



The
Liquid
Software
Company

ENVIRONMENTAL, SOCIAL & GOVERNANCE REPORT

February 2024



CEO Letter



Imagine yourself standing alongside your team on a cold March morning at the Ukraine-Poland border, providing assistance to refugees. Or, imagine supporting the victims of the 2023 terror attack in Israel directly in the area of conflict. Imagine drawing on the expertise of a nine-strong Board of Directors, of whom three are women with outstanding expertise in their field, and a diverse executive team whose leadership is fueled by equality. Now imagine that these attributes aren't the result of regulations, but rather the embodiment of genuine values ingrained in the very DNA of the company you belong to. To us, this isn't imaginary. This is JFrog!

Our company was founded in Israel, is traded in the United States, operates in ten offices, and serves people worldwide. As such, JFrog has always been diverse and "universal." It's this melting pot of perspectives that has spurred our growth into the Software Supply Chain market, where we provide the majority of the Fortune 100 companies and millions of developers globally solutions to build and secure their software. At the same time, this diversity has kept us attuned to the experiences of people on the ground around the world, making us keenly aware of our ability and responsibility to make a positive impact.

But looking outward, we are living through an era of persistent and interlocking challenges. The Israel-Hamas war has heartbreaking resonance for the JFrog team, of course. But it is one of many crises affecting the global community, from climate change and societal polarization to cost-of-living pressures, supply chain volatility, widespread cybercrime, and the ongoing conflict in Ukraine. In this ever-shifting landscape, it's more important than ever that we stay true to our mission and values. For JFrog, that means enabling the secure and seamless flow of continuous software updates from developers to devices – the vision we proudly call "liquid software." And it means doing it the JFrog way, as enshrined in the CODEX, the set of core values that guides our 1,400 strong team members in how we do business and how we conduct ourselves. Written by the "frogs" themselves, not by senior leadership, the CODEX embodies our winning attitude and laser-focus on innovative solutions, yes, but also our commitment to integrity, team spirit, and care.

"Care" is central to how we create value at JFrog. We believe our ongoing commitments to each other, the planet, and our industry create a unique opportunity – and responsibility – to drive sustainable practices. Care is also reflected in our evolving ESG program. In 2023, we appointed our first Chief Sustainability Officer and introduced our Global Green Operations Policy, which guides us in minimizing our operational carbon footprint and promoting environmental sustainability across our value chain. We began developing a centralized dashboard of sustainability metrics that will improve how we assess our progress on the journey to establishing ESG-related targets.

As creators of advanced and holistic security solutions, we are also proud to support people in the DevOps and DevSecOps communities (and beyond) in building a safer security landscape. In 2023, we continued to participate in forums well beyond our industry, such as OpenSSF, a collaborative cross-industry organization working to advance open-source security.

All JFrog's products seek to increase efficiency and security while limiting resource consumption, driving sustainable digital transformation at scale. As such, our focus on ESG aligns seamlessly with our business strategy – a "liquid value" proposition, if you will. Just as we power fast and fearless software updates for our customers, we pledge to power continuous environmental and social improvements for people and the planet.

In our industry, we have heard the phrase "software is eating the world."[®] To us, this also means that software companies should take the lead and set an example for reshaping the world. Our responsibility goes beyond just digital transformation; it extends to fostering human transformation that ultimately contributes to creating a better world for future generations.

It's a long journey and a lifestyle to adopt. This isn't a privilege, but a solemn duty that we must fulfill. We're proud to be on this journey with our board of directors and shareholders, and we look forward to building better, together!

Shlomi Ben Haim,
Co-Founder and CEO

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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 a 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.

We have 1,400 "frogs" – which is what we call our employees – located in ten "swamps" – which is what we call our offices – around the globe: US (Sunnyvale, Seattle and Atlanta), Israel (Netanya and Tel Aviv), France, China, India, Japan and the UK.

Headquarters: Sunnyvale, California, US, and Netanya, Israel.



DevOps is a contraction of "Development" and "Operations". It is a set of practices that integrates development, IT and operations teams into one holistic unit to break down siloes and deliver software more quickly and reliably.



DevSecOps is an extension of DevOps that integrates security into every stage of the software development lifecycle to enable secure and continuous software delivery.



