
ARR Growth	16%	~11%	~14%	~17%
Revenue Growth	17%	~11%	~14%	~16%
Non-GAAP Gross Profit Margin	82%	80% - 82%	80% - 82%	80% - 82%
Non-GAAP S&M %	39%	~33%	~30%	~28%
Non-GAAP R&D %	19%	~19%	~17%	~17%
Non-GAAP G&A %	16%	~14%	~12%	~11%
Non-GAAP Operating Income Margin	8%	~15%	~22%	~25%
uFCF %	10%	~15%	~24%	~26%



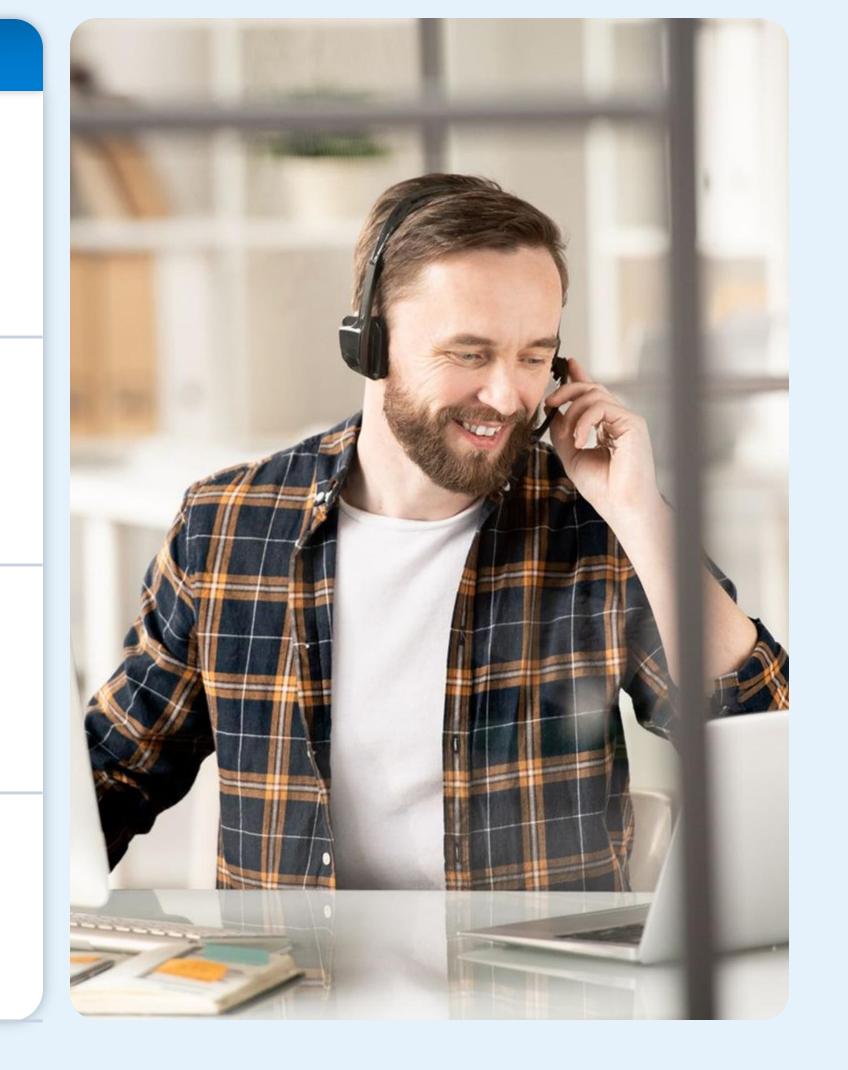
### Rule of 40 Commitment for 2026





### Key Milestones in 2024 to Track Progress

- Meet quarterly financial outlook
- Decrease in Sales & Marketing Expense as a % of total revenue by ~600 bps
- Decrease in G&A Expense as a % of total revenue by ~150 bps
- Achieve at least 25% growth in Security ARR by end of 2024





### Appendix



### **Select Definitions**

Net Retention Rate

Measures our ability to increase revenue across our existing customer base through expanded use of our software solutions, offset by customers whose subscription contracts with us are not renewed or renew at a lower amount

Annual Recurring Revenue Represents the annualized value of all subscription and support and maintenance contracts as of the end of the period

Recurring Revenue Represents revenue from SaaS and on-premise subscriptions and support and maintenance contracts

Non-GAAP
Gross profit adjusted for amortization expense, stock-based compensation expense, acquisition-related expense, payroll taxes related to stock-based compensation, system transformation costs, and restructuring charges

Non-GAAP
Gross Profit Margin
Non-GAAP gross profit as a percentage of total revenue

Operating loss or expense adjusted for amortization expense, stock-based compensation expense, acquisition-related expense, acquisition-related earnout, offering costs, payroll taxes related to stock-based compensation, system transformation costs, restructuring charges, and extraordinary legal settlements and non-recurring litigation costs

Non-GAAP
Operating Income Margin
Non-GAAP operating income as a percentage of total revenue

Free Cash Flow Net cash provided by (used in) operating activities less cash paid for purchases of equipment and leasehold improvements

Free Cash Flow Margin Free cash flow as a percentage of total revenue

Free cash flow plus cash paid for interest, cash paid for acquisition-related expense, cash paid for system transformation costs, cash paid for restructuring charges, cash paid for contingent consideration, and cash paid for extraordinary legal settlements and non-recurring litigation costs

