



**The Standard for Apple
in the Enterprise**

**Investor Presentation:
First Quarter 2022**

Safe Harbor

Unless otherwise specified, financial information and other data presented in this presentation is presented as of March 31, 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 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; 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 recent 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 cyber-security 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, 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), 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.



 jamf

Jamf - Helping Organizations Succeed with Apple

62,000+ Active Jamf Customers	27.3mm Devices Run Jamf	\$18bn Total Addressable Market ¹
120% Dollar-Based Net Retention ²	50 Net Promoter Score ^{2,3}	90% Rate Jamf as a Great Place to Work ⁴
9 out of 10  Top Fortune 500 Companies ⁵	22 out of 25  Most Valuable Global Brands ⁶	15 out of 15  Largest U.S. Banks ⁷
\$436.5mm / 42% ARR / Growth ⁸	34% Revenue Growth ⁸	94% Subscription Revenue
81% Non-GAAP Gross Margin ⁹	5% Non-GAAP Operating Income Margin ⁹	16% uFCF Margin ^{3,9}



The Standard in Apple Enterprise Management



Large and Growing Addressable Market



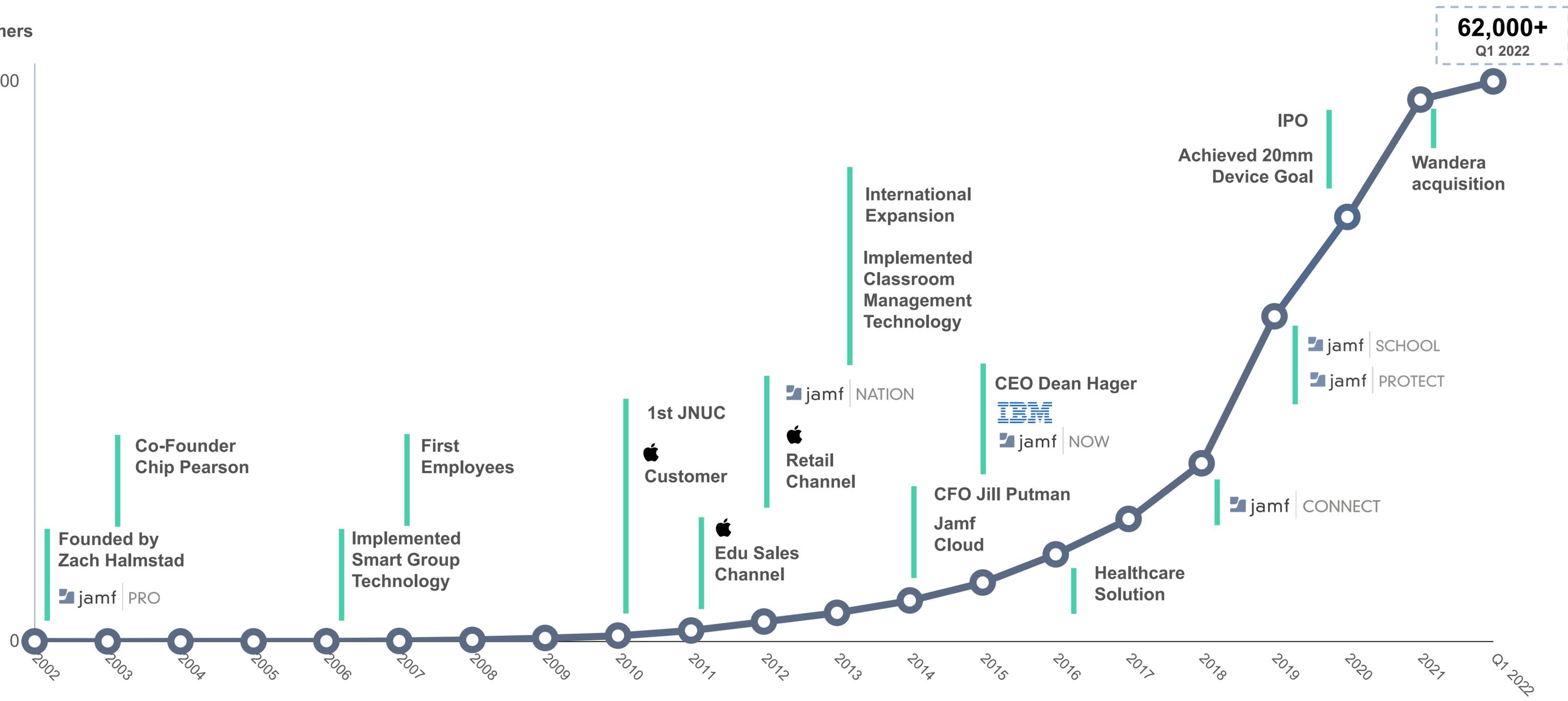
Strong and Predictable Financial Profile

Note: Company statistics and financial metrics are as of the period ended 3/31/2022 unless footnoted otherwise. ¹ Sourced from Frost & Sullivan and management estimates. ² Represents legacy Jamf products only and excludes Wandera products. ³ TTM as of March 31, 2022. ⁴ Based on December 2021 Great Place to Work[®]. ⁵ As ranked by Fortune as of 3/31/2022. ⁶ As ranked by Forbes Most Valuable Brands list as of 3/31/2022. ⁷ Based on total assets as of 3/31/2022. ⁸ Growth is compared to Q1 2021. ⁹ See appendix for reconciliation of GAAP to Non-GAAP measures.

