

JNUC
2022
SAN DIEGO

Jamf

Investor Event

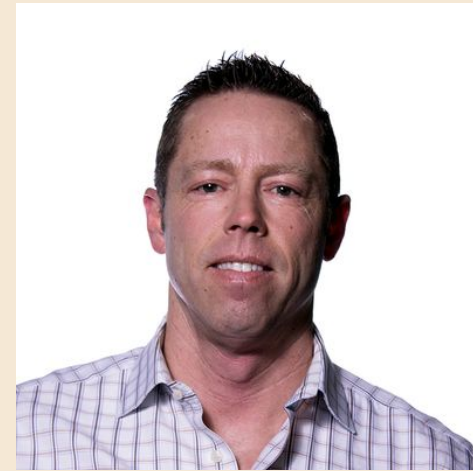
September 29, 2022



Jamf Leadership



Dean Hager
CEO



John Strosahl
President and COO



Linh Lam
Chief Information Officer



Ian Goodkind
CFO



Jason Wudi
Chief Strategy Officer



Beth Tschida
Chief Technology Officer



Sam Johnson
Chief Customer Officer



Michelle Bucaria
Chief People Officer



Jeff Lendino
Chief Legal Officer



Agenda

- Jamf's transformation since IPO
- JNUC: bringing together the best
- Jamf's market and opportunity
- Jamf's Vision
- JNUC product innovations



Safe Harbor

Unless otherwise specified, financial information and other data presented in this presentation is presented as of June 30, 2022. The financial results and other data contained herein following July 1, 2021 include the impact of the Wandera acquisition, which closed on that date, unless otherwise specified. 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 the "safe harbor" provisions of the Private Securities Litigation Reform Act of 1995, including but not limited to, statements regarding our financial outlook and market positioning. Forward-looking statements give our current expectations and projections relating to our financial condition, results of operations, plans, objectives, future performance and business and include statements regarding our future financial and operating performance (including our financial outlook for future reporting periods). You can identify forward-looking statements by the fact that they do not relate strictly to historical or current facts. These statements may include words such as "anticipate," "estimate," "expect," "project," "plan," "intend," "believe," "may," "will," "should," "can have," "likely," and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating or financial performance or other events.

All forward-looking statements are subject to risks and uncertainties that may cause actual results to differ materially from those that we expected, including, among others: the impact on our operations from macroeconomic and market conditions, including heightened inflation, slower growth or recession, changes to fiscal and monetary policy, higher interest rates, currency fluctuations, challenges in the supply chain and the effects of the ongoing COVID-19 pandemic; the potential impact of customer dissatisfaction with Apple or other negative events affecting Apple services and devices, and failure of enterprises to adopt Apple products; the potentially adverse impact of changes in features and functionality by Apple on our engineering focus or product development efforts; changes in our continued relationship with Apple; the fact that we are not party to any exclusive agreements or arrangements with Apple; our reliance, in part, on channel partners for the sale and distribution of our products; our ability to successfully develop new products or materially enhance current products through our research and development efforts; our ability to continue to attract new customers; our ability to retain our current customers; our ability to sell additional functionality to our current customers; our ability to correctly estimate market opportunity and forecast market growth; risks associated with failing to continue our recent growth rates; our dependence on one of our products for a substantial portion of our revenue; our ability to scale our business and manage our expenses; our ability to change our pricing models, if necessary to compete successfully; the impact of delays or outages of our cloud services from any disruptions, capacity limitations or interferences of third-party data centers that host our cloud services, including Amazon Web Services; our ability to meet service-level commitments under our subscription agreements; our ability to maintain, enhance and protect our brand; our ability to maintain our corporate culture; the ability of Jamf Nation to thrive and grow as we expand our business; the potential impact of inaccurate, incomplete or misleading content that is posted on Jamf Nation; our ability to offer high-quality support; risks and uncertainties associated with acquisitions and divestitures (such as our acquisition of Wandera); our ability to predict and respond to rapidly evolving technological trends and our customers' changing needs; our ability to compete with existing and new companies; the impact of adverse general and industry-specific economic and market conditions; the impact of reductions in IT spending; our ability to attract and retain highly qualified personnel; risks associated with competitive challenges faced by our customers; the impact of our often long and unpredictable sales cycle; the risks associated with sales to new and existing enterprise customers; our ability to develop and expand our marketing and sales capabilities; the risks associated with free trials and other inbound, lead-generation sales strategies; the risks associated with indemnity provisions in our contracts; our management team's limited experience managing a public company; risks associated with cybersecurity events; the impact of real or perceived errors, failures or bugs in our products; the impact of general disruptions to data transmission; risks associated with stringent and changing privacy laws, regulations and standards, and information security policies and contractual obligations related to data privacy and security; the risks associated with intellectual property infringement claims; our reliance on third-party software and intellectual property licenses; our ability to protect our intellectual property and proprietary rights; the risks associated with our use of open source software in our products; risks associated with our indebtedness; and risks associated with global events (such as Russia's invasion of Ukraine and related sanctions).

