

Jamf Nation User Conference Investor Event

October 21, 2021



Safe Harbor

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. 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 the negatives thereof and other words and terms of similar meaning in connection with any discussion of the timing or nature of future operating performance or other events, statements about the potential benefits of the acquisition, possible or assumed business strategies, potential growth opportunities, and the potential value creation as a result of combined offerings.

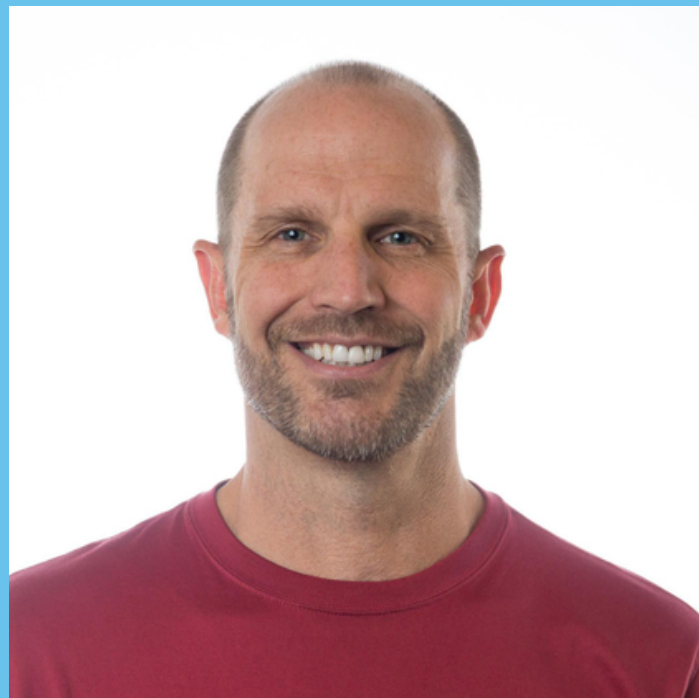
All forward-looking statements are subject to various risks and uncertainties that may cause actual results to differ materially from those that we expected, including: statements regarding our future financial and operating performance (including our financial outlook for future reporting periods); our ability to realize the potential benefits of the acquisition of Wandera; other risks related to our integration of Wandera’s business, team, and technology; the impact on our operations and financial condition from the effects of the current 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; the impact of reputational harm if users perceive our products as the cause of device failure; 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 meet service-level commitments under our subscription agreements; 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 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 potential acquisitions and divestitures, including, but not limited to, disruptions to ongoing operations; diversions of management from day-to-day responsibilities; adverse impacts on our financial condition; failure of an acquired business to further our strategy; uncertainty of synergies; personnel issues; resulting lawsuits and issues unidentified in diligence processes; 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; our ability to develop and expand our marketing and sales capabilities; the risks associated with sales to new and existing enterprise customers; 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; the impact of any catastrophic events; the impact of global economic conditions; risks associated with cyber-security events; the impact of real or perceived errors, failures or bugs in our products; the impact of interruptions or performance problems associated with our technology or infrastructure; 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; and the risks associated with our use of open source software in our products.

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. Jamf undertakes 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.





Dean Hager

CEO



Agenda

- **Jamf Nation and JNUC**
- **JNUC themes**
- **Key JNUC Announcements**
- **Q&A**