The Jamf Story

Customers

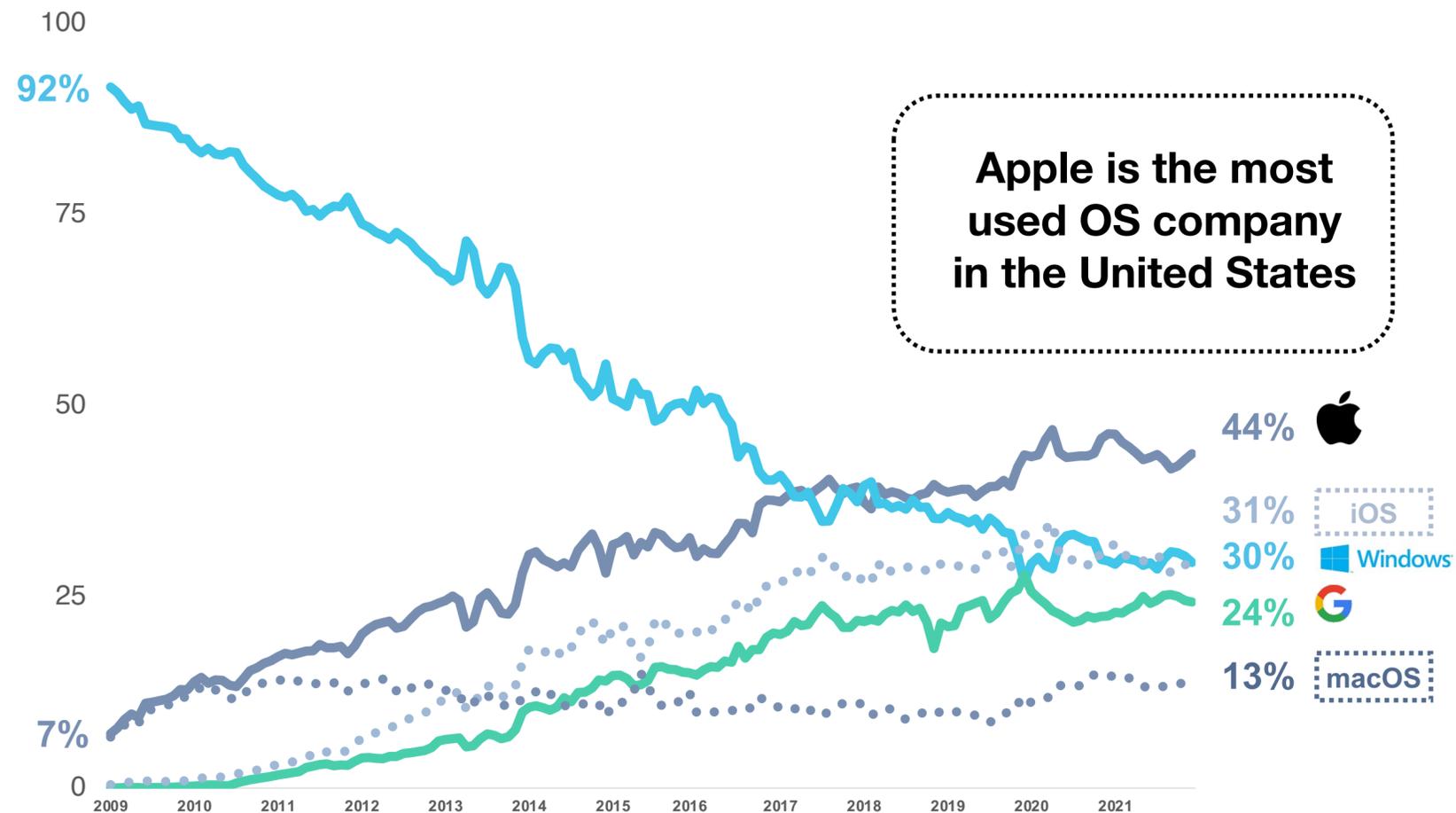
62,000



Apple Market Share in the U.S. and Beyond

Strong Signs of Continued Growth

U.S. Share by OS¹



Apple #1 Share¹

- North America
- Oceania
- United Kingdom
- Nordics
- Switzerland



Apple Workforce Preferred²



62%

users surveyed would prefer an Apple device at work

89%

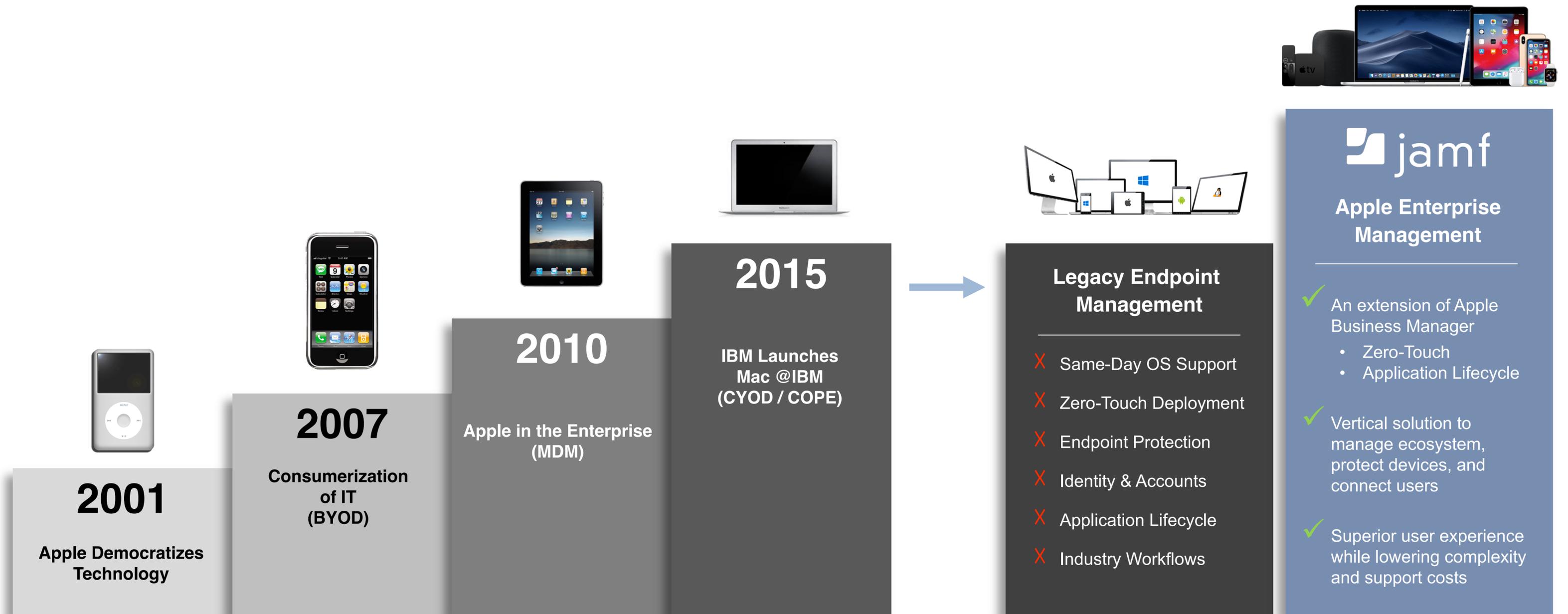
of users willing to make a salary sacrifice for device choice

Calculated as total Internet traffic by operating system for both business and consumer. Data reflects market share within the United States over the time period 1/1/2009 to 12/31/2021.

¹ Source: Statcounter.

² Based on a 2021 survey conducted by Vanson Bourne and commissioned by Jamf.

Jamf Becomes Standard for Apple Enterprise Management



IT Solutions for the Modern Workplace

	Legacy Solutions	jamf
 Provisioning and Deployment	<ul style="list-style-type: none"> ✗ Manual, Time-intensive, Inflexible 	<ul style="list-style-type: none"> ✓ Zero-touch, Shrink-wrapped Deployment
 Identity-based Resource Access	<ul style="list-style-type: none"> ✗ Device AD-bound or Decoupled from Identity 	<ul style="list-style-type: none"> ✓ Streamlined & Singular Cloud-based Identity
 Operating System Updates	<ul style="list-style-type: none"> ✗ Delayed, Vulnerable 	<ul style="list-style-type: none"> ✓ Same-Day Compatibility & Features
 Network Risk Management	<ul style="list-style-type: none"> ✗ Intrusive to Privacy, Ineffective for Hybrid Work 	<ul style="list-style-type: none"> ✓ Network-aware, Globally-available Content Filtering (Available Across Platforms)
 Application Lifecycle and Licensing	<ul style="list-style-type: none"> ✗ IT-assisted, Resource-intensive, Complex, Middleware-wrapped 	<ul style="list-style-type: none"> ✓ Automated, Cloud-delivered, Privacy Preserving, Native with Enterprise App Store
 Endpoint Protection	<ul style="list-style-type: none"> ✗ Windows-centric Facing Apple Deprecation 	<ul style="list-style-type: none"> ✓ Architected Apple-native
 Self-service	<ul style="list-style-type: none"> ✗ IT Hands-on Service 	<ul style="list-style-type: none"> ✓ Empowered Employees Help Themselves

Jamf's Apple Enterprise Management and Security Platform

Management

jamf | PRO
The Apple management standard. Built for IT pros.

jamf | NOW
Streamlined device management. No IT required.

jamf | SCHOOL
Empowering educators with efficient classroom management.

jamf | DATA POLICY
iOS-optimized web filtering and cloud analytics.

Security

jamf | CONNECT
Streamlined Mac authentication and identity management.

jamf | PROTECT
Enterprise endpoint protection purpose-built for Mac.

jamf | THREAT DEFENSE
Mobile threat detection and remediation.

jamf | PRIVATE ACCESS
Zero trust and real-time conditional access for iOS and macOS.

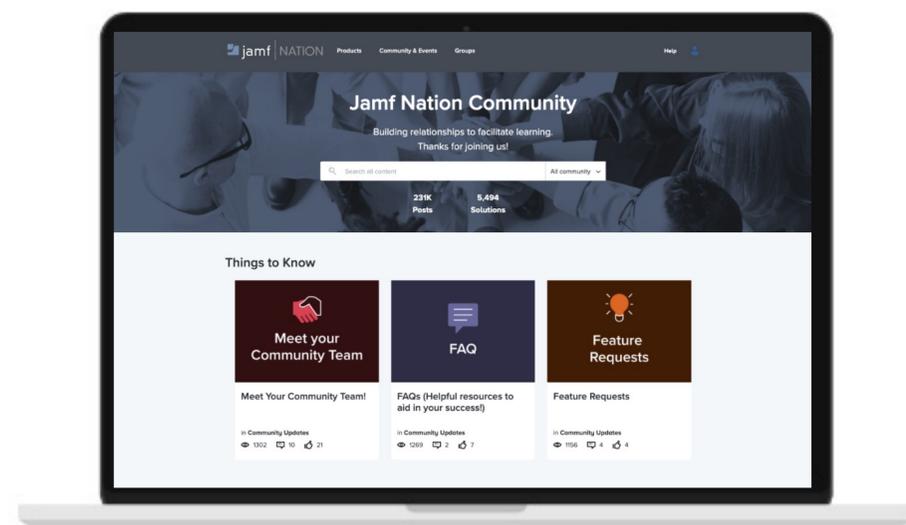
Complete

- EDUCATION
 - Teacher / Student / Parent apps
 - Safe Internet
- HEALTHCARE
 - Patient Experience
 - Clinical Communication
 - Virtual Visits
- X - INDUSTRY
 - Setup & Reset for Shared Devices and Workflows
- DEVELOPER WORKFLOWS
 - Application Lifecycle

Jamf Nation and Jamf Marketplace

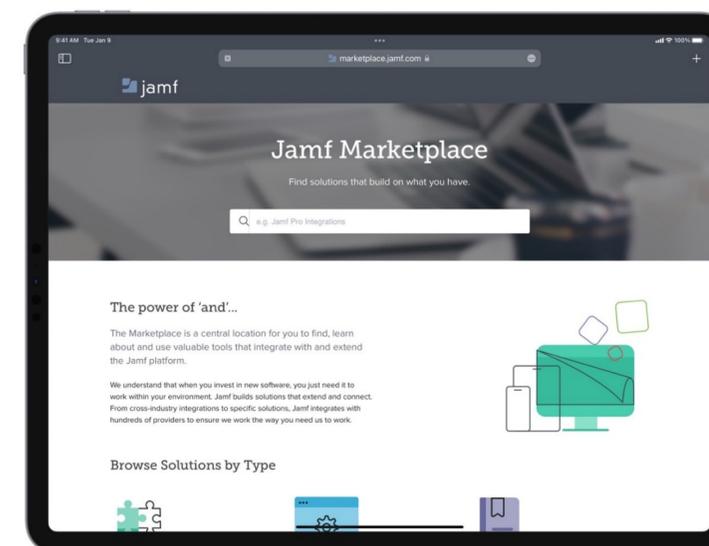
Expanded Ecosystem and Support Strengthen the Jamf Platform and Improve Jamf Efficiency

Jamf Nation



- Largest online community of Apple IT administrators in the world
- Jamf Nation User Conference (JNUC) is largest Apple IT administrator event
- Builds a social community while improving Jamf efficiency

Jamf Marketplace



- Hundreds of applications, integrations, and partner deployment guides
- Enabled by Jamf APIs, custom configurations, and facilitated by Jamf developer relations
- Evidence of Jamf's market leadership, with significant, sustained traffic and listed application QoQ growth
- Builds a solution ecosystem that strengthens Jamf retention

Jamf Provides and Realizes Benefits of a Vertical Software Company by Focusing on the Apple Ecosystem

Community & Collaboration			Apple Vertical Jamf Nation
Identity Management			Jamf Connect
Zero Trust Network Access		Microsoft Tunnel VPN for Intune	Private Access
Network & Data Management		Microsoft Cloud Application Security	Data Policy
Endpoint Protection			Jamf Protect Threat Defense
Device Management		Microsoft Endpoint Manager	Jamf Pro Jamf Now Jamf School

Key Benefits of Vertical Approach

- Efficient go to market / higher unit economics
- Efficient R&D spend by not being “all things to all people”
- Greater focus and ability to “super serve” a market segment
- Market leader with minimal competition