1,400
FROGS



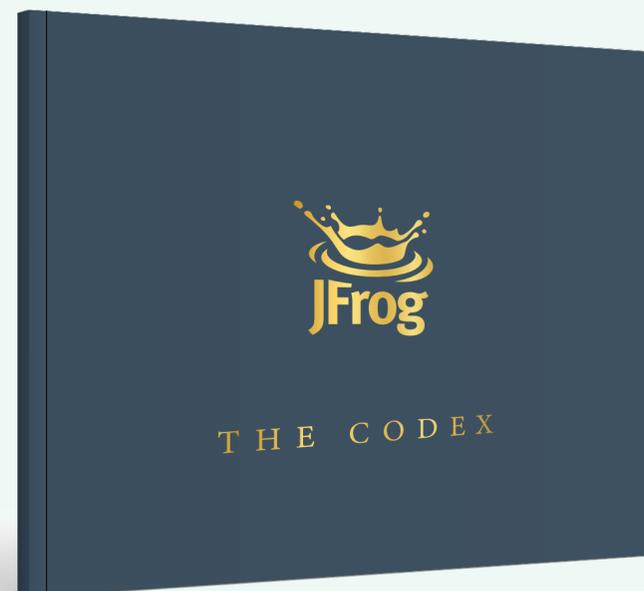
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SWAMPS



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 around us.

Every frog who joins us 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.



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



The belief that doing business for good is good for business has been part of JFrog's DNA from day one.

We have made solid progress in building a robust and transparent ESG program since formalizing our approach two years ago. In 2023, we amended our Nominating and Corporate Governance Committee charter to explicitly give members oversight for ESG matters, which they review quarterly. Additional updates are made on an ad hoc basis, as appropriate. The full Board of Directors is updated annually.

Every frog plays a role in advancing our ESG program, with our experienced Board and executive management team monitoring and guiding our strategy and progress along the way. In 2023, we created a dedicated Chief Sustainability Officer (CSO) role to accelerate our progress. The CSO is responsible for shaping and executing our ESG strategy, working with teams across every function of the business. It means embedding ESG considerations into all of our decision-making and processes, along with keeping the CEO and Nominating and Governance Committee involved through quarterly updates.

Our global network of five Community and Social Responsibility committees, made up of JFrog volunteers, serves to complement our ESG leadership structure. The committees recommend philanthropic initiatives for us to support, keeping us attuned to community concerns in the countries where we operate and ensuring that all of our frogs can be involved in helping us leap forward toward a better world. See page 19.

Chief Sustainability Officer responsibilities

Review and advise regarding ESG-related regulatory compliance – anticipating regulatory changes, assessing risk management, and setting ESG-related policies

Monitor and report relevant data – driving continuous improvement through the collation, analysis, and disclosure of high-quality data in line with evolving reporting standards

Oversee sustainability projects – including planning, reviewing, and tracking results to coordinate efforts

Manage stakeholder relationships – through constructive and transparent engagement with investors, employees, customers, developers, peers, and other key groups

Build organizational capabilities – identifying and addressing gaps in our capabilities through appropriate upskilling and sourcing



Moving towards target-setting

One of our priorities in 2023 was to begin developing an ESG dashboard to give us greater visibility of our sustainability metrics and inform our strategy. We have begun with social indicators and will continue to refine the dashboard in 2024 and beyond, using it as a baseline to set ESG targets. This will help us track progress and hold ourselves accountable.

Our ESG priorities

Our last materiality assessment was conducted by an independent consultant in 2022. 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 within the company. These included managers across JFrog departments, and members of both our executive team and our Board.

In 2023, we retained an independent consultant to review materials from ESG frameworks and ratings agencies, peers, and investors. This has reassured us that our material topics remain attuned to evolving stakeholder priorities.

TOP 5 STAKEHOLDER PRIORITIES IN 2023



Business ethics



Data privacy and cybersecurity



Human capital management



Diversity, equity, and inclusion



Energy management and usage

Ethics and Governance

Everything we do at JFrog is underpinned by a corporate governance structure designed to promote ethical, compliant, and transparent decisions that serve the long-term interests of our shareholders.

This spirit is conveyed to all frogs through mandatory training and regular discussions on our culture, which has enshrined the value of integrity since our foundation.