Additional information concerning these, and other factors can be found in our filings with the Securities and Exchange Commission. 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 projects 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, Free Cash Flow, Free Cash Flow Margin, Unlevered Free Cash Flow, Unlevered Free Cash Flow Margin, Non-GAAP Sales and Marketing, Non-GAAP Research and Development and Non-GAAP General and Administrative Expenses 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 non-GAAP measures are useful in evaluating our operating performance. Certain of these non-GAAP measures exclude stock-based compensation, amortization expense, acquisition-related expense, acquisition-related earnout, offering costs, payroll taxes related to stock-based compensation, legal settlement, loss on extinguishment of debt, and amortization of debt issuance costs. 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 financial information to supplement their GAAP results. The non-GAAP financial information is presented for supplemental informational purposes only and 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 the company's financial statements. In addition, they are subject to inherent limitations as they reflect the exercise of judgment by the company's management about which expenses are excluded or included in determining these non-GAAP financial measures. Jamf strongly encourages investors to review our consolidated financial statements included in 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 Operating Income (Loss), Free Cash Flow, Unlevered Free Cash Flow, Non-GAAP Sales and Marketing, Non-GAAP Research and Development and Non-GAAP General and Administrative Expenses 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.





Dean Hager

CEO



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Jamf now helps over

69,000 customers

manage and secure more than

29 million devices



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Jamf's journey since IPO

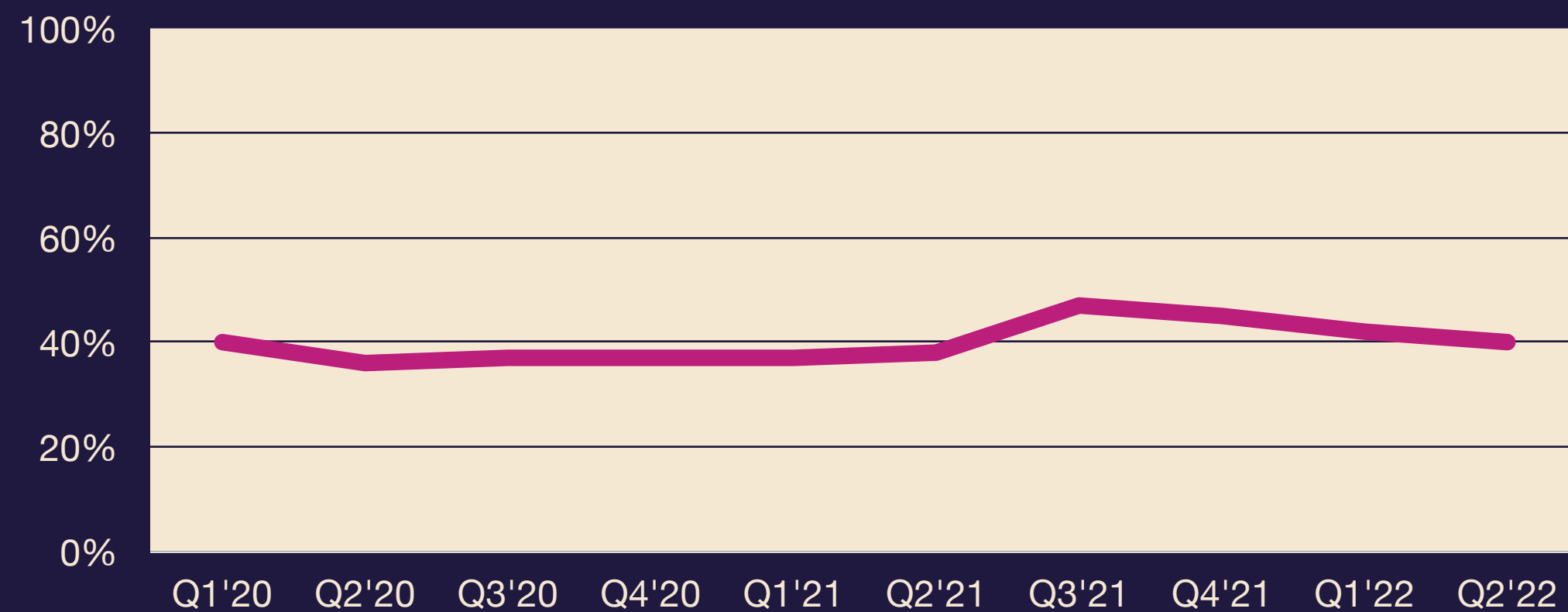
- Q2 2022 represents 9th quarter of reporting results as a public company
- Jamf has exceeded expectations every quarter despite macro challenges
- Significant transformation of company, market and products over this time