Jamf takes a “Vertical Slice” of Apple in the Enterprise

Our Relationship with Apple



SINCE **2010**

Apple as a Customer



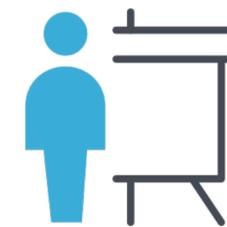
SINCE **2011**

Education Channel Partner



SINCE **2012**

Retail Channel Partner



SINCE **2012**

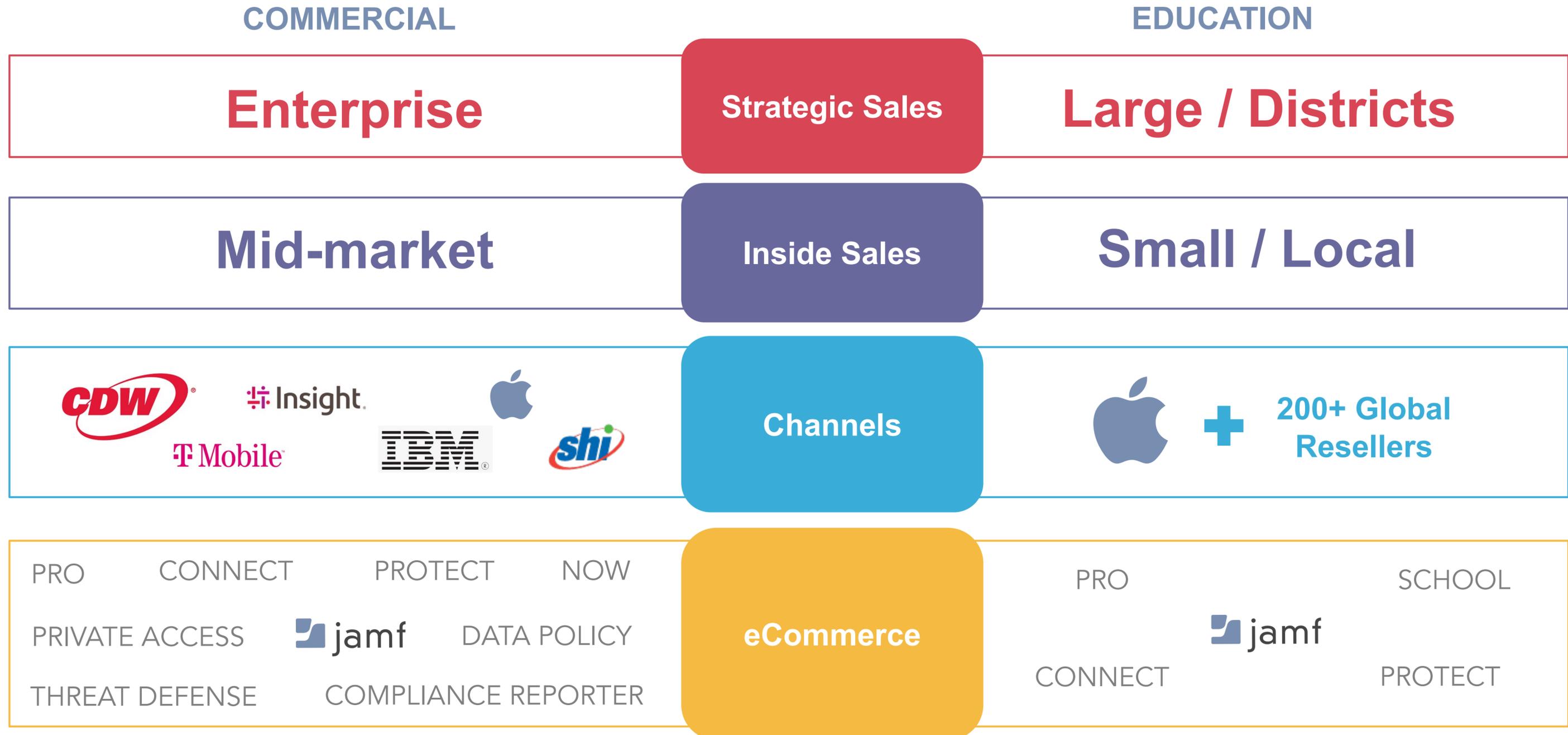
JNUC Presenter



SINCE **2014**

Mobility Partner Program

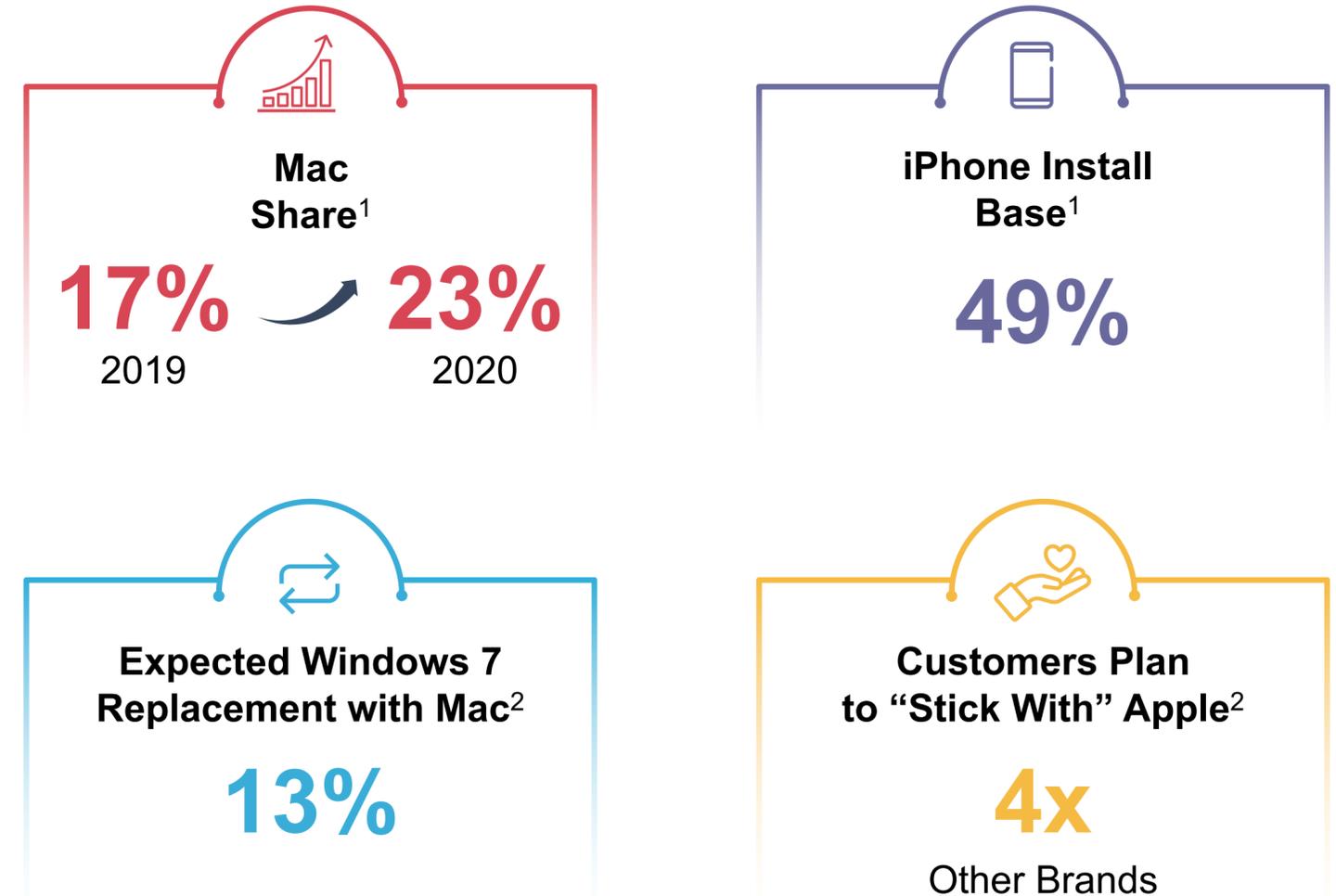
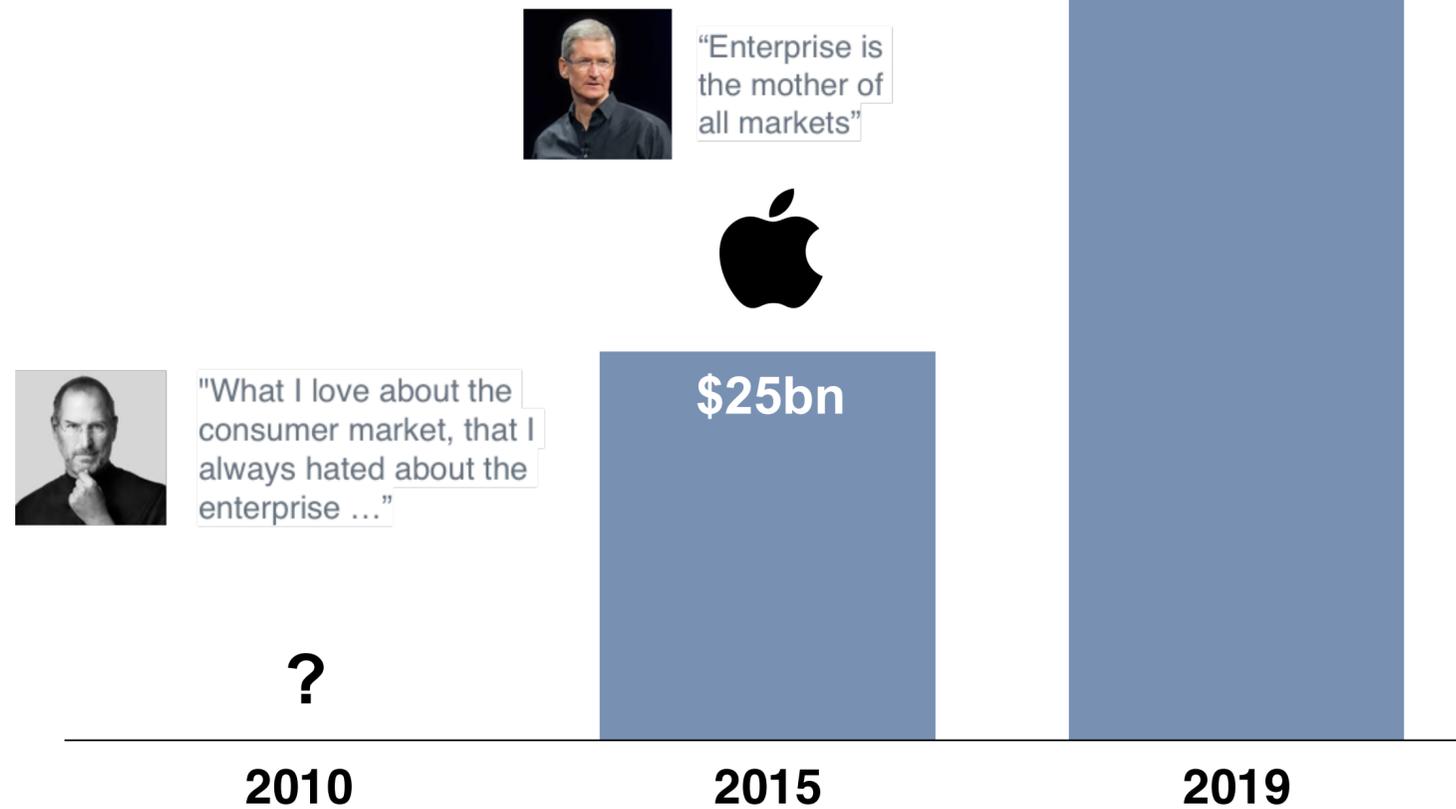
Effective Go To Market Model