BOARD LEADERSHIP

Our Board sets the tone from the top at JFrog and provides the ultimate oversight of our activities, including risk management and ESG matters.

We actively seek out individuals with diverse skill sets and deep expertise in a wide range of fields and backgrounds, including data security, engineering, and human resources. The chair of our Compensation Committee, for example, is the former Chief Human Resources Officer of a global media company, and the chair of our Nominating and Corporate Governance Committee has held executive positions at multiple tech firms, including Microsoft.

Three of our nine Board members are women and six (all but the three co-founder directors) are independent.

OUR BOARD COMMITTEES

Supporting the Board in its duties are our three standing committees, each of which is fully independent in accordance with the Nasdaq rules under which we operate.



Nominating & Corporate Governance Committee

Oversees corporate and Board governance, as well as our ESG program and disclosures, as formalized in our committee charter in 2023.



Audit Committee

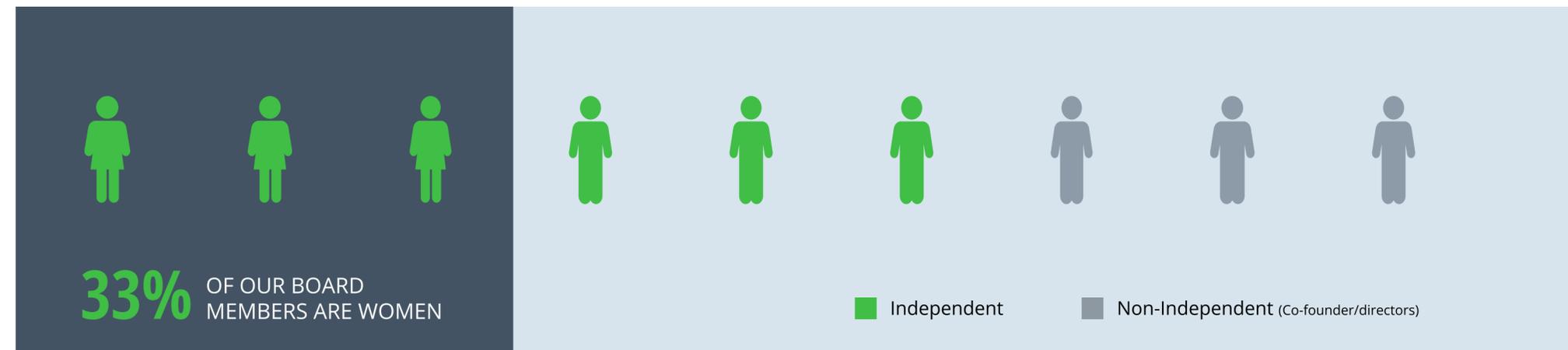
Oversees risk management, including our overseeing financial reporting and disclosure, enterprise risk strategy, data privacy and cybersecurity.

Our Internal Audit team, led by our VP of Internal Audit, provides additional oversight on our business processes and compliance to the Audit Committee on a quarterly basis.



Compensation Committee

Oversees our compensation policies and human capital management, including talent development, employee engagement, and diversity, equity, and inclusion.



BUSINESS ETHICS

Good judgment and compliance are not things we take for granted. We make our high standards clear and guide our frogs to live up to them through training and regular conversations.

Our internal audit team helps us maintain our zero-tolerance approach to non-ethical conduct. The team has a comprehensive schedule of quarterly audits that cover ethical, legal, and compliance issues. The Board receives reports on these and other ethics and compliance updates at least quarterly through the Audit Committee.

In 2023, we appointed a Chief Legal Officer charged with leading our legal policy development and compliance globally, helping to uphold our high ethical standards.

Code of Conduct & training

JFrog's [Code of Conduct](#) and [Business Ethics](#) is reviewed and updated annually by the Nominating and Corporate Governance Committee.

All frogs are required to complete both ethics and compliance training during onboarding and to acknowledge in writing that they will adhere to our high ethical standards. Topics covered in the core curriculum include anti-corruption and anti-bribery, insider trading, anti-harassment, data privacy, and non-retaliation. Frogs also receive mandatory training on our values, as set out in the JFrog CODEX, annually and upon joining JFrog (see page 4 for more on the CODEX). In these informal sessions, led by senior executives of VP level or above, we discuss integrity, care, and our other values, sharing ways to put them into practice every day. We encourage feedback and look for ways to continuously improve our practice. The CODEX is a constant source of reference and comes up regularly in team meetings.