Jamf's transformation

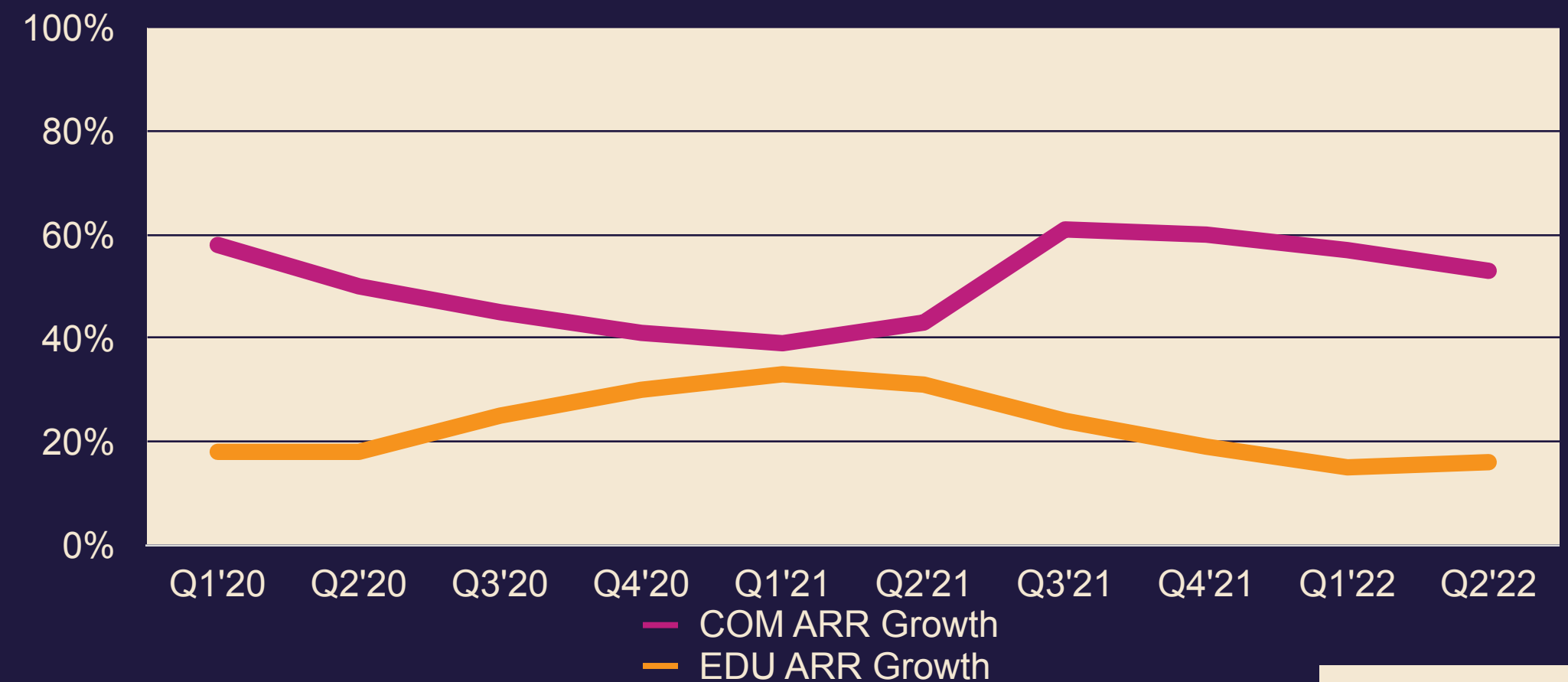
Remarkably consistent ARR growth

Total ARR Growth



Commercial growth drives overall growth

ARR Growth by Market