Dean Hager

Chief Executive Officer



Jason Wudi

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Chief Customer Officer



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Chief Operating Officer



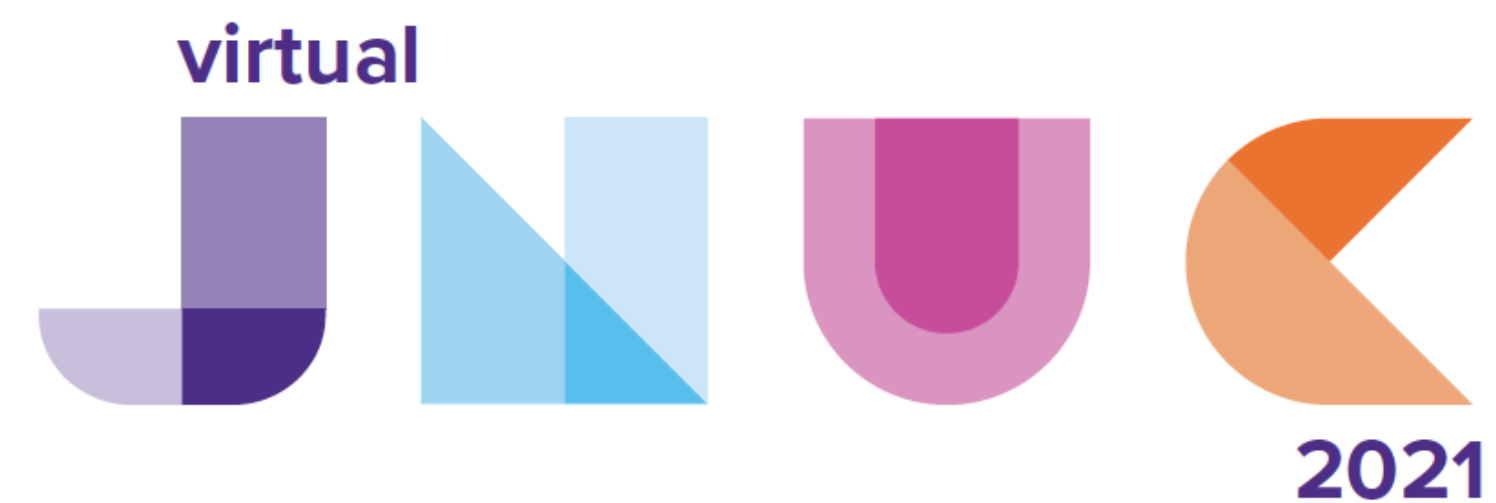
Jennifer Gaumond

VP, Investor Relations





Largest online community of Apple administrators in the world



Jamf Nation User Conference is the largest global Apple administrator event

Key Themes

Jamf's AEM Offering

Connect, Protect and Empower Workforces

Jamf's Differentiation

Enterprise Secure, Consumer Simple with Personal Privacy

EDUCATION

7 of 10

top U.S. school districts¹

10m+

students empowered with
Apple Technology by Jamf

1 lead
competitor



Teacher Control
Student Focus

HEALTHCARE

14 of 20

best U.S. hospitals²



from zero to 10,000 Virtual
Visits in three months

1 lead
competitor



Healthcare
Listener &
Virtual Visits

INDUSTRY WORKFLOWS

5 of 10

best U.S. airlines³

~100k

iOS & iPadOS new seats sold
for airline workflows (TTM)

1 lead
competitor



Device Setup
& Reset

COMMERCIAL MAC

23 of 25

most valuable brands⁴

60+

deployments of greater than
10,000 Mac

1 lead
competitor



Dynamic Groups
& Security
Monitoring

¹ As ranked by Niche. ² As ranked by U.S. News and World Report. ³ As ranked by The Points Guy utilizing data from the Department of Transportation for 2021. ⁴ As ranked by Forbes Most Valuable Brands list as of 9/30/2021. All other metrics represent internal Jamf data.