Anti-bribery & anti-corruption

We recognize that as we increase our international sales and business, our risks under anti-corruption and anti-bribery laws may increase. We have a standalone anti-bribery and anti-corruption policy, which is reviewed annually.

Whistleblower policy and hotline

Every frog should feel confident about raising concerns about possible violations of the law or of JFrog's Code of Conduct, including discrimination and other behavior that goes against our culture and values. As explicitly stated in our Whistleblower Policy, overseen by the Audit Committee, we do not tolerate retaliation against employees who have, in good faith, reported a complaint or assisted in our complaints procedure.

Our independent whistleblower hotline allows for confidential and anonymous reporting in all the countries where we operate with toll-free numbers and several local languages. Alternatively, employees can use an anonymous smartphone app or contact us by the usual channels. Reviewed annually, our Whistleblower Policy is communicated to employees during onboarding. New hires also receive the details in a policy pack.

Reported violations are promptly and thoroughly investigated, and employees who violate the Code may be subject to disciplinary action, up to and including termination of employment.

The Whistleblower hotline is tested on a quarterly basis by the VP of Internal Audit to confirm its effectiveness.

Supplier Code of Conduct

The trust we build with our customers depends not only on our own conduct but also that of our vendors, consultants, and sub-contractors. Through our [Supplier Code of Conduct](#), we require all suppliers to meet our high ethical standards on issues such as conflicts of interest, anti-corruption, and insider trading. We also set expectations on diversity and non-discrimination, health and safety, freedom of association, human rights, labor rights, fair compensation, and environmental responsibility. The Supplier Code of Conduct is published on our website and communicated to every supplier as part of the purchase order process.

DATA PRIVACY AND CYBERSECURITY

Millions of users worldwide rely on JFrog to enable fast and trusted software updates from any developer to any device. We protect their data and our platform, working with our industry peers to stay ahead of the ever-evolving threat landscape and provide transparency to our customers.

Reflecting our commitment, in 2023 we increased our investment in data protection technology solutions by approximately 25% and expanded our security team with additional leaders in application security and cybersecurity incident response areas.



25%

INCREASE IN DATA PROTECTION TECHNOLOGY INVESTMENT



95%

COMPLETED CYBERSECURITY TRAINING

Robust oversight

All nine of our Board members have experience in the tech industry. Their guidance and oversight ensure that data protection is a strategic priority at the highest levels of our organization.

The Audit Committee has oversight of our information security program and is briefed on it at least twice a year. In addition, our VP of Internal Audit leads an annual internal audit plan that is reported to the Audit Committee on a quarterly basis and covers various subjects including cybersecurity and data privacy. As such, our strategies and initiatives are refined by the rich insight of our Board members.

Our Chief Technology Officer (CTO), who is also a Board member is updated weekly, and daily when necessary, on our cybersecurity posture. This allows us to swiftly address emerging threats and make informed decisions in real-time, so that we can protect our systems.

Compliance & third-party assurance

Our information security controls and practices are certified to the following globally recognized standards:

ISO 27001 certified – We meet the world’s best-known standard for information security management systems published by the International Organization for Standardization.

ISO 27701 certified – We meet the data privacy extension to ISO 27001.

ISO 27017 certified – We meet the industry-leading standard for cloud security published by the International Organization for Standardization.

SOC 2 Type II compliant – We meet the American Institute of Certified Public Accountants’ Trust Service Criteria related to the security, availability, and processing integrity of the systems we use to process users’ data and the confidentiality and privacy of the information processed by these systems.

TISAX labelled – We meet the information security and data protection requirements of the EU’s automotive industry, as defined by the German Association of the Automotive Industry.



We are also aligned to the cybersecurity practices and controls recommended by the National Institute of Standards and Technology (NIST), part of the U.S. Department of Commerce.



Protecting user privacy

Transparency is of the utmost importance to JFrog, so we make sure all relevant information about how we protect user privacy is available online. Our [Privacy Center](#) outlines our position towards privacy and data protection, including FAQs based on questions we received from our customers.