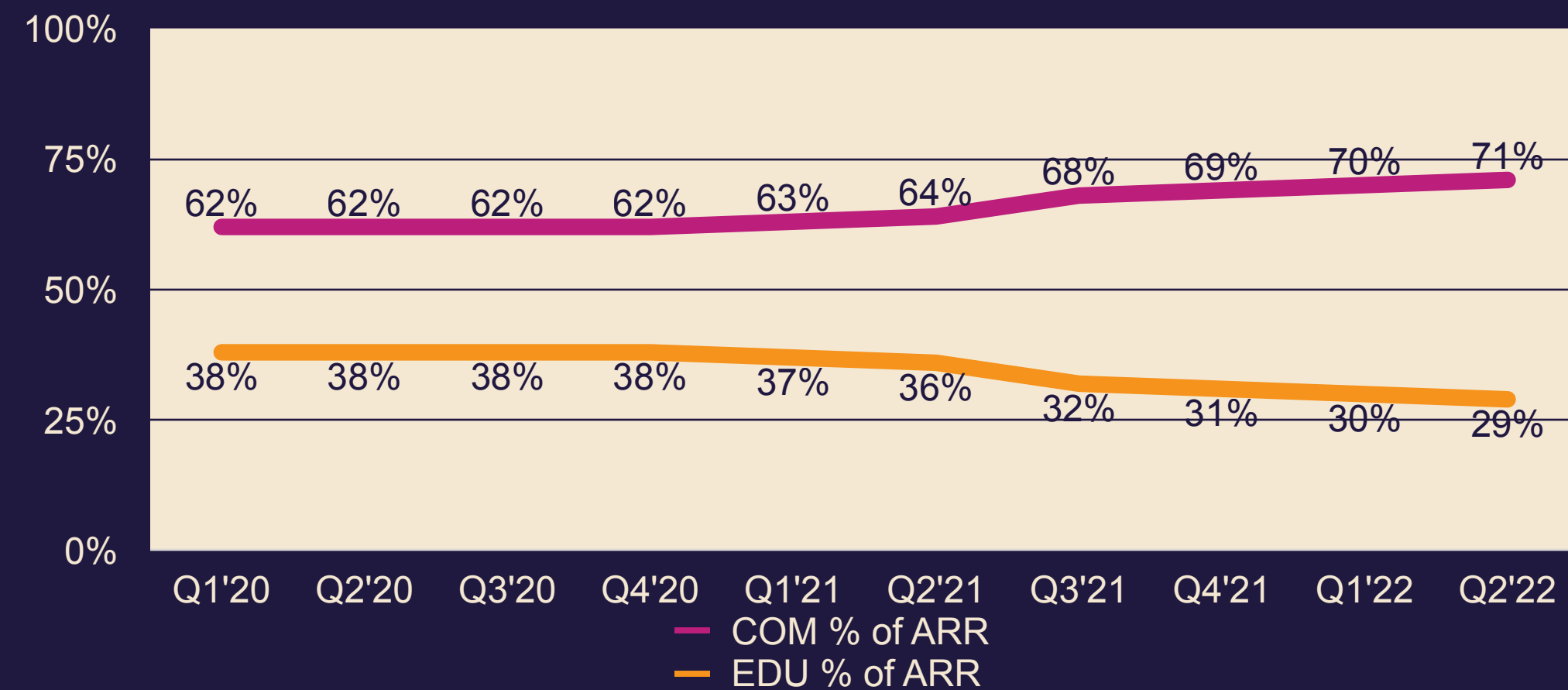


Jamf's transformation

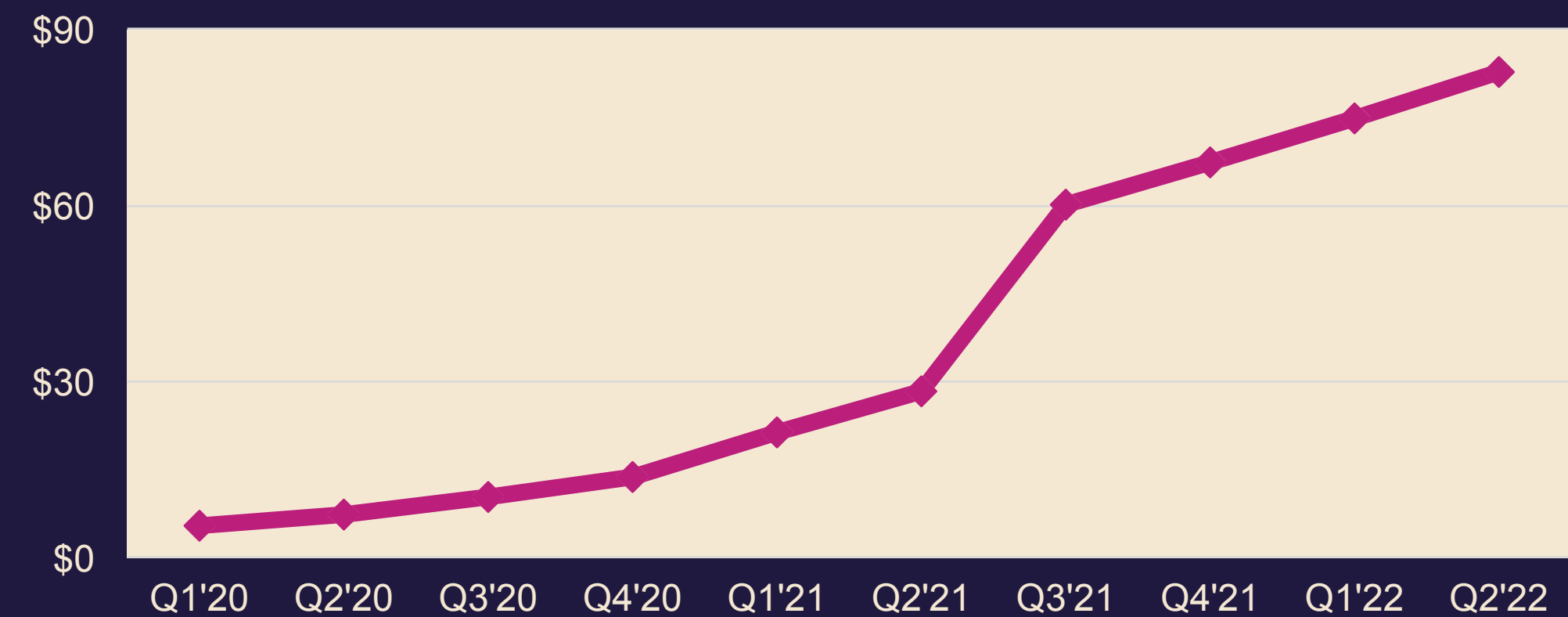
Commercial is our fastest growing market and our largest