Apple in the Enterprise

Impact of IT Consumerization, Changing Demographics and User Preference

Apple Enterprise Revenue Estimates

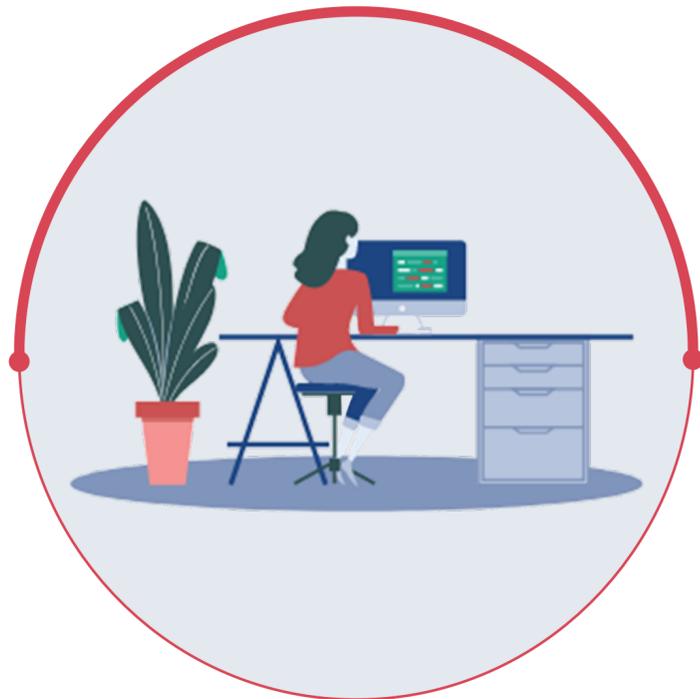


¹ Source: IDC MarketScape: Worldwide Unified Endpoint Management Software for Apple Devices 2021 Vendor Assessment.

² Source: IDC 2019 U.S. Commercial PCD Survey.

Digital Transformation Trends

Mobile Work



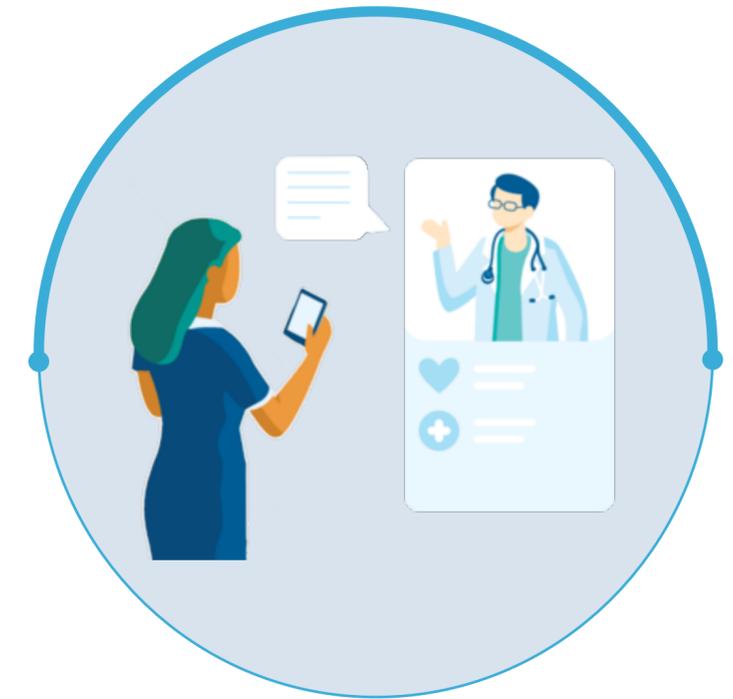
Shipping Apple devices directly to employee homes without IT ever touching them

Education Technology



Enabling learning both in the classroom and at home, while providing control to teachers and parents

Digital Health



Using Apple devices to connect care providers to patients in hospital and home in a compliant manner

The COVID-19 pandemic has only added urgency to several fundamental digital transformation trends that already had strong momentum

Trusted by Top Enterprises



Valuable Brands
22 of top 25

1



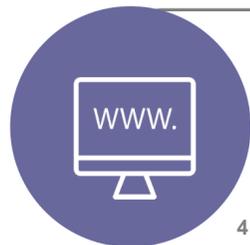
U.S. Banks
15 of top 15

2



Top Global Universities
10 of top 10

3



Top Fortune 500 Technology
8 of top 10

4



U.S. Media
8 of top 10

4



U.S. School Districts
10 of top 15

5



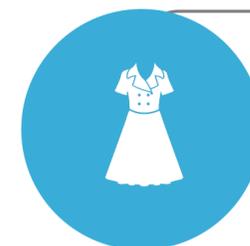
Best U.S. Hospitals
13 of top 20

3



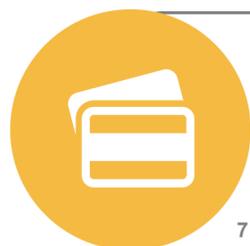
Top Fortune 500
9 of top 10

4



WW Apparel
7 of top 10

6



U.S. Retailers
8 of top 10

7



Consulting Firms
9 of top 10

8



UEM Providers
2 of 2 Gartner
MQ Leaders

9

¹ As ranked by Forbes Most Valuable Brands list as of 3/31/2022. ² Based on total assets as of 3/31/2022. ³ As ranked by U.S. News and World Report. ⁴ As ranked by Fortune as of 3/31/2022. ⁵ As ranked by Niche. ⁶ As ranked by BizVibe. ⁷ As ranked by National Retail Federation. ⁸ As ranked by Vault. ⁹ As ranked by Gartner.

Substantial Benefits to Enterprises

FORRESTER®

Benefits of Mac M1 in the enterprise



\$843¹ vs. PC Equivalent

Cost Savings



336%²
ROI



+20%

Employee Retention



+5%

Improved Productivity

HOBSON & COMPANY

On benefits of using Jamf



90%

reduction in time spent provisioning

90%

reduction in time spent on ongoing device management

90%

reduction in time spent managing apps



90%

reduction in end-user productivity loss



70%

reduction in time spent on help desk tickets

70%

reduction in time spent remediating incidents and vulnerabilities



781%

3-year ROI



2.7mth

payback period

Note: Forrester and Hobson & Company data based on 2021 studies.

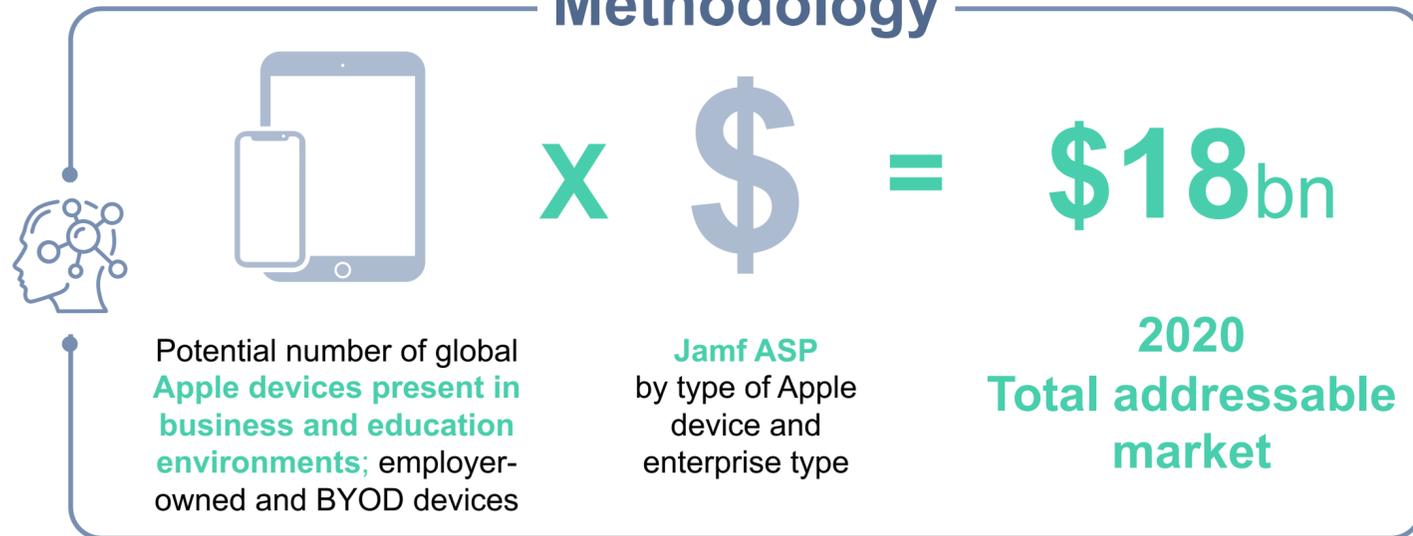
¹ Over a 3 year time period, when considering 3-year hardware, software, support and operational costs.

² Over 3 years.