Key JNUC Announcements

Furthering Jamf's differentiation and leadership position

1. Mac, the App Platform
2. Security with Privacy & Simplicity
3. The BYOD Sweet Spot
4. Student Empowerment & Safety

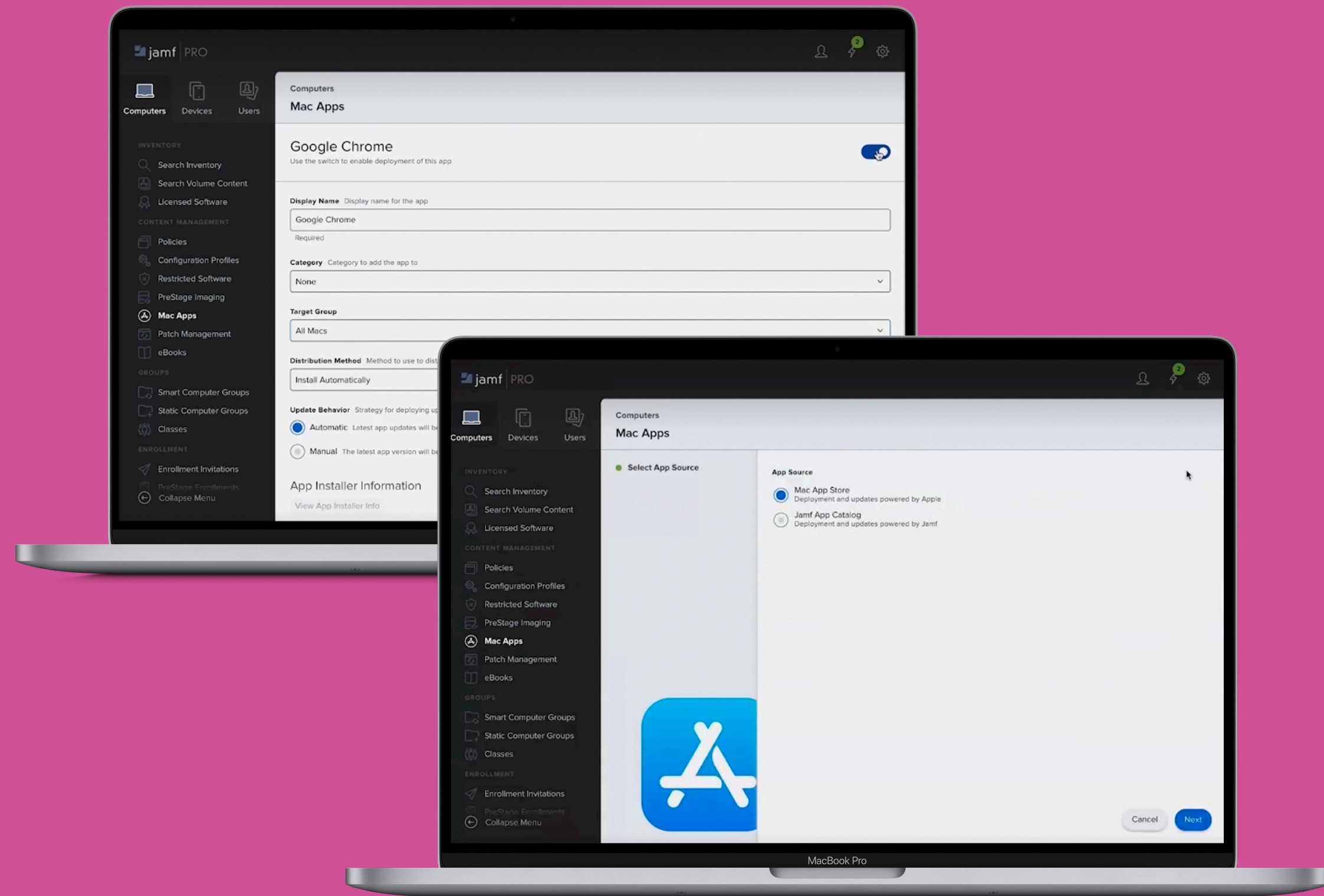


Mac, the App Platform

Mac now supports **both Mac
and iOS App Store apps**

Jamf is the **single largest
subscriber** of App Store apps
on behalf of its customers

The new **Jamf App Catalog**
supports **800+ third party apps**
(10x the nearest competitor),
providing App Store-like simplicity
for admins