Expanding security ARR

Market % of Total ARR

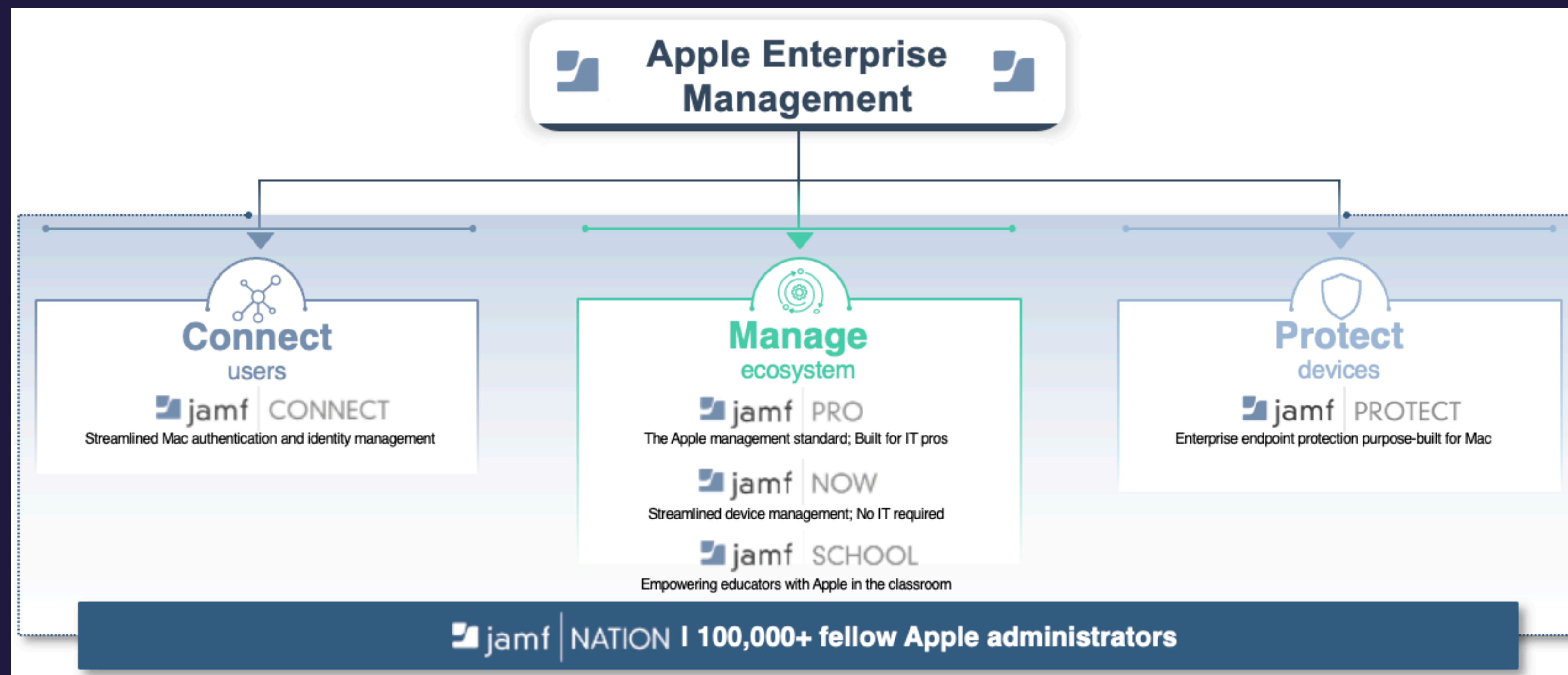


Security Products ARR



Jamf's platform transformation

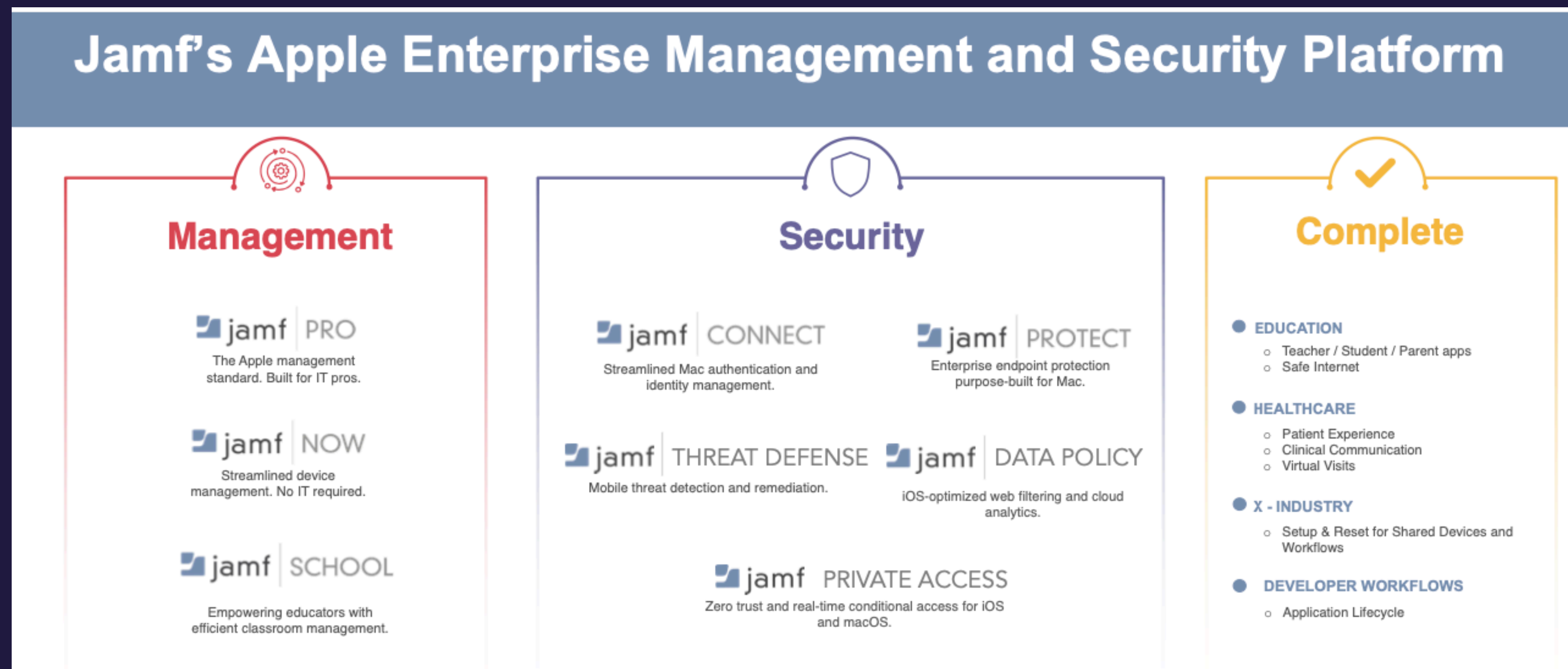
At IPO, we offered our three management products for Mac and iOS along with Jamf Connect and Jamf Protect for Mac