Our [Privacy Policy](#) sets out how we collect and process the personal information of our customers, users, partners, and website visitors in accordance with relevant data protection laws, including the European Union's General Data Protection Regulation (GDPR) and California Consumer Privacy Act (CCPA), as modified by the California Privacy Rights Act (CPRA).

Our [Cloud Data Processing Addendum](#) outlines our agreement with customers, including that we will require only minimal personal data from their authorised users in order to provide our services. This document also makes clear our commitment to notify them without undue delay in the event of a personal data security breach.

Protecting our data and systems

The [JFrog Trust Center](#) outlines the core elements of our approach towards privacy and data protection.

Product security – We build security into our software development lifecycle and ‘shift left’ to fix security issues in the early stages of the process.

Cloud security – Our SaaS solution is hosted on Amazon AWS, Microsoft Azure, and Google Cloud (per customer’s choice), with world-class infrastructure and enterprise features to keep our customers’ mission-critical JFrog SaaS solution safe.

Data security – Customer data is encrypted in transit and at rest using strong cipher suites and cloud-hosted key management.

Access control – We use a zero trust solution to securely connect our employees, devices, and apps over JFrog’s internal network, incorporating least privilege access, single sign-on, advanced 2-factor authentication, password management, default full disk encryption on all laptops, advanced anti-malware software, and email protection solutions.

Training and awareness

All frogs are required to complete cybersecurity and data privacy training during onboarding and through annual refresher modules. In 2023, 95% of frogs completed the annual training.

The modules cover such topics as handling personal information, and security best practices for operating cloud accounts, as well as password management and phishing prevention. In 2023, we added guidelines on using artificial intelligence.

To keep our frogs vigilant, we also run quarterly phishing simulation tests and require retraining as necessary.

Security incident management

JFrog’s cybersecurity incident response team has a comprehensive strategy and policies in place for managing security incidents. Along with swift threat classification, containment and eradication, the strategy includes notification procedures to promptly inform and support stakeholders in accordance with data breach notification laws. Incident analysis is carried out to understand root causes and drive continuous improvement.



Privacy incident management

JFrog's Privacy team has a comprehensive strategy and policies in place for managing privacy-related incidents. Along with comprehensive detection and analysis, the strategy includes notification obligations in accordance with relevant local regulations, to promptly inform applicable Data Protection Authorities and support stakeholders in accordance with JFrog's commitment under our data processing agreement and applicable regulations.

Supporting the DevOps community

When it comes to safeguarding cybersecurity of our information systems, there is no such thing as competition. JFrog actively participates in information-sharing groups and forums within and beyond our industry. And we are proud members of OpenSSF, a collaborative cross-industry organization working to advance open-source security. This enables us to receive real-time threat intelligence and insights from our peers, which helps us stay ahead of emerging threats.

As a CVE Numbering Authority (CNA), we are authorized to assign unique identifiers to software vulnerabilities. In 2023, we kept on generating Common Vulnerabilities and Exposures IDs (CVE IDs), promoting collaborative remediation efforts across the industry. In addition, over 4.6M packages were scanned by JFrog Catalog giving users insight into security and risk metadata associated with OSS packages.

We work with our vendors and supply chain partners for their adherence to cybersecurity best practices and standards, through our Supplier Code of Conduct and security reviews of vendor products.

On our website and through all of our communications, we share knowledge on high-impact improvements developers can make to their software supply chain defenses.

Security is always a major theme at Swamp Up, our popular annual in-person user conference. At our 2023 event in California, the keynote speaker was world-renowned cybersecurity expert Bruce Schneier, who detailed his successful 'shift left' strategies. These involve moving tasks, such as testing and security, earlier in the software development process to improve quality.

IMPROVEMENTS IN 2023



Data security posture management

Implementation of a solution that evaluates our security controls against third-party cybersecurity standards and suggests improvements.



SaaS security posture management

Implementation of a solution that identifies and mitigates threats within SaaS apps and platforms through automated continuous monitoring.



Data loss prevention

Trialed a solution that works with Google labels to classify new documents by their sensitivity, allowing us to enter new enforcement policies to restrict sensitive file sharing.