Large, Expanding Market Opportunity

Reflects market opportunity, including the recent Wandera acquisition which added \$6bn of market opportunity

Methodology



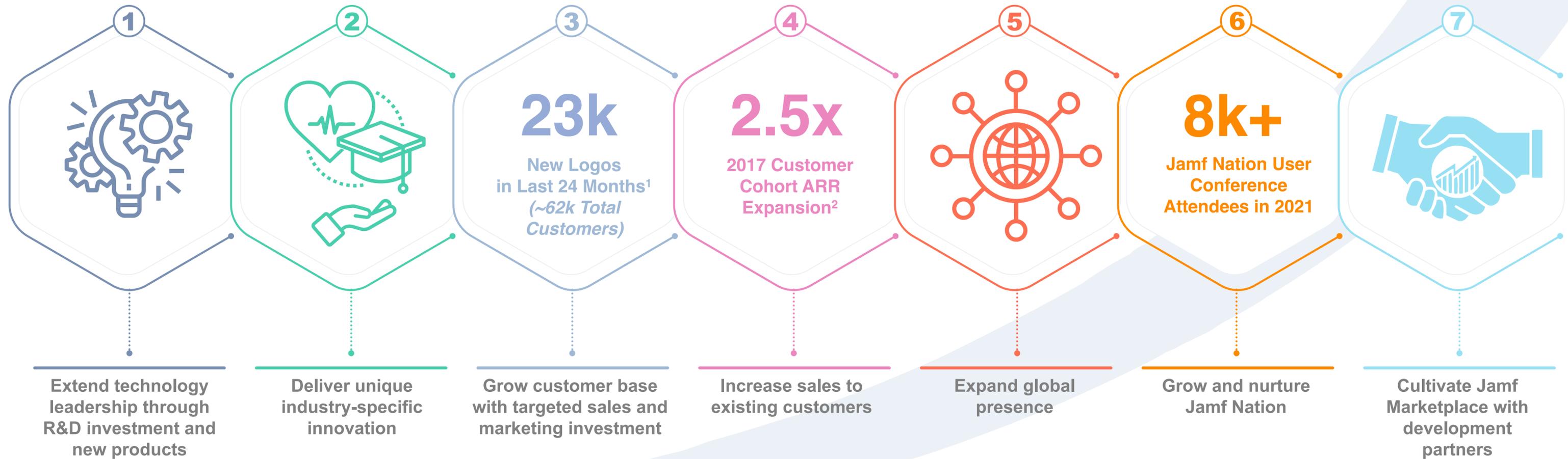
Growth Drivers

-
- Mac: Enterprise acceptance rates and user preferences
 - iPad: Purpose-built industry platform
 - iOS: Using a single device for home and work (BYOD or COPE)

	Mac at Work	Mac in School	iPhone / iPad at Work	iPad in School	
MANAGE Devices & Ecosystem	\$5bn		\$7bn		
CONNECT Users			\$5bn		
PROTECT Data					
COMPLETE the Solution				\$1bn	

Note: Sourced from Frost & Sullivan and management estimates.

Multiple Drivers of Future Growth



¹ Represents the period from 4/1/2020 to 3/31/2022. Includes new logos acquired via acquisitions.

² Represents the ARR expansion from the 2017 cohort over the period from 12/31/2017 to 12/31/2021. The 2017 cohort is defined as the customers who first purchased Jamf subscription software between 1/1/2017 and 12/31/2017.

Jamf Management Team



Dean Hager
CEO
 (6 yrs.)
 KrollOntrack
 LAWSON™
 IBM



Jill Putman
CFO
 (7 yrs.)
 KrollOntrack KPMG
 secure
 computing



John Strosahl
President and Chief Operating Officer
 (6 yrs.)
 ebay IBM
 Digital River™



Jason Wudi
Chief Strategy Officer
 (15 yrs.)
 University of Wisconsin
 Eau Claire



Beth Tschida
Chief Technology Officer
 (3 yrs.)
 VOYA MetLife



Sam Johnson
Chief Customer Officer
 (14 yrs.)
 Campbell Mithun University of Wisconsin
 Eau Claire



Linh Lam
Chief Information Officer
 (Recent hire)
 ICE Mortgage Technology HITACHI
 Inspire the Next



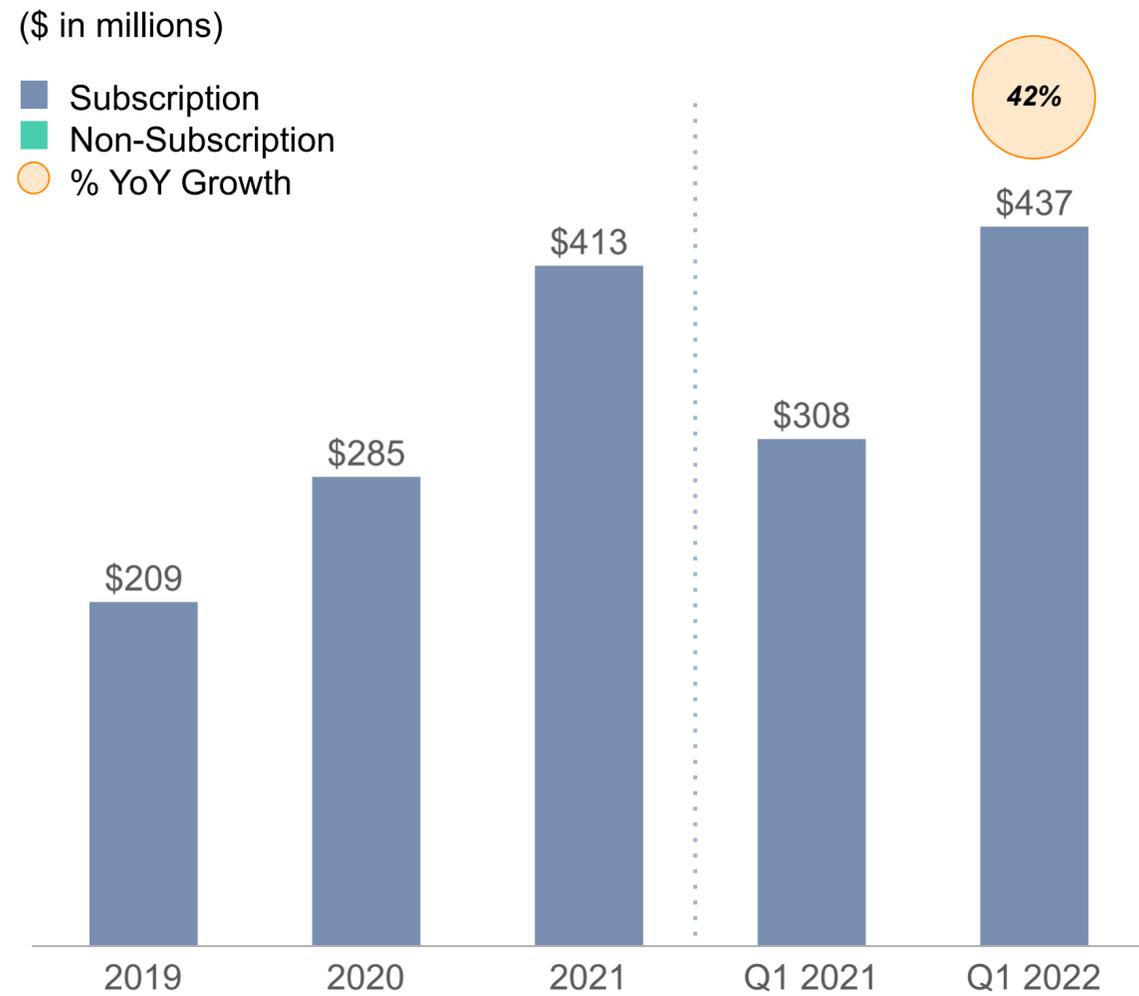
Michelle Bucaria
Chief People Officer
 (Recent hire)
 PointClickCare™ Teladoc
 JPMORGAN CHASE & CO.



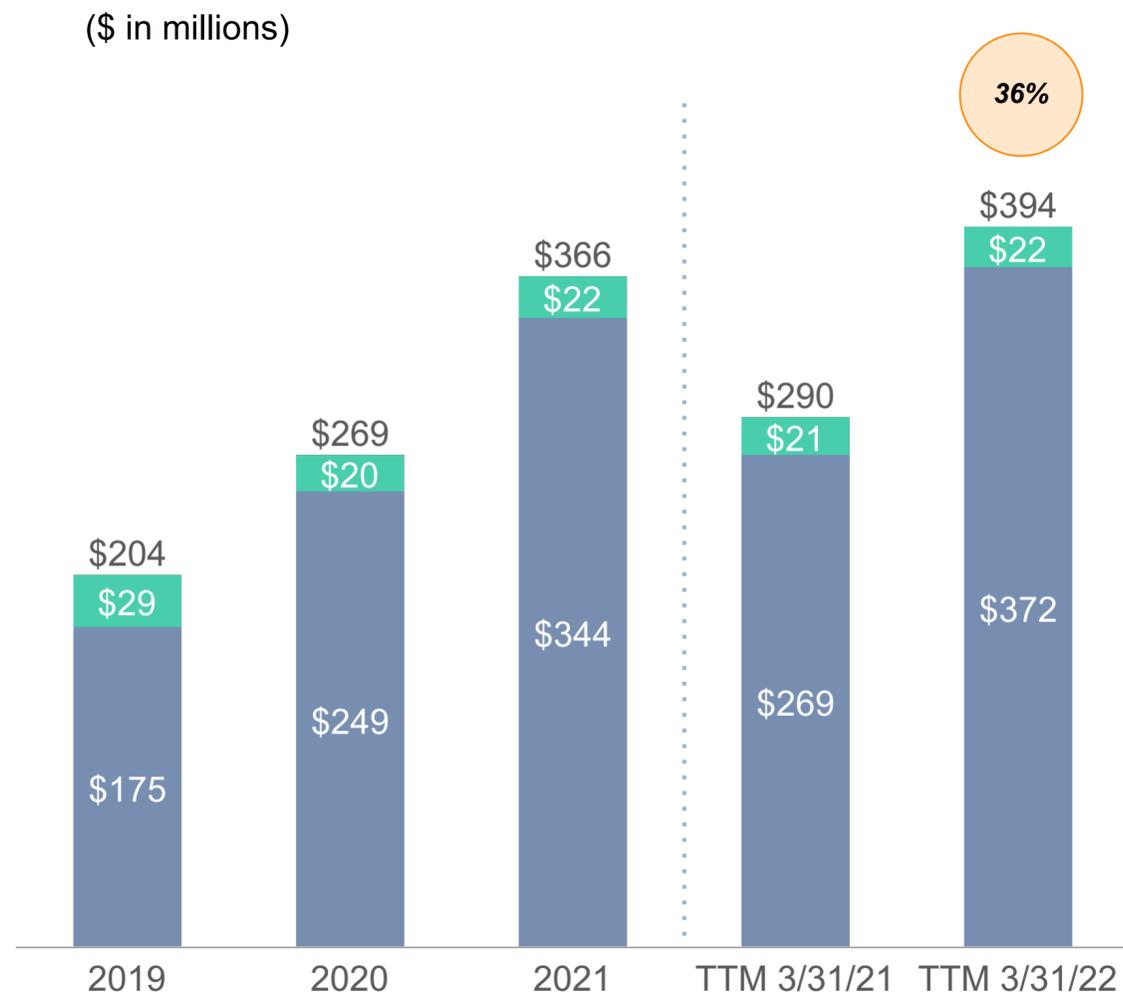
Jeff Lendino
Chief Legal Officer
 (3 yrs.)
 vireo
 KrollOntrack.