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Jamf's platform transformation

As lines between management and security continue to blur, Jamf provides robust capabilities across both for Mac and iOS

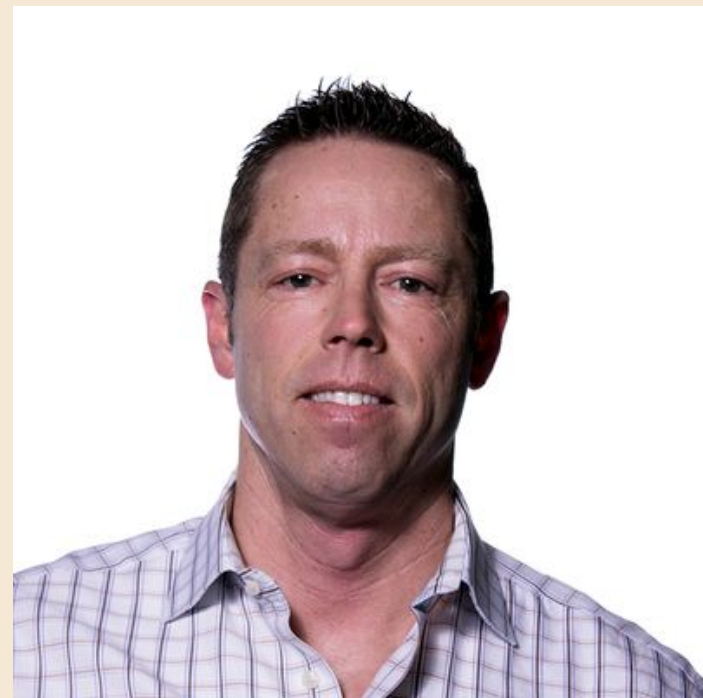


Do users **LOVE** their work technology as much as their home technology?

Does the organization **TRUST** that every person and device accessing its network resources is safe?



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John Strosahl

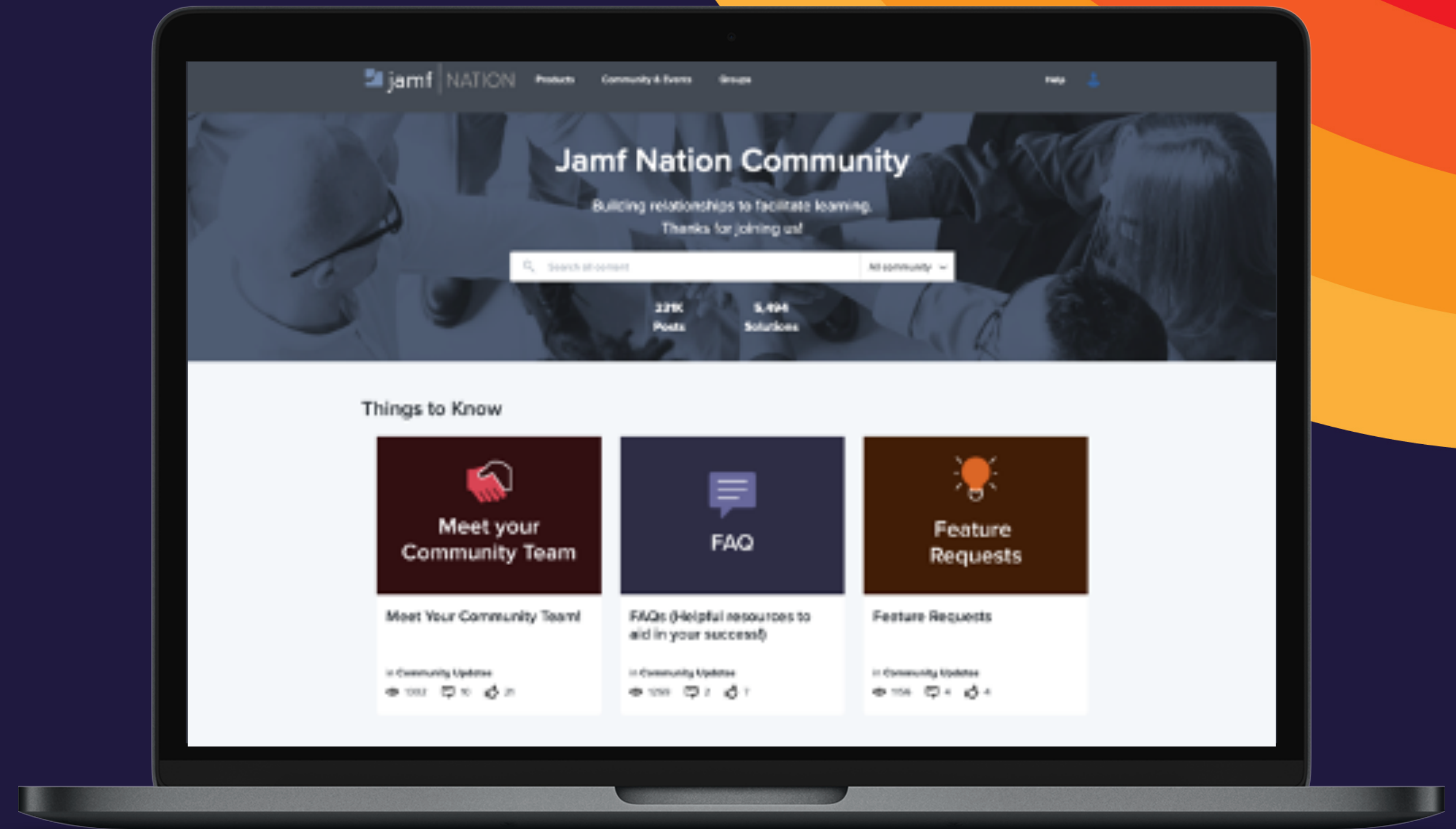
President & COO



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Jamf Nation and JNUC

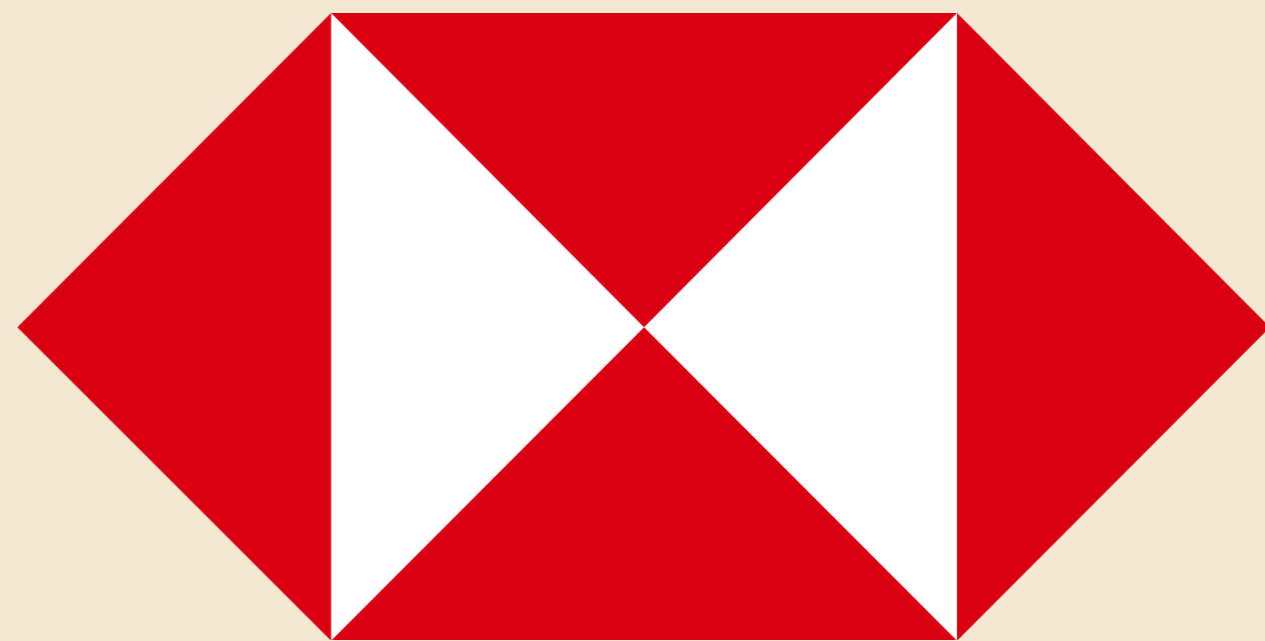
- Jamf Nation is the world's largest online community for Apple administrators
- A unique community that fosters connection amongst each other and Jamf
- JNUC is the premier event, now in its 13th year