Unlevered Free Cash Flow Margin

Unlevered free cash flow as a percentage of total revenue



**Non-GAAP** 

**Operating Income and** 

**Expenses** 

**Unlevered Free** 

Cash Flow

### **GAAP to Non-GAAP Gross Profit Reconciliation**

(\$ in millions)	FY2020	FY2021	FY2022	FY2023	Q2 2022	Q2 2023	Q2 2024
Gross profit	\$208	\$276	\$360	\$435	\$86	\$104	\$118
Amortization expense	11	16	20	14	5	3	3
Stock-based compensation	1	4	10	12	2	3	3
Acquisition-related expense							
Payroll taxes related to stock-based compensation							
System transformation costs							
Restructuring charges			_				
Non-GAAP gross profit	\$220	\$297	\$390	\$460	\$94	\$111	\$125
Total revenue	\$269	\$366	\$479	\$561	\$116	\$135	\$153
Gross profit margin	77%	75%	75%	78%	75%	77%	77%
Non-GAAP gross profit margin	82%	81%	81%	82%	81%	82%	82%



### **GAAP to Non-GAAP Operating Income Reconciliation**

(\$ in millions)	FY2020	FY2021	FY2022	FY2023	TTM 6/30/23	TTM 6/30/24	Q2 2022	Q2 2023	Q2 2024	Q2 2022 YTD	Q2 2023 YTD	Q2 2024 YTD
Operating loss	\$(17)	\$(76)	\$(139)	\$(115)	\$(116)	\$(93)	\$(62)	\$(38)	\$(20)	\$(86)	\$(63)	\$(41)
Amortization expense	33	41	48	43	45	42	12	11	10	25	21	20
Stock-based compensation	7	36	109	101	90	98	53	30	26	69	50	47
Acquisition-related expense	5	6	5	7	4	11	1	1	2	2	1	5
Acquisition-related earnout	(1)	6	1	_	1	_	_	<del>_</del>	_	_	_	_
Offering costs	1	1	_	_	_	1	_	_	1	_	_	1
Payroll taxes related to stock-based compensation	_	2	2	3	3	3	_	1	_	_	1	2
System transformation costs	_	_	_	5	2	7	_	1	2	_	2	4
Restructuring charges	_	_	_	1	_	10	_	<del></del>	1	_	_	8
Legal settlements and non-recurring litigation costs	_	5	_	1	_	_	_	_	_	_	_	_
Non-GAAP operating income	\$27	\$20	\$26	\$45	\$27	\$79	\$5	\$6	\$24	\$10	\$12	\$46
Total revenue	\$269	\$366	\$479	\$561	\$522	\$598	\$116	\$135	\$153	\$224	\$267	\$305
Operating loss margin	(6)%	(21)%	(29)%	(21)%	(22)%	(16)%	(53)%	(28)%	(13)%	(38)%	(24)%	(13)%
Non-GAAP operating income margin	10%	6%	5%	8%	5%	13%	4%	4%	15%	5%	4%	15%



### Free Cash Flow and Unlevered Free Cash Flow

(\$ in millions)	FY2020	FY2021	FY2022	FY2023	TTM 6/30/23	TTM 6/30/24	Q2 2022	Q2 2023	Q2 2024	Q2 2022 YTD	Q2 2023 YTD	Q2 2024 YTD
Net cash provided by (used in) operating activities	\$53	\$65	\$90	\$36	\$60	\$48	\$19	\$12	\$14	<del>\$</del> 16	\$(13)	\$(2)
Less:												
Cash paid for purchases of equipment and leasehold improvements	(4)	(10)	(8)	(3)	(7)	(4)	(1)	(1)	(1)	(3)	(2)	(3)
Free cash flow	48	55	82	33	54	44	18	11	13	13	(15)	(4)
Add:												
Cash paid for interest	13	1	1	1	1	1	_	_	_	_	_	_
Cash paid for acquisition-related expense	5	5	4	3	4	4	1	1	_	2	1	2
Cash paid for system transformation costs	_	_	_	12	2	26	_	1	7	_	2	15
Cash paid for restructuring charges	_	_	_	_	_	9	_	_	2	_	_	9
Cash paid for contingent consideration	_	_	_	6	6	_	_	_	_	_	6	_
Cash paid for legal settlements and non-recurring litigation costs	_	5	_	_	_	_	_	_	_	_	_	_
Unlevered free cash flow	\$66	\$66	\$88	\$55	\$67	\$83	\$19	\$13	\$23	\$16	\$(5)	\$22
Total revenue	\$269	\$366	\$479	\$561	\$522	\$598	\$116	\$135	\$153	\$224	\$267	\$305
Net cash provided by (used in) operating activities as a percentage of total revenue	20%	18%	19%	6%	12%	8%	17%	9%	9%	7%	(5)%	(1)%
Free cash flow margin	18%	15%	17%	6%	10%	7%	16%	8%	9%	6%	(6)%	(1)%
Unlevered free cash flow margin	25%	18%	18%	10%	13%	14%	17%	10%	15%	7%	(2)%	7%



### **GAAP to Non-GAAP Operating Expenses Reconciliation**

		FY2023	
(\$ in millions)	S&M	R&D	G&A
Operating expenses	\$251	\$134	\$135
Stock-based compensation	(33)	(24)	(33)
Acquisition-related expense		(1)	(6)
Acquisition-related earnout			
Offering costs			
Payroll taxes related to stock-based compensation	(1)	(1)	
System transformation costs			(5)
Restructuring charges			(1)
Legal settlements and non-recurring litigation costs			(1)
Non-GAAP operating expenses	\$216	\$109	\$90
Total revenue	\$561	\$561	\$561
Operating expenses as a percentage of total revenue	45%	24%	24%
Non-GAAP operating expenses as a percentage of total revenue	39%	19%	16%