Strong Growth Momentum

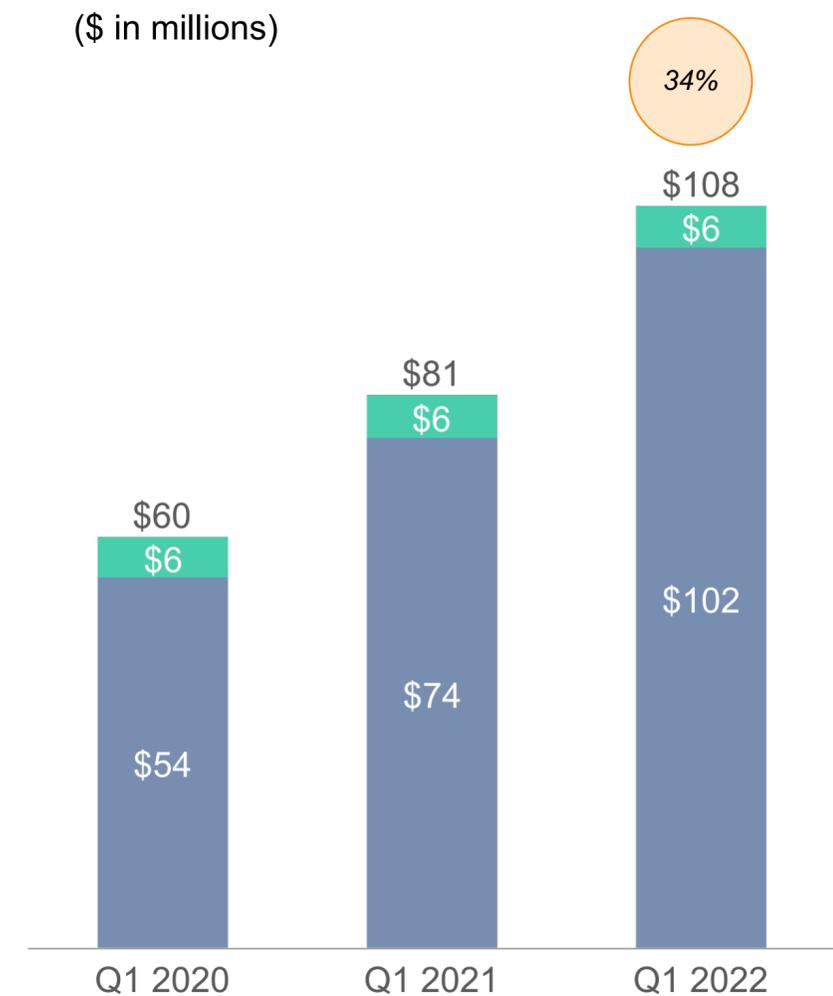
ARR



Annual Revenue



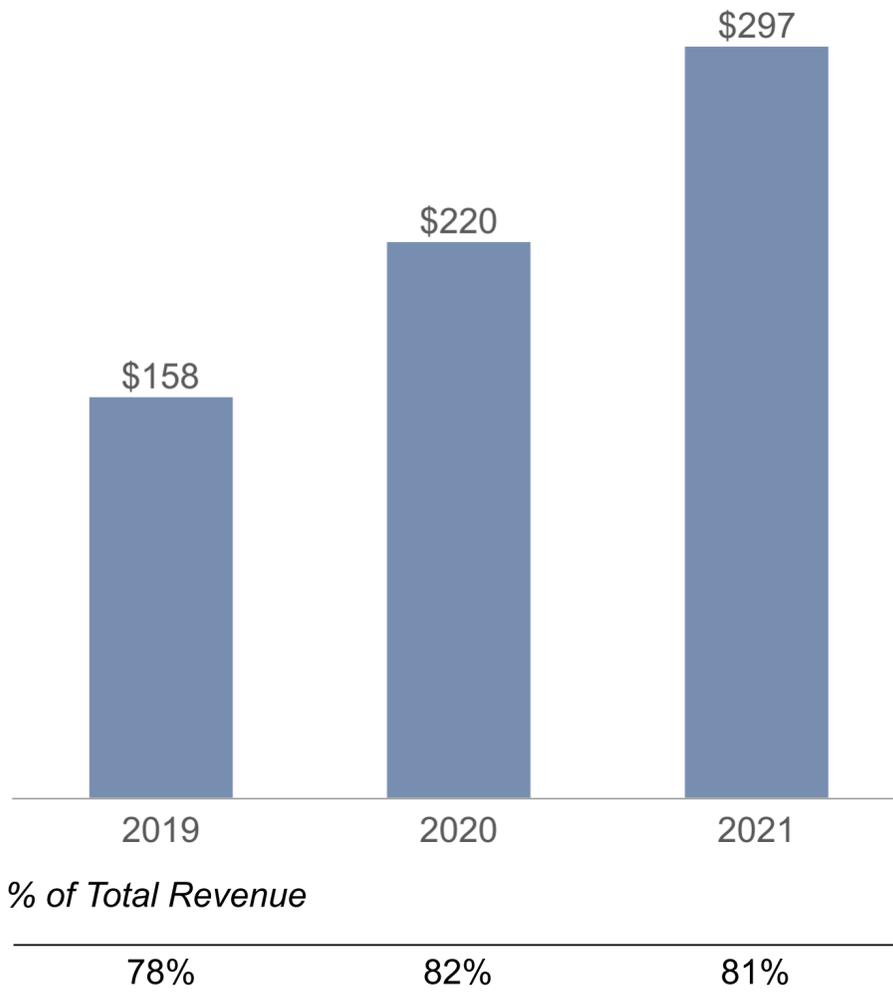
Revenue – Q1



Strong Gross Margins

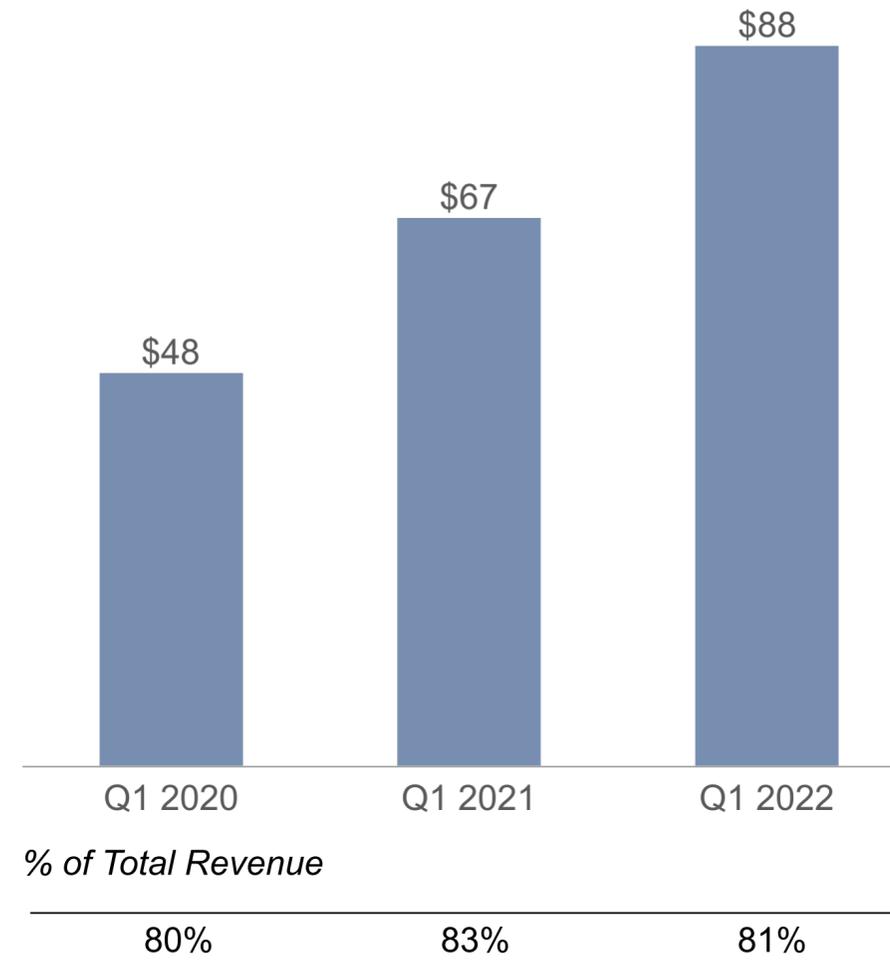
Non-GAAP Gross Margin – FY

(\$ in millions)



Non-GAAP Gross Margin – Q1

(\$ in millions)