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Customer successes

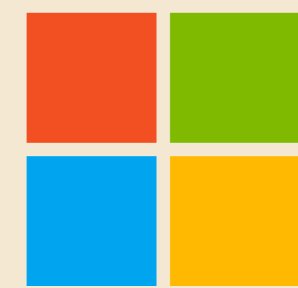
American Airlines



HSBC

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Jamf partners



Microsoft



okta



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Ian Goodkind

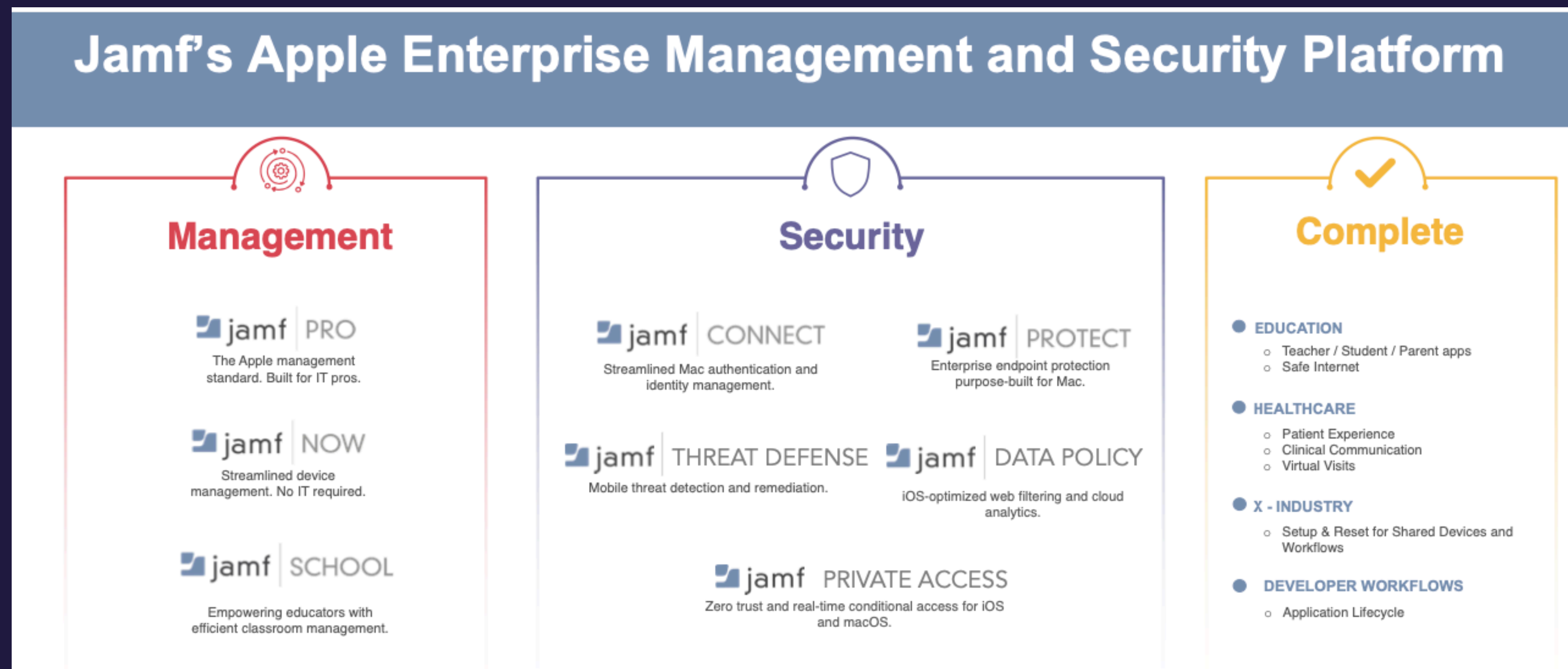
CFO



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Jamf's platform transformation

As lines between management and security continue to blur, Jamf provides robust capabilities across both for Mac and iOS



Market Opportunity

~\$35B

Methodology



Devices

Jamf ASP

	Education			Commercial		
	Mac	iPad	All other	Mac	iPhone/iPad	All other
Management	\$0.8B			\$9.7B		
Security						
Connection				\$6.3B		
Protection	\$1.0B			\$6.0B		
BYOD Security				\$11.8B		

- Devices assumptions:
 - ~150M Education devices
 - ~575M Commercial devices, 60/40 split BYOD / B2B

Note: Based on Jamf estimates and Frost & Sullivan analysis.

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Key trends impacting market opportunity

- Consumerization of IT and resulting Mac growth in the enterprise
- Power and affordability of Apple M1 and M2 chips
- Work and learn from anywhere
- Single mobile device for home and work
- Increased Apple specific security threats





Dean Hager

CEO



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Jamf's Purpose is to simplify work

- Deliver technology that users love and organizations trust
- Continued merging of management and security
- Apple first, Apple best



Apple first, Apple best

- Apple relationship is strong as ever
- Alignment of priorities
- When Apple innovates, Jamf celebrates
- Mac predominant endpoint in enterprise by 2030



Do users **LOVE** their work technology as much as their home technology?

Does the organization **TRUST** that every person and device accessing its network resources is safe?



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Jamf drives industry innovations

Jamf changes the industry with
Zero Touch Deployment



2014

Jamf again changes the industry
with Trusted Access



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Linh Lam

CIO



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Consumer-like Mac onboarding

Mac onboarding demo (available via live recording)



Protection with Jamf Trust

Jamf Trust Demo (available via live recording)



BYOD - beyond enrollment

BYOD management and security demo (available via live recording)





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Q&A



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Appendix



Select Definitions

Dollar-Based 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
Free Cash Flow		Net cash provided by operating activities less cash paid for purchases of equipment and leasehold improvements
Unlevered Free Cash Flow		Free cash flow plus cash paid for interest, cash paid for acquisition-related expense, and cash paid for legal settlement
Non-GAAP Gross Profit		Gross profit adjusted for amortization expense, stock-based compensation expense, acquisition-related expense, and payroll taxes related to stock-based compensation
Non-GAAP Operating Income and Expenses		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, and legal reserve