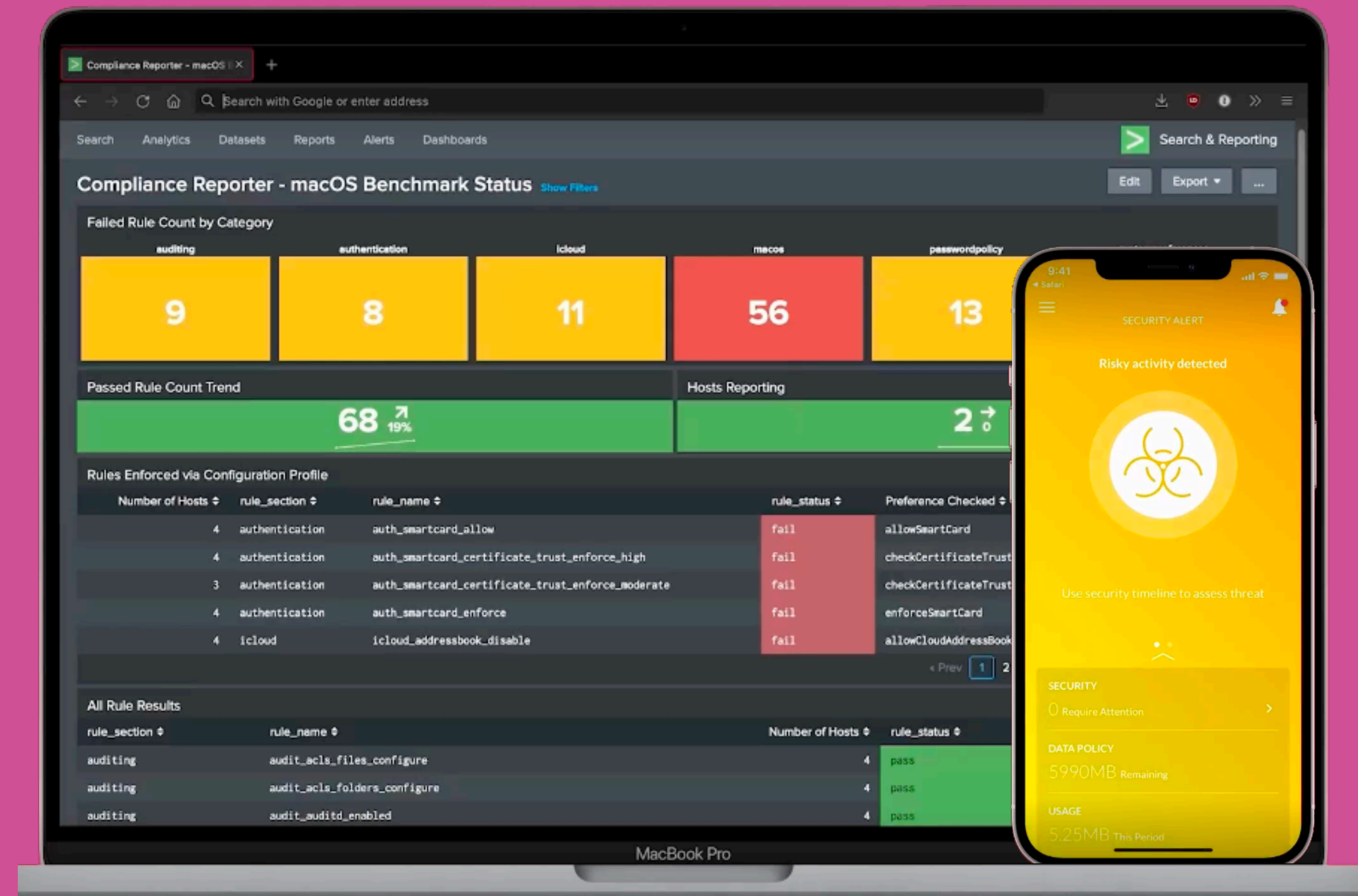


Security with Privacy & Simplicity

Mobile work has bolstered security
as a top enterprise concern

Legacy security solutions that
ignore user experience &
privacy **deter adoption**

Jamf substantial expansion over past
two years — tailored to support
Apple Security & Privacy:
**Jamf Private Access +
Jamf Threat Defense +
Jamf Protect**

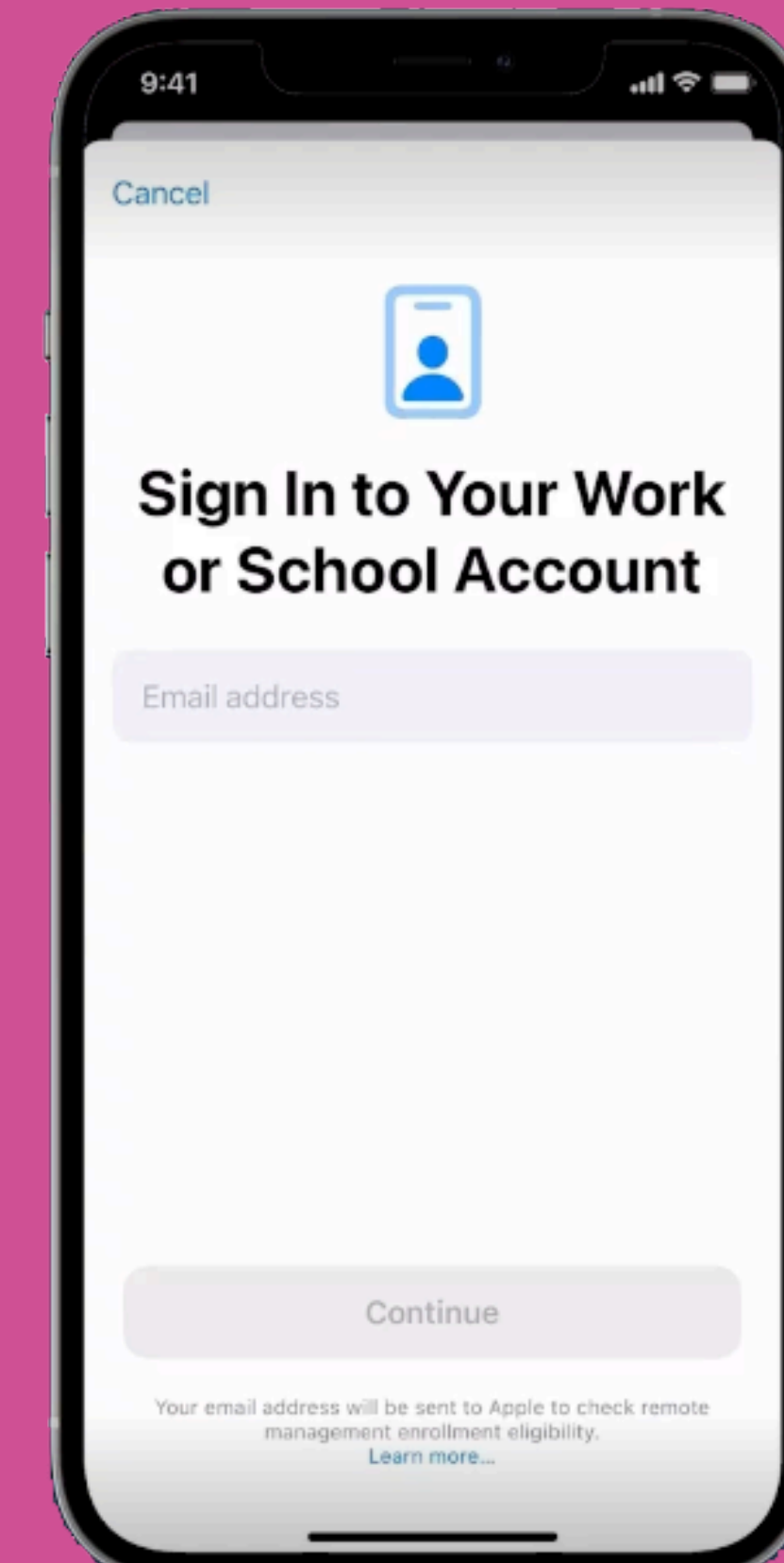
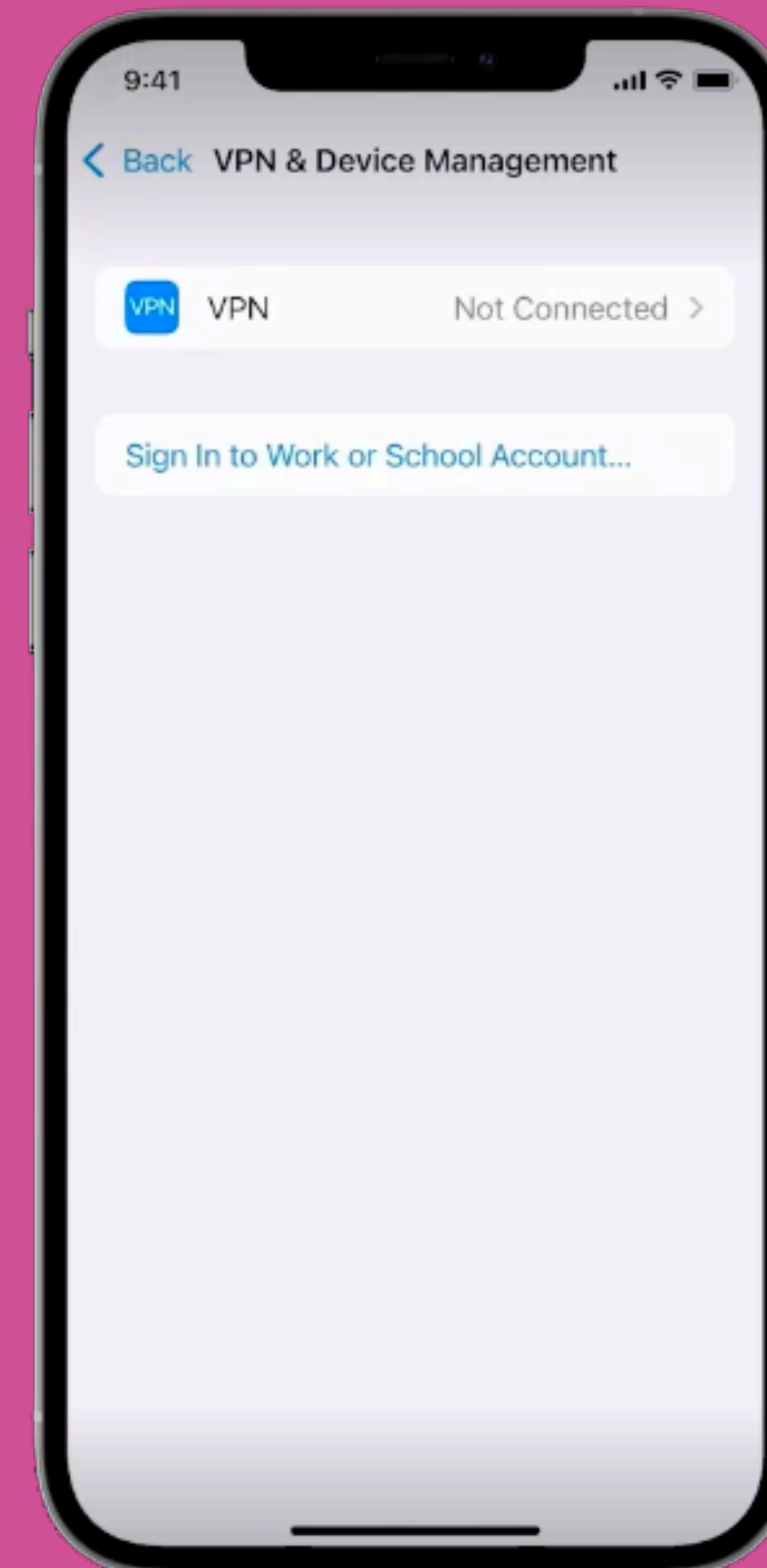