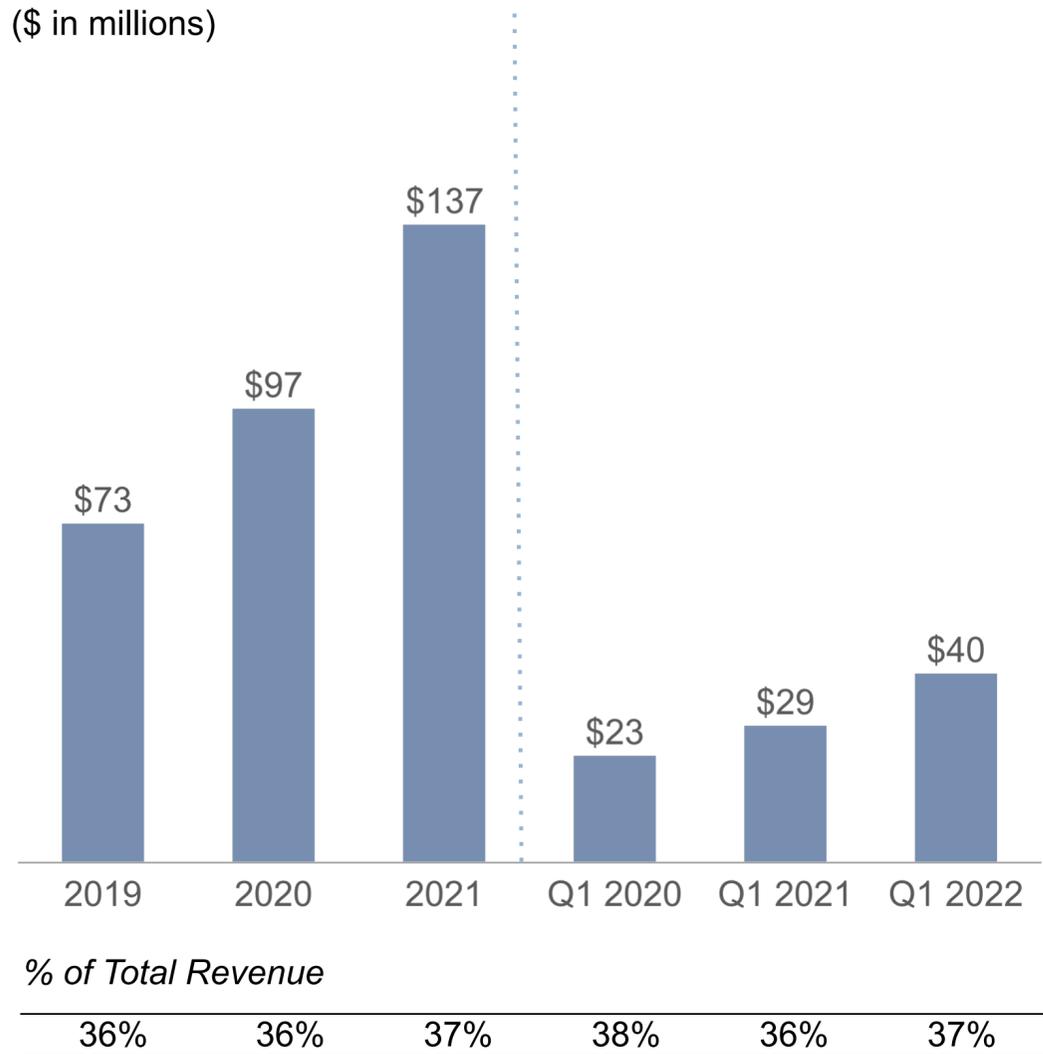


Note: Gross margin is presented on a non-GAAP basis (excludes amortization expense, stock-based compensation expense, acquisition-related expense, and payroll taxes related to stock-based compensation). See appendix for reconciliation of GAAP to non-GAAP measures.

Leveraging Efficient Cost Structure

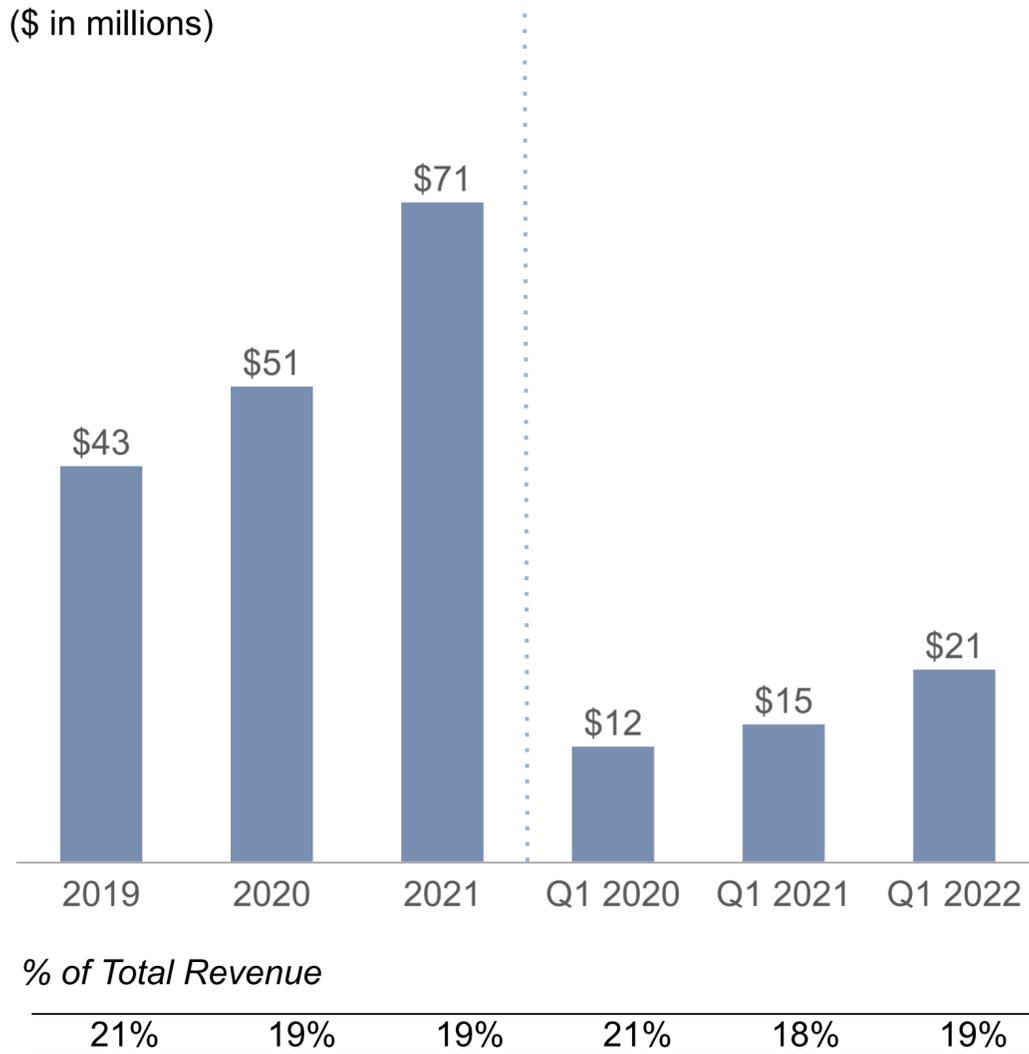
Non-GAAP Sales and Marketing

(\$ in millions)



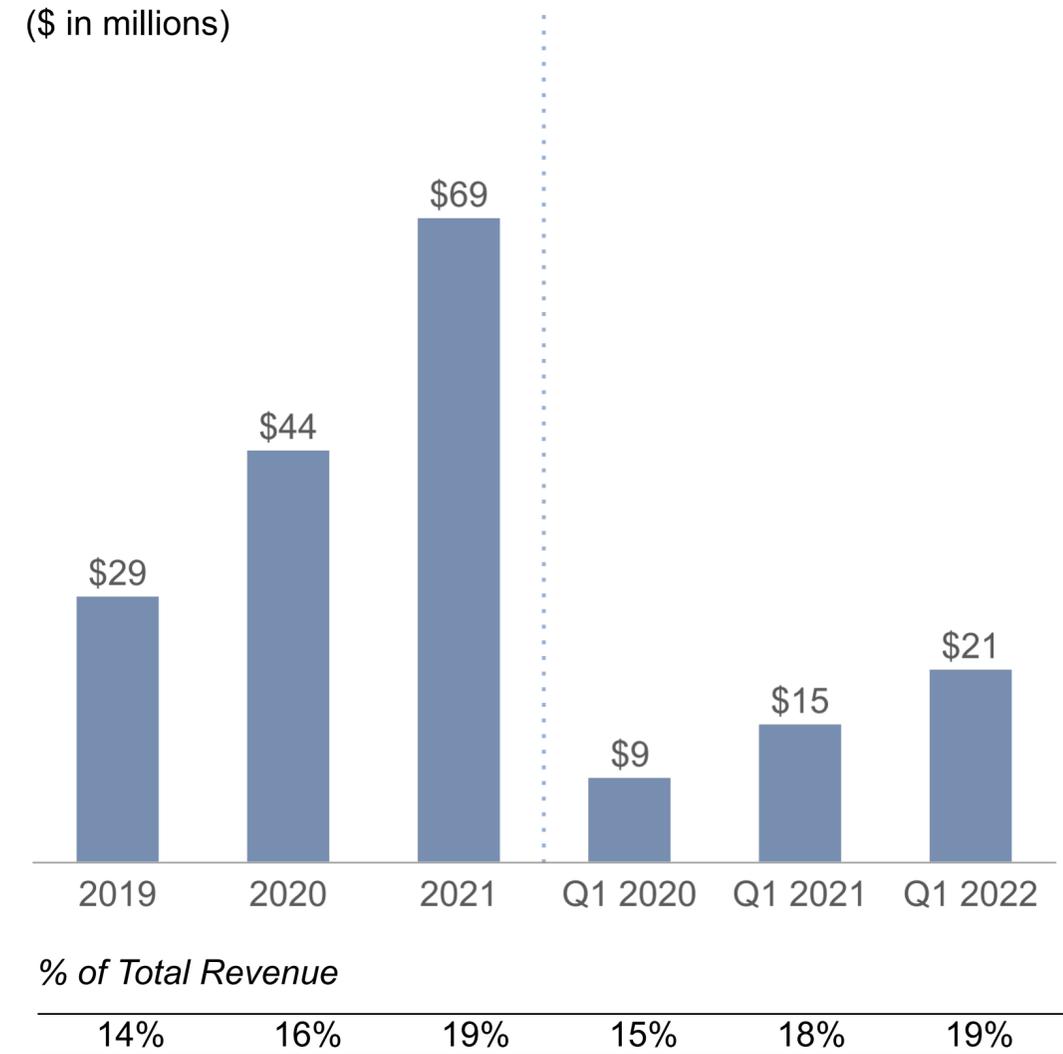
Non-GAAP Research and Development

(\$ in millions)



Non-GAAP General and Administrative

(\$ in millions)

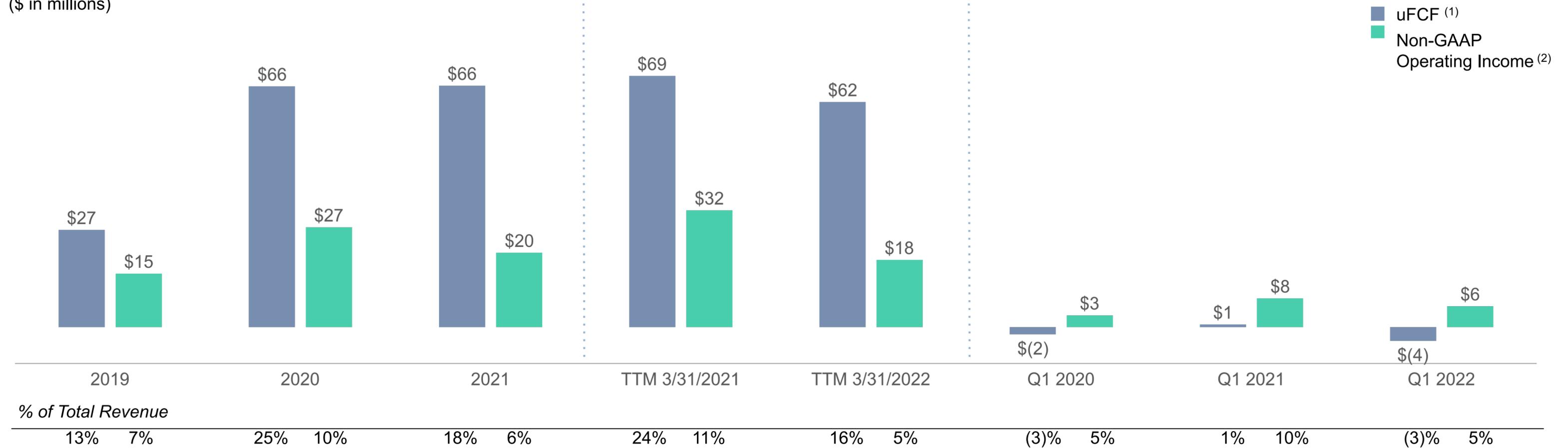


Note: Sales and marketing, research and development, and general and administrative expenses are presented on a non-GAAP basis (excludes amortization expense, stock-based compensation expense, acquisition-related expense, acquisition-related earnout, offering costs, payroll taxes related to stock-based compensation, and legal settlement). See appendix for reconciliation of GAAP to non-GAAP measures.

Maintaining Profitability while Investing for Growth

Unlevered Free Cash Flow and Non-GAAP Operating Income

(\$ in millions)



⁽¹⁾ uFCF is a non-GAAP metric and is adjusted for interest payments, acquisition-related payments, cash paid for legal settlement, and purchases of equipment and leasehold improvements. See appendix for reconciliation of GAAP to non-GAAP measures.

⁽²⁾ Non-GAAP operating income (loss) is a non-GAAP metric and is adjusted for amortization, stock-based compensation, acquisition-related expense, acquisition-related earnout, offering costs, payroll taxes related to stock-based compensation, and legal settlement. See appendix for reconciliation of GAAP to non-GAAP measures.

Long Term Target Model

	FY2019 ¹	FY2020 ¹	FY2021 ¹	Long Term Target
Non-GAAP Gross Margin	78%	82%	81%	81 – 82%
Non-GAAP S&M	36%	36%	37%	33 – 35%
Non-GAAP R&D	21%	19%	19%	18 – 20%
Non-GAAP G&A	14%	16%	19%	9 – 10%
Non-GAAP Operating Margin	7%	10%	6%	20%+

¹ See appendix for reconciliation of GAAP to Non-GAAP measures.

Investment Highlights



The Standard in Apple Enterprise Management



Exceptional Corporate Culture with Talented Management Team



Differentiated Apple-focused Technology



Large and Growing Addressable Market



Loyal, Blue Chip Customer Base



Powerful Subscription Model



Strong and Predictable Financial Profile



Strong Combination of Consistent High Growth and Cash Flow Generation



The Standard for Apple
in the Enterprise

Appendix



Corporate Responsibility

Constantly working to be better for our employees, our customers, our communities and our world



Our Purpose

Empower people by simplifying work.



Our Mission

Help organizations succeed with Apple.

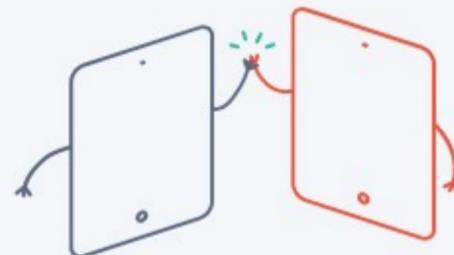


Our Vision

Anyone who wants Apple is empowered to use Apple.

Our Values

Jamf's core values of selflessness and relentless self-improvement mean we share a devotion to doing the right thing. These are actual descriptions of Jamfs, and aspirational qualities we all should pursue.



Selflessness

- Considering others' needs before our own
- Sacrificing for the team and our customers
- Helping others become more powerful
- Leading with compassion and empathy

Relentless Self-Improvement

- Humility
- Constantly learning and growing
- Getting a little better every day

Follow our journey at jamf.com/corporate-responsibility/

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
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 Expenses and Operating Income (Loss)		Expenses / Operating Income (Loss) 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 settlement
Unlevered Free Cash Flow		Represents net cash provided by (used in) operating activities, less cash paid for purchases of equipment and leasehold improvements, plus cash paid for interest, cash paid for acquisition-related expense, and cash paid for legal settlement

Unlevered Free Cash Flow

Unlevered Free Cash Flow Build

(\$ in millions)	FY2019	FY2020	FY2021	TTM 3/31/21	TTM 3/31/22	Q1 2020	Q1 2021	Q1 2022
Net cash provided by (used in) operating activities	\$12	\$53	\$65	\$64	\$58	\$(7)	\$4	\$(3)
Cash paid for interest	21	13	1	8	1	5	—	—
Cash paid for acquisition-related expense	1	5	5	4	6	2	—	1
Cash paid for legal settlement	—	—	5	—	5	—	—	—
Cash paid for purchases of equipment and leasehold improvements	(7)	(4)	(10)	(7)	(8)	(1)	(3)	(2)
uFCF	\$27	\$66	\$66	\$69	\$62	\$(2)	\$1	\$(4)
Total revenue	\$204	\$269	\$366	\$290	\$394	\$60	\$81	\$108
Net cash provided by (used in) operating activities as a percentage of total revenue	6%	20%	18%	22%	15%	(12)%	5%	(3)%
uFCF margin	13%	25%	18%	24%	16%	(3)%	1%	(3)%

GAAP to Non-GAAP Gross Profit Reconciliation

Non-GAAP Gross Profit

(\$ in millions)	FY2019	FY2020	FY2021	Q1 2020	Q1 2021	Q1 2022
Gross profit	\$148	\$208	\$276	\$45	\$63	\$80
Amortization expense	10	11	16	3	3	5
Stock-based compensation	—	1	4	—	—	2
Acquisition-related expense	—	—	—	—	—	—
Payroll taxes related to stock-based compensation	—	—	—	—	—	—
Non-GAAP gross profit	\$158	\$220	\$297	\$48	\$67	\$88
Gross profit margin	73%	77%	75%	75%	79%	74%
Non-GAAP gross profit margin	78%	82%	81%	80%	83%	81%

GAAP to Non-GAAP Operating Income Reconciliation

Non-GAAP Operating Income

(\$ in millions)	FY2019	FY2020	FY2021	TTM 3/31/21	TTM 3/31/22	Q1 2020	Q1 2021	Q1 2022
Operating loss	\$(22)	\$(17)	\$(76)	\$(14)	\$(96)	\$(7)	\$(4)	\$(24)
Amortization expense	33	33	41	33	45	8	8	12
Stock-based compensation	2	7	36	9	49	1	3	16
Acquisition-related expense	1	5	6	4	7	2	—	1
Acquisition-related earnout	—	(1)	6	(1)	6	—	—	—
Offering costs	—	1	1	1	1	—	—	—
Payroll taxes related to stock-based compensation	—	—	2	—	1	—	—	—
Legal settlement	—	—	5	—	5	—	—	—
Non-GAAP operating income	\$15	\$27	\$20	\$32	\$18	\$3	\$8	\$6
Total revenue	\$204	\$269	\$366	\$290	\$394	\$60	\$81	\$108
Operating loss margin	(11)%	(6)%	(21)%	(5)%	(24)%	(12)%	(5)%	(22)%
Non-GAAP operating income margin	7%	10%	6%	11%	5%	5%	10%	5%

GAAP to Non-GAAP Expense Reconciliation

Sales and Marketing

Research and Development

(\$ in millions)	FY2019	FY2020	FY2021	Q1 2020	Q1 2021	Q1 2022	(\$ in millions)	FY2019	FY2020	FY2021	Q1 2020	Q1 2021	Q1 2022
Sales and marketing expense	\$73	\$99	\$148	\$23	\$30	\$46	Research and development expense	\$43	\$53	\$83	\$13	\$16	\$25
Stock-based compensation	—	(2)	(11)	—	(1)	(6)	Stock-based compensation	—	(2)	(11)	—	(1)	(4)
Acquisition-related expense	—	—	—	—	—	—	Acquisition-related expense	—	—	(1)	—	—	—
Payroll taxes related to stock-based compensation	—	—	—	—	—	—	Payroll taxes related to stock-based compensation	—	—	—	—	—	—
Non-GAAP sales and marketing expense	\$73	\$97	\$137	\$23	\$29	\$40	Non-GAAP research and development expense	\$43	\$51	\$71	\$12	\$15	\$21
Sales and marketing expense as a percentage of total revenue	36%	37%	40%	38%	37%	43%	Research and development expense as a percentage of total revenue	21%	20%	23%	21%	19%	23%
Non-GAAP sales and marketing expense as a percentage of total revenue	36%	36%	37%	38%	36%	37%	Non-GAAP research and development expense as a percentage of total revenue	21%	19%	19%	21%	18%	19%

General and Administrative

(\$ in millions)	FY2019	FY2020	FY2021	Q1 2020	Q1 2021	Q1 2022
General and administrative expense	\$32	\$52	\$96	\$11	\$16	\$26
Stock-based compensation	(1)	(3)	(10)	(1)	(1)	(4)
Acquisition-related expense	(1)	(5)	(5)	(2)	—	(1)
Acquisition-related earnout	—	1	(6)	—	—	—
Offering costs	—	(1)	(1)	—	—	—
Payroll taxes related to stock-based compensation	—	—	(1)	—	—	—
Legal settlement	—	—	(5)	—	—	—
Non-GAAP general and administrative expense	\$29	\$44	\$69	\$9	\$15	\$21
General and administrative expense as a percentage of total revenue	15%	19%	26%	19%	20%	24%
Non-GAAP general and administrative expense as a percentage of total revenue	14%	16%	19%	15%	18%	19%



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