



# LEAD WITH ESG IN MIND

**Environmental, Social and Governance  
2022 Overview**



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# CEO letter



As a foreign-founded company trading and operating in the United States, we are highly sensitive to the need for equality, diversity, cultural sensitivity and societal impact. At JFrog, responsibility and accountability are integral to our culture and our internal commitment to how we do business, recorded in our CODEX. This agreement - created by the Frogs themselves, not leadership - demands that we always aspire to do what is right, not what is easy. We're honored and humbly privileged to have the opportunity to extend this commitment to our environmental and global sustainability efforts.

As a software company in today's economy, it would indeed be easy to simply talk about work-from-home policies saving time and energy costs, or how office space savings reduce fuel consumption and our carbon footprint. These activities are objectively true of JFrog, for which we are grateful. We're also proud to build products and services that enable other companies and individuals all over the world to operate in a similar, hybrid manner that positively affects the environment. JFrog prioritizes intentional impact and purposeful action, rather than merely conforming to industry standards.

Giving back is part of our DNA. To that end, another core principle in our CODEX is that of Care. We're honored to assist the global software development community through open source software, standards bodies and foundations that allow technologists free access to development and security tools that keep the software we use every day safe.

In the spirit of Care, during the early days of the very unfortunate conflict in Ukraine, JFrog sent a delegation of employees to border areas to assist with refugee relief efforts. We were honored to be able to send - at the depths of the COVID pandemic - oxygen tanks and relief supplies to struggling areas in India, where hospitalization rates and medical supply availability were at tragic levels. On behalf of all employees, JFrog donated money and time to protected wetlands in California that house endangered habitats. We host philanthropic days at our offices to assist charities and underprivileged members in our societies around the world. This and more are all done without the need for publicity or to call attention to such efforts.

Our Board of Directors, which is in itself diverse, with high representation of women and minority groups, is highly supportive of these efforts as integral to JFrog's long-term success. Why? Because we take the trust our customers and community put in JFrog extremely seriously, and that obligation naturally extends to the world around us. Caring people want to see care around them, partnering with others who have "their hearts on their sleeves" that long for real-world problem-solving that has a lasting impact. That is the foundation for a sustainable business: seeing fiscal and environmental responsibility as equally important.

With JFrog's laser focus on software innovation, our ongoing commitment to software security, and our unwavering commitment to the community, we are in a privileged position to be able to positively affect our employees, our company and the planet for many years to come. We look forward to building a better place with you.

A handwritten signature in black ink that reads "Shlomi". The signature is fluid and cursive, with a small dot above the 'i'.

**Shlomi Ben Haim,**  
Co-Founder and CEO

# About JFrog

At JFrog, we are making endless software versions a thing of the past, with liquid software that flows continuously and automatically from build all the way through to production.

We set out on our liquid software journey in 2008, with the mission to transform the way enterprises manage and release software updates. The world expects software to update continuously, securely, non-intrusively, and without user intervention. This hyper-connected experience can only be enabled by automation with an end-to-end software supply chain platform and a binary-centric focus. With this in mind, we've developed the JFrog Platform, ushering in a new era of DevOps and DevSecOps standards that power continuous updates.

More than a decade after our founding, with thousands of customers and millions of users globally, we believe JFrog has become the “Database of DevOps” and the de-facto standard in release and update management.

There are JFrog swamps – which is what we call our offices – in the US, Israel, France, Spain, China, India, and Japan. Our headquarters are in Sunnyvale, California, USA, and Netanya and Tel Aviv in Israel .



*JFrog's green building in Sunnyvale, CA*

## THE JFROG CODEX

The JFrog CODEX isn't a top-down set of values prescribed by executive leadership. It's a commitment to one another, the community, the market, and the world that is collectively composed by JFrog employees.

Every “frog” that joins JFrog is immediately introduced to the CODEX and oriented by departmental executives during onboarding. As a communal set of values, every frog in every “swamp” around the world has a responsibility to uphold the CODEX in every interaction - internal or external.

The ten values outlined in our CODEX continue to be our “north star,” with the commitments revisited annually to ensure relevance, accuracy, and completeness.

# THE JFROG CODEX



## **EVERYONE COUNTS EVERYONE MATTERS**

Start the day with a  
"WE" commitment

## **OPEN COMMUNICATION**

Anyone can approach everyone about  
anything at any time

## **INNOVATION**

Dare to go beyond your  
comfort zone

## **THINKING BIG**

Nothing is too small, every  
detail counts

## **COMMUNITY AND CUSTOMER HAPPINESS**

Fueled by user satisfaction, be a pain solver  
focused on the solution and not on the problem

## **AGILITY**

Change is an opportunity

## **CARE**

We care more, it's the source of  
our better-ness

## **WIN!**

With a "good enough" mindset, we'll  
never achieve greatness

## **INTEGRITY**

Morality, decency, transparency. You  
might make mistakes, but you should  
always play fair

## **TEAM SPIRIT**

Mutual trust, joint effort,  
collaboration

# Our Approach to ESG

ESG is nothing new for us. It's part of JFrog's DNA and it always has been because doing business for good is good for business.

We report regularly on ESG at our board level. Our Nominating and Corporate Governance Committee receives quarterly updates on a variety of ESG topics.

What's new for us is reporting on our activity formally and publicly.

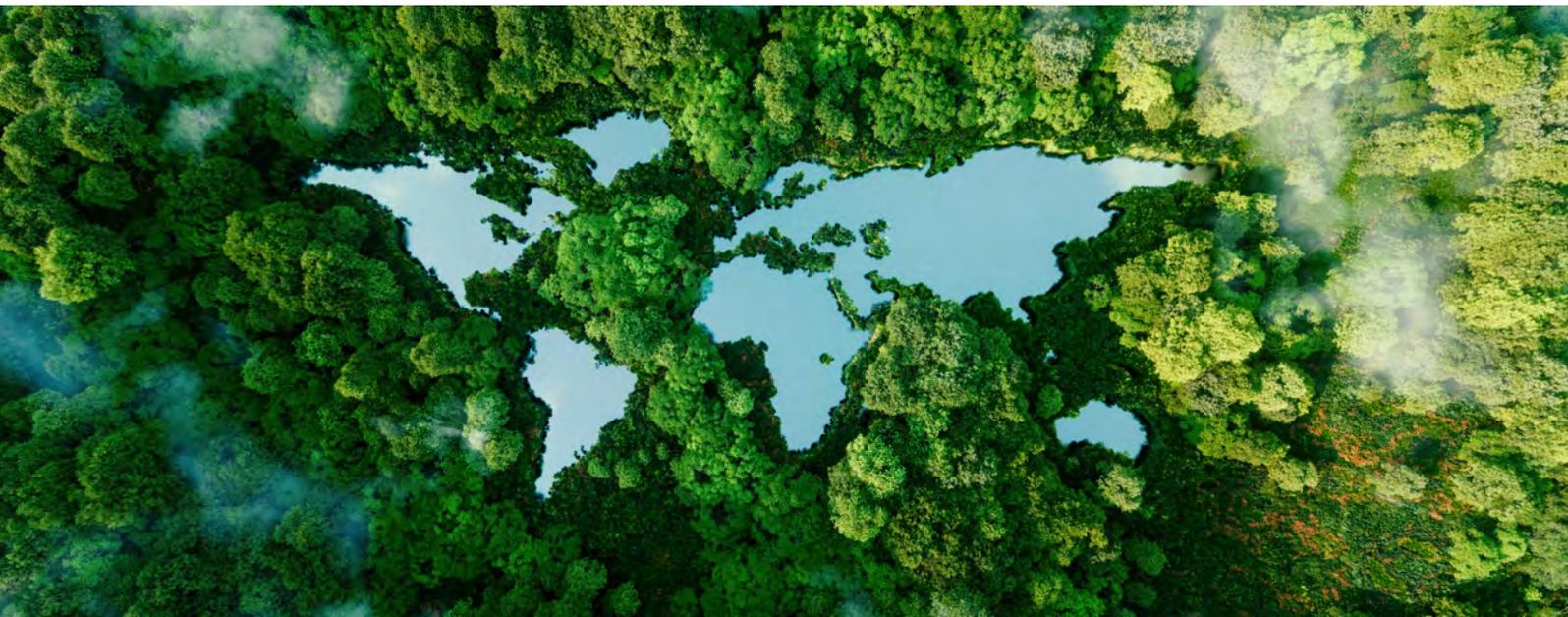
We started by establishing a benchmark and a baseline from which to build a robust and transparent ESG program in 2021.



In early 2022, we retained an independent consultant to conduct our first ESG Assessment to ascertain the Environmental, Social, and Governance topics that matter most to our internal and external stakeholders.

The process included a thorough review of leading ESG frameworks and ratings agencies. We listened to the priorities of our top shareholders and held a series of in-depth panel interviews and online surveys with 19 key leaders, including managers across JFrog departments, and members of both our executive team and our board.

As we continue to formalize and refine our ESG approach, our first steps are to put in place the metrics and scorecard we need to give us enhanced visibility on our ESG efforts. With consistent tracking of ESG performance metrics we can identify areas of opportunity to improve performance and set the ambitious targets that reflect our passion for doing business for good.



# Governance

## OVERSIGHT

Our focus on governance starts at the top. Our governance approach is uncompromising: there is zero flexibility on non-compliance. Our executive team feels a sense of personal responsibility, not least because they developed the policies we have in place. Their commitment transcends our organization. As an example, all our frogs need to complete an annual governance module on our training platform. Each topic in the module brings our approach to life and reminds our frogs that good governance is an everyday issue.

## BOARD

JFrog has an 11-strong executive management team, an 11-strong board of directors, and three committees: Audit, Compensation, and Nominating and Corporate Governance.

We look for individuals who will be best positioned to lead the company and have the skillsets we need. It's an approach that has helped us achieve a diverse board without the use of quotas or formalized policies. We recognize we are fortunate to have achieved this diversity organically and it is not something we take for granted.



## BUSINESS ETHICS

At JFrog, we have a zero-tolerance approach to non-ethical conduct. Our board's Audit, Compensation, and Nominating and Corporate Governance Committees each receive updates from the management team on ethical matters applicable to their charters and responsibilities.

Our [Code of Business Conduct](#) is available on our website. It's reviewed and updated annually by our Nominating and Corporate Governance Committee and board and we expect our frogs to use good judgment and adhere to the high ethical standards to which we are committed. To support this, employees receive ethics training during onboarding, which is refreshed annually.

**50%**   
OF THE  
INDEPENDENT  
BOARD MEMBERS  
ARE WOMEN

We also have a Whistleblower Policy, which includes a non-retaliation clause to reflect our commitment to honesty and transparency. It's important for us to provide the right environment to facilitate and encourage an open dialogue. Our Whistleblower Program includes a hotline that's available 24/7/365 so our frogs can raise concerns at any time, inside or outside of business hours. They can also report concerns directly to any member of the Executive Team, Human Resources, or Legal team. We introduce this facility to Frogs during onboarding, and we ask them to complete awareness training on the subject.

## DATA PRIVACY AND CYBER SECURITY

Thousands of companies rely on JFrog solutions to securely manage their DevOps lifecycle. Our culture drives us to go above and beyond industry standards in every area - when it comes to data privacy and cyber security we protect JFrog's platform with advanced security and compliance solutions and practices.

Our Senior Director of Internal Audit is working closely with key stakeholders such as our CISO, VP of Global IT and VP of Global IS, as well as with the board audit committee to ensure we set the highest standards and mitigate risks.

### COMPLIANCE

We engage with third-party auditors to assess our systems and organization controls report (**SOC 2 Type II**), **ISO 27001**, the global standard for IT security management policies.

**ISO 27017**, the global security standard, which was developed for cloud service providers and users, to make a safer cloud-based environment and reduce the risk of security issues, **ISO 27701**, the data privacy extension to **ISO 27001**, and **TISAX**, an EU Automotive industry information security standard.



### PRODUCT SECURITY

We place the utmost importance on the security of our product development lifecycle. JFrog's security team protects our customers' data using the best practices and efficient technologies for software development. In particular, we embed security natively throughout our SDLC and "shift left" to detect security issues at the very early stages of the product development process.

### CLOUD SECURITY

JFrog's SaaS solution is hosted on Amazon AWS, Microsoft Azure, and Google Cloud, with world-class infrastructure and enterprise features to keep our customers' mission-critical JFrog SaaS solution safe.

### DATA SECURITY

We are proud of the processes we have in place to protect our customers' data. In the JFrog SaaS solution, customer data is encrypted in transit using HTTPS over TLS V1.2, with strong cipher suites.

All hosted data at rest is securely stored in a database and object storage using 256-bit AES encryption.

All our encryption keys are stored, hashed, and managed in a cloud-hosted key management service.

## SECURITY INCIDENT MANAGEMENT

JFrog's cyber security incident response team constantly monitors our products, infrastructure operations, and security solutions. JFrog's security team has established a comprehensive strategy and policies to promptly and efficiently respond, notify, and remediate security incidents.

## ACCESS CONTROL & IDENTITY MANAGEMENT

JFrog has defined access roles for each system and service based on least privilege principle. Access to all our applications is possible only via Single Sign-on (SSO) and 2-factor authentication (2FA) with strong password policies.

All employees are required to use a password manager to ensure that they use unique and complex passwords, and to ensure they store them in a secure vault. We have a zero-trust solution to securely connect our employees, devices, and apps over JFrog's internal network. JFrog engineers connect to our production resources using an advanced 2FA and just-in-time access solution, which allows us to employ the principle of least privilege and conduct a full audit.

Our laptops are equipped with encryption technology that's turned on by default, in compliance with our policy, along with advanced anti-malware software.

JFrog uses email protection solutions designed to prevent malware, zero-day attacks, phishing, BEC (business email compromise), spam, and N-days.

## AWARENESS & EDUCATION

Our education and eLearning platform includes mandatory training for all frogs on data privacy and cyber security, which is updated annually. We also have quarterly themes that deep dive into topics that are particularly relevant or are in the headlines.

More information on our approach to data privacy and cybersecurity is available on our website at [JFrog Trust](#).



## OUR PRIORITIES FOR 2023

Our priorities for 2023 reflect the fact that data is everywhere in our business. We have grouped our priorities into three best practice pillars:

### DSPM

Data Security Posture Management

### SSPM

SaaS Security Posture Management

### DLP

Data Loss Prevention

To boost our approach to managing the risk of tech disruption, we also plan to implement an escalation process that goes all the way up to Board level.

We also want to raise awareness of our IP program and encourage frogs to get involved.

## RISK MANAGEMENT OF TECH DISRUPTIONS

Every company needs to be mindful of the risk of tech disruption. JFrog is no different. Our internal audit team continually evaluates and manages risk.

Our Business Continuity Team is headed by our Chief Operating Officer and is run in conjunction with our Information Security Compliance Team. We run a yearly round table exercises with members of the management team to maintain focus, gather new insights, and test our Business Continuity Plan.

Our focus for 2023 will be to implement an escalation process that goes all the way up to Board level for certain matters.

## INTELLECTUAL PROPERTY (IP) AND COMPETITIVE BEHAVIOR

Our frogs write great code, have great ideas, and design great products. This is reflected in the number of filed and pending patents we have. Building on this number to celebrate and protect our expertise is important to us and we have recently launched a program to reflect this. The program encourages IP awareness and highlights the importance of IP protection. It also invites frogs to submit their ideas to an internal committee that meets twice a year to consider patent opportunities. Beyond deserved recognition, frogs who have ideas that go on to be patented are rewarded financially.

We have also taken steps to be mindful of the IP rights of third parties and have never been a party to any material litigation alleging a breach or infringement of third-party IP.

One of our 2023 aims is to raise awareness of this program and encourage employee engagement.



# Our Commitment to Social Values

We care deeply about the people at JFrog. We care about the wider community too. Our global and local Community and Social Responsibility committees ensure there is executive sponsorship for the variety of programs and activities we support around the globe.

## OUR FROGS

The ingenuity, empathy, and enthusiasm of our frogs is at the heart of JFrog's success. In return, we offer a package of competitive benefits designed to unlock unique opportunities and enable every frog to shine.

Our Board has oversight of our human capital management data to make sure we live up to the high standards we set ourselves.

### TALENT ACQUISITION & DEVELOPMENT

The right values and the right abilities are all that matter to us when we're recruiting. It's as simple as that.

All qualified applicants receive consideration for employment, regardless of race, color, creed, religion, sex, sexual orientation, national origin or nationality, ancestry, age, disability, gender identity or expression, marital status, or any other category protected by law.

We advertise all our vacancies on the JFrog career website and because potential is truly exciting to us, we encourage talented people to get in touch, even if they don't see an opening.

We offer a rewarding employee referral program, something that helps us bring together the best and brightest here at JFrog.

In 2022, we hired our first Global Learning and Development Director, focused on growing and formalizing our learning and development program to support our frogs to reach their potential and leap forward in their careers.

We encourage all frogs to gain a variety of professional certifications. It's central to our business and it's an important baseline for our frogs. We're engaged with external learning platforms such as pluralsight, LinkedIn learning and more to provide relevant skills for the continuous development of all employees.



We also encourage frogs to voice any additional training they think they need. Managers are allocated a budget for external training. HR also has an additional budget to call on for training purposes and education programs that support continuous growth.

Our academies promote internal and external career development. These include job-specific programs such as our support Voyagers Academy, our Sales Academy, and our Product Academy. There's also an HR Academy for junior-level recruiters, which teaches them how to source and hire for tech professions. Experiencing the results and success of these academies has been exciting and we're looking to build more platforms and programs in the future.

We invest a lot in the development of our managers with programs such as LEAP for first-line managers and Scale Up Leadership Academy for senior managers (Director level and above) focusing on defining our managerial model and our leadership attributes.

At JFrog, anyone can approach everyone about anything at any time – frogs and their managers keep an open dialogue about development throughout the year. There's a formal check-in for every frog each year in the form of a performance review.

Our annual performance review includes review of strengths, achievements, and areas for development, as well as setting annual goals and KPIs. We also hold an annual process of merit-based compensation which takes into account market and internal data, leveling, and performance evaluation.

Our focus areas for 2023 will be setting our learning and development long-term policies and processes, updating our onboarding programs for all our employees worldwide, evaluating an implementation of LMS and LXP, and investing in our managers development, including exploration of multi-cultural communication activities.

We want every frog to feel like Amith Kumar, one of our Software Engineers, who says: "The people, culture, and the work here make Monday a day to look forward to." To do this, we work hard to foster team spirit, mutual trust, joint effort, and collaboration.

Our HR business unit holds a budget for core team activities. Every manager also has a budget for team recognition and team activities. It empowers them to build an enthusiastic and engaged team without needing sign-off from HR. We organize regular cross-team lunches to build cross-team connections and help us keep out of siloes.

JFrog provides healthcare insurance and retirement savings plans for our frogs around the globe. We have an Employee Share Ownership Scheme and an Employee Stock Purchase Plan. There are also wellness programs.

EMPLOYEE  
ENGAGEMENT  
&  
SATISFACTION

DIVERSITY,  
EQUITY, AND  
INCLUSION

Every year we conduct a CODEX employee engagement survey. We ask all employees to provide feedback on many aspects of the company. It's designed to evaluate whether we "walk the talk". Every year, we analyze what's working well and what needs to be focused on for improvement in the coming year so we can make sure our CODEX is an evolving and relevant document at all times.

At JFrog, we say everyone counts, everyone matters. We're constantly taking steps to ensure our belief is embedded in our systems.

Our upcoming diversity, equity, and inclusion (DEI) program is aimed to raise awareness of the issues among all our frogs. We intend to provide training sessions on DEI matters to our frogs and provide support to managers to help ensure DEI is top of mind when hiring.

We have partnered with Step2Tech, which was founded to help bring underrepresented and minority populations into tech.

We're taking part in Power In Diversity, which aims to bring diversity to Israel's venture capital and hi-tech space. It develops and implements tools for promoting a variety of opinions, abilities, and experience to create new opportunities and horizons for people and startups alike.

We spearheaded a scholarship program for training and conference attendance in partnership with an open-source foundation to provide learnings and opportunities for traditionally underrepresented and individuals in financial need.



STEP2TECH

Step2Tech recognizes one of the biggest barriers to entering the tech industry is a lack of connections. The program sets up work-shadowing days and fosters connections between underrepresented populations and employees of tech companies.

JFrog joined this program during 2022 and since joining, 8 Frogs have participated as mentors, investing approximately 60 hours in this initiative. We plan on increasing our involvement with this program during 2023.

## GIVING BACK TO THE COMMUNITY

One of JFrog's main values is community and customer happiness. Since the very early days of the company, which started from an open-source project, we've been supporting both dev communities and the communities around us in general. During the past year, we invested over \$3M in financial and engineering support of these initiatives.



## Protecting the Modern Software Supply Chain

**7,000**  
**Unique CVE IDs**  
were detected by Xray  
*(which doesn't include multiple detections)*

**40**  
**Zero-Day Vulnerabilities**  
were fixed

**1,500**  
**Malicious Packages**  
were removed from repositories

## DEV COMMUNITY

We are members of, participate in, and enthusiastically sponsor several open-source industry initiatives. These include Cloud Native Computing Foundation (CNCf), the Open Source Security Foundation (OpenSSF), and the CD Foundation. Our contributions include financial resources and engineering support.

We invest in and support dev communities and projects too. We also work with CONAN, an open-source, decentralized, and multi-platform package manager that helps developers create and share their native binaries.

We support emerging open-source projects and their developers with free software and services.

We support popular open-source software projects that have an active community and no current or planned commercial activity around them, providing free Artifact management, security, and CI/CD tools so developers can focus on the success of their project.

## OPEN SOURCE SOFTWARE PROJECTS WE SUPPORT



Apache



Bincrafters



Boost



Jenkins



SBT



OpenSSF



Rust



CNCf



CDF



Pyrsia



Spring



Conan

## THE WORLDWIDE COMMUNITY

We were one of the first companies to join ClearGiving, a non-profit organization that facilitates direct donations to Israeli families in need. During the past year we donated the equivalent of one lunch voucher per employee per month to the organization supporting 32 families, with donations of over \$58K.

A team of 10 frogs, including members from our leadership team, traveled to the Ukraine/Poland border for a week, where they helped Ukrainian refugees cross the border, distributing food, water, warm cloths and practical support. On the Polish side we assisted with missing equipment, and supported the "Women's Tent", a place where mothers could have assistance with their young kids. In addition, we made a \$100K donation to support efforts in Ukraine, including the purchase of a satellite-dish to a field hospital located in Lviv.

During the Covid-19 pandemic, we donated \$100,000 to purchase oxygen generators to help India's efforts against the disease. We chartered an airplane to ship the generators from Israel directly to India where they could be put to immediate use.

## JFROG BOOST PROGRAM

JFrog was born as an open-source project, during the 2008 economic recession. We launched the JFrog Innovation Program during the Covid-19 lockdowns in 2020 to give back to entrepreneurs and small businesses and build the future of DevOps together. It celebrates our belief that innovation can't be locked down.

The initiative started in our Tel Aviv swamp but we're proud it's now available across all our locations. Businesses that successfully apply to the six-month program may receive office space, mentoring, introductions to potential customers and investors, and more.

The program is primarily aimed at small and early-stage DevOps companies, but we always have a home for non-profits and innovation in other areas. For example, we supported a non-profit that focused on social mobility and helping marginalized young people to study cyber security. We have also supported an organization designing clothes for people with disabilities.

JFrog Boost plays a crucial role in our culture, and we look forward to growing the initiative throughout 2023.

*For more information, visit the [JFrog Innovation Program website](#).*



## OUR PRIORITIES FOR 2023

Our Community Contribution Committee, which has members from across the company, runs a cross-company survey to understand our frogs' priorities for our social contribution activities.

In 2023, the environmental and social mobility initiatives will continue to be our focus.

# Our Responsibility to the Environment

It is important to play our part in protecting the future of the planet. Across all our swamps we evaluate our operations to consider where we can minimize, mitigate, or eliminate our environmental impact. We seek initiatives that reduce or offset our emissions from travel and commuting, and air travel.

We also encourage our frogs to support practical environmental initiatives. Our frogs take part in environmental activities, such as beach cleaning days to remove single use plastics that harm sea birds and animals.

JFrog provided a donation to support forest conservation around California after the fires. Frogs have also donated their time to build and maintain sustainable habitats for local bird populations and other wildlife.

## SUSTAINABLE OPERATIONS

Across all our swamps we evaluate our operations to consider where we can minimize, mitigate, or eliminate our environmental impact and consider where we can deploy intelligent technology to help us achieve meaningful reductions. We have switched to sustainable lighting as outlined in the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) green building rating system. This means lights are automatically turned off when no movement is detected, reducing energy wastage.

We implemented other smart systems around the globe to ensure electricity is turned off automatically.

Water usage and efficiency measures are also in scope, as are our waste management practices. Our actions include giving every new frog a reusable water bottle when they join us. This helps reduce the use of single-use plastic bottles and paper cups, as well as encouraging employees to be more mindful about the water they use.



## EMISSIONS FROM COMMUTING

The switch to remote working during the Covid-19 pandemic showed us another way of working that has a side benefit of helping us to reduce emissions from commuting. At the same time, we know there are benefits to employees working together and collaborating in the same space. To strike a balance, we have switched to a hybrid working model. This allows frogs to work from home two days a week and from their swamp three days a week.

In some of our swamps (offices), we provide a group transportation service (the FrogHopper). This means frogs can take a ride to work rather than having to drive.

**THIS TAKES DOZENS OF CARS OFF THE ROAD AND SAVES PARKING SPACES AT THE SAME TIME.**

## OFFSETTING EMISSIONS FROM AIR TRAVEL

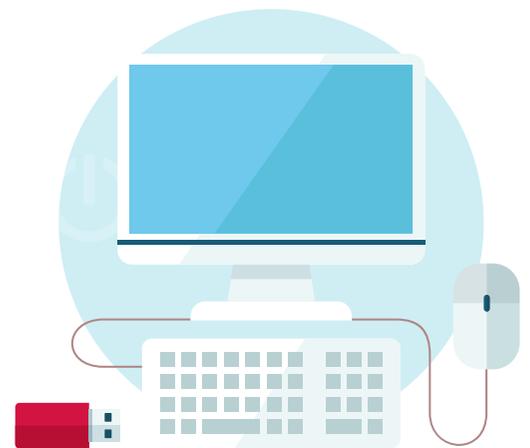


Like every company during the pandemic, we saw how valuable remote meetings can be. But we still firmly believe that many conversations are best held face-to-face. As a global company with offices across three continents, this makes international air travel unavoidable.

We are exploring a partnership with a non-profit organization that supports planting trees in order to offset our carbon emissions from flying.

## RECYCLING END-OF-LIFE HARDWARE

As a technology company with hundreds of engineers, we have a lot of hardware. Since the company was founded, we have ensured our hardware is repurposed when it reaches end-of-life with us. We partner with non-profit organizations that provide hardware to ones in need, so our old hardware may find a new purpose.



## SUSTAINABLE PRODUCTS & SERVICES

Like all companies with products stored in the cloud, we want to work alongside our cloud partners - Amazon Web Services, Google Cloud Platform, and Microsoft Azure - to better understand our energy and water usage in the data centers we use so that we can identify opportunities to reduce our impact.

By its very nature, our software helps our customers to be more efficient because it synchronizes and streamlines their software and operations. In turn, this helps reduce their carbon footprint. We are exploring ways to quantify the positive impact that JFrog's products have on transitioning to a lower carbon economy.

ENVIRONMENT

# Conclusion

In the future, we believe that organizations should be evaluated by the effort and impact they put into ESG strategies, and the legacy they create for continuous improvement.

Here at JFrog we celebrate thinking big. We also know nothing is too small and every detail counts. As we look to 2023 and beyond, we'll be looking at what we can change in the big picture. We'll also never forget that small changes add up to a big change.