The BYOD Sweet Spot

Traditional MDM and MAM lead to over-managed devices or underserved employees

Virtually 100% of BYOD market is unmanaged or use MDM or MAM. High priority for Apple

The BYOD Sweet Spot is the new Apple User Enrollment with Service Discovery coupled with Jamf ZTNA & Self Service

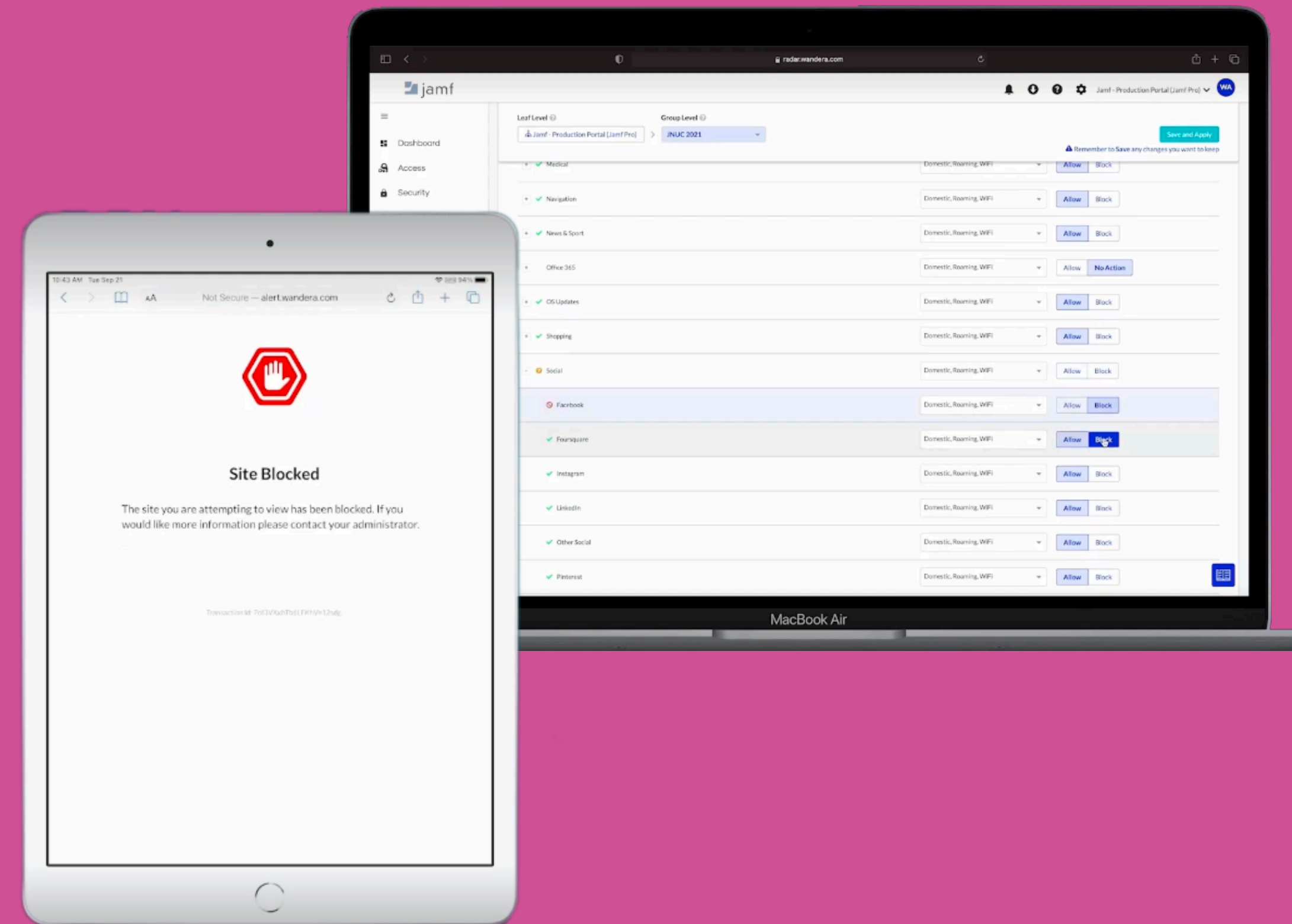


Student Empowerment & Safety

2020 saw the **greatest device expansion** in Education history

Governments are active with funding (eg. ECF) & regulation (eg. CIPA, K12 Cyber Security Act)

Jamf's new Safe Internet for Students responds to the increased market demand and has been the **#1** request from Jamf schools



Q&A