RISK ASSESSMENTS AND INTERNAL AUDITS

Risk assessments are conducted by the VP of Internal Audit every three to five years. Internal audits are conducted and reported to the Audit Committee on a quarterly basis.

During the past three years, three risk assessments have been performed: Global risk assessment survey, Fraud risk assessment and Cybersecurity risk assessment.

The purpose of the Global risk assessment survey is to enable Internal Audit to prioritize and focus activities on key risks and processes, as well as organizational strategic objectives.

The identification and evaluation of risks was done through a top-down approach, enabling internal audit activities to be focused on issues that directly impact shareholder and customer value, with clear and explicit linkage to strategic drivers for the organization.

The purpose of the Fraud risk assessment survey is to identify potential internal fraud scenarios and evaluate their potential impact and related control activities. The aim is to manage an effective, business-driven fraud risk management approach encompassing preventive and detective controls to reduce the risk of fraud and misconduct and to identify and monitor fraud if it occurs.

Relevant internal audit recommendations and risks mitigation are followed up by the VP of Internal Audit and a status is reported to the Audit Committee on an annual basis.

BUSINESS CONTINUITY AND DISASTER RECOVERY

Business continuity is top of mind for JFrog. Our Internal Audit team continually evaluates and manages our plan for quickly restoring critical business functions in the event of a crisis, including minimizing the risk of tech disruption. Our Business Continuity Team is headed by our Chief Information Officer and is run in conjunction with our Information Security Compliance Team.

Three pillars form our Business Continuity Plan:



Together, they ensure that all our stakeholders are aligned on what will happen next and the steps each individual needs to take. We also have essential processes and tools to help us deal with various scenarios. Our disaster recovery plan for regional failure and ransomware ensures we can minimize disruption for customers and automatically for customers through automatic replication and redundancy. The plan is an essential part of our business continuity plan. Through talent mapping, we have a replacement plan to support business-as-usual operations during a crisis, ensuring we maintain critical knowledge and communication. Similarly, we have a plan in place for leadership succession.

We run yearly table top management cyber exercise with members of the management team to maintain focus, gather new insights, and test our Business Continuity Plan.

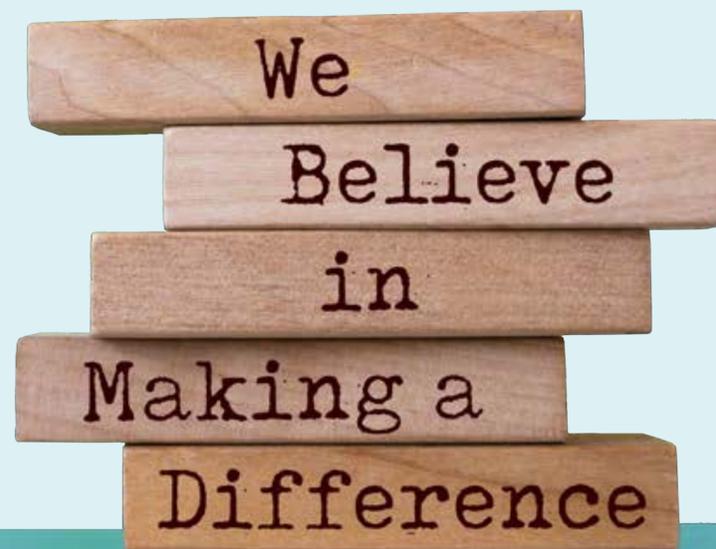
INTELLECTUAL PROPERTY (IP) AND COMPETITIVE BEHAVIOR

Our Patent Program is one of the ways in which we encourage and foster innovation at JFrog, as well as protect our intellectual property. Following launching the program last year, we're happy to report on a few new patents that have been submitted through this program during the past year too. Our patent committee is led by our co-founder and CTO. The committee reviews all ideas submitted by the inventors and decide whether we should pursue a patent, as well as work with those inventors to submit a patent application. Frogs who have ideas that go on to be patented are also rewarded financially in line with the program.

Our Commitment to Social Values

Everyone counts. Everyone matters. This simple but powerful truth from our CODEX is one of the overriding messages we constantly communicate to frogs.

As a fast-growing tech company, we attract original thinkers who are fizzing with big ideas. Through our programs and policies, we fuel this winning mindset and balance it with a caring culture that elevates integrity and team spirit, because it makes us stronger as a business. Being a winner at JFrog means helping our customers, communities, and colleagues win too.



Our frogs are the creators of customer happiness and the reason we have flourished from a start-up to a global company with millions of users.

In return for their ingenuity, empathy, and enthusiasm, we offer a supportive work environment, competitive compensation, and a benefits package designed to unlock unique opportunities and enable every frog to shine.

It is vital for our human capital management programs to have proper oversight. Our Compensation Committee discusses the topic at least quarterly, and when appropriate, matters are also raised at quarterly Nominating and Corporate Governance Committee meetings. Human capital management discussions are also reported up to the full board on a regular basis.



TALENT ACQUISITION AND DEVELOPMENT

A candidate's core values and attitude are what matter most to us when we're recruiting. Because disruptive thinking got us where we are today, we encourage talented candidates to get in touch, even if they don't see an opening. And we open our minds and talent pool as wide as we can to seek out untapped software superstars.

Open positions are posted internally and externally on a regular basis. A point of pride for JFrog is the proportion of frogs who join us through our rewarding employee referral program – 40% of new hires in 2023. We believe this is a true vote of confidence in JFrog from our frogs and a contributor to our high retention rates. To encourage and expand our referral base, JFrog pays referral bonuses for each eligible hire based on our policies.

As set out in our Inclusive Hiring Process Guidelines (See page 27), we are committed to offering every applicant an equal opportunity 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.

In 2023, we implemented a hiring software solution to collect applicant diversity data in a manner compliant with the Equal Employment Opportunity Commission (EEOC) regulations. This will help us track our progress to ensure our hiring process is fair and equitable. During the past year, we also launched an annual candidate feedback survey and debriefing sessions for hiring managers and interviewers to drive improvements in our approach. See page 17 for more on our Diversity, Equity, and Inclusion efforts.

Onboarding

Helping our frogs leap forward in their careers is critical to our ability to retain their talent in a competitive industry. This journey starts on day one with a smooth onboarding process.

In 2023, we improved our onboarding website, created a new employee orientation session, and implemented a questionnaire to gain feedback from new hires. Furthermore, we developed a dedicated onboarding portal that contains all the professional knowledge for new frogs in the Product & Engineering group.

Buddy in the Swamp is our new three-month orientation program, which partners new hires with a senior frog – their buddy – to help them settle in personally and find their feet professionally. Not only does this help our new frogs get off to a flying start at JFrog but it also enhances the knowledge, empathy, and interpersonal skills of buddies, helping us build a pipeline of leaders.

In 2023, we introduced a post-offer engagement program to ensure new frogs have a successful landing after leaping into their swamp.

Growth and development

Our goal is to build a pipeline of JFrog leaders and help all our frogs reach their potential.

We invested more than US\$200,000 on training for our frogs in 2023, with an additional US\$60,000 spent on online learning platforms. Following the recent appointment of our first Global Learning and Development Director, we have renewed our focus on growing and formalizing our learning and development program. In consultation with our frogs, we have begun developing a new Learning Management System, which we plan to launch in 2024.

Our goal is to build a pipeline of JFrog leaders and help all our frogs reach their potential.

Following the recent appointment of our first Global Learning and Development Director, we have renewed our focus on growing and formalizing our learning and development program. including launching our first course cultural diversity training which is part of our ongoing up skilling program.

During the past year, we've also begun developing a new Learning Management System, which is planned to be launched during the coming year.



A key part of our learning and development offering is the JFrog Academies program, which promotes internal and external career development.

Sales Academy

A fully paid program which includes learning from JFrog's sales professionals about tools, methods and processes, the DevOps industry, and JFrog products and offerings including hands-on experience.

Security Academy

A paid training program, focused on a wide range of the latest security technologies and innovations in the DevOps industry. The training covers modern attack vectors and is led by JFrog's top-tier mentors.

Product Academy

A paid program which exposes the participants to the world of a product manager, dealing with a variety of interdisciplinary topics, led by JFrog product experts.

Voyagers Academy

An intensive eight-week paid training program on software development to support recruitment into the Developer Support team.

HR Academy

For junior-level recruiters, which teaches them how to source and hire for tech professions.



Building the leaders of tomorrow

We run managerial programs that enhance perception, skills, and resilience, with the goal of nurturing our rising stars to become the next generation of JFrog leaders.

Our LEAD program is for first-time managers while Scale Up is our year-long leadership program for senior managers of that defines our managerial model and focuses on our Leadership Attributes (see right).

Our Leadership Attributes were created in 2022 to preserve the “JFrog way” and scale our mid-level leadership layer. This followed a period of rapid growth which saw our ranks swell to more than 1,000 employees. In 2023, we integrated them into the CODEX and employee engagement survey so that managers can get feedback about their leadership from fellow frogs. Starting in 2024, the Leadership Attributes will be incorporated into the managers' performance evaluation forms to further enhance our understanding.



Our leadership attributes

Be the CODEX Guardian

You can't lead nor manage at JFrog without fully embodying the CODEX. It's our “north star” – it's who we are and what we stand for. The CODEX is being violated every day several times, that's normal – as a leader at JFrog you are expected to make sure that violations are being addressed and fixed.

Lead by Example

We all have role models in life, be one for your team and other employees! Show self-example in everything you do or say. Build your legacy in JFrog by leading people to be like you – a JFrog leader. Leading the pack from behind throughout their goals and achievements can only be done by setting standards that start with you.

Show Enthusiasm, Passion, and Optimism

You don't have the privilege to “be down”. Become your own team spirit builder and positive energy magnet. Make sure that your team is authentically and energetically engaged. Practice passion when you do what you do, when you say what you say – keep the “aura” over your head, people don't miss it! Energetic, Positive thinking, Positive collaboration are a must as a leader.

Always Start with WHY

Don't let yourself or your team start anything at JFrog without a clear goal and focus. Think from the “why-in” and not from the “how or what-out”. Stay focused and make sure why we do things is clear.

Own it and Make It Happen

You own it, you understand the accountabilities and dependencies, the SOW and required deliveries are clear. You are committed to timeline and ETAs – now make sure you deliver and make it happen in the highest quality and continuous desire to make it even better next time.

Be Courageous, Perform Bold Leadership

Be bold yet humbled, be fair and make sure that when you make decisions (especially hard ones) you also take responsibility. Don't compromise or be afraid to make mistakes, it's better than being stuck. Make sure that you clearly communicate your expectations, that's the first bold move leaders do. Make conscious choices and mean “yes” when you say “yes”.

Build a Better Team than You Had Yesterday

Coach and invest in the next generation. Make sure your team includes people who can lead in the future. You are nothing but the overhead to your team if you are not building a team that learn how to become better and leads other teams and peers to success.

Cross not Siloed

We are a critical interface to other organizations in and outside the company. Collaboration means that your team's success is amplified by your peers' and colleagues' success.

Own Your Employees' Career Success

Allocate time to design and communicate your employee's career path. Show them the destination they need to aim for.

Balance and Priorities

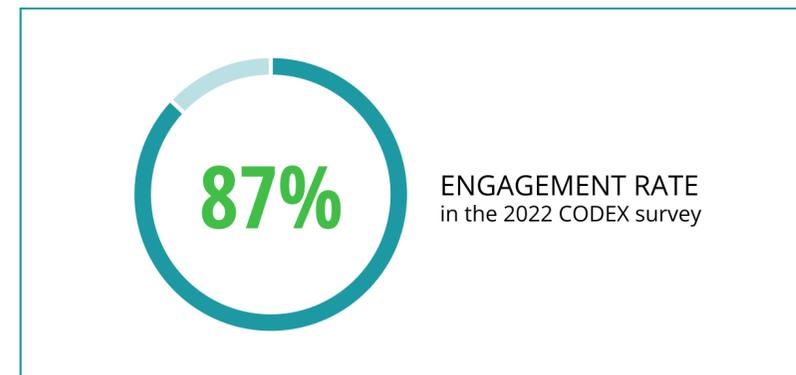
Set the framework for your team strategy. Balancing the success of the team with the company's success is your job. It's why you were chosen to be a manager by the company and the team!



EMPLOYEE ENGAGEMENT & SATISFACTION

In this era of interrelated global crises, it's more important than ever that we listen to employees and understand how we can support them at JFrog.

Every year we conduct a CODEX employee engagement survey, designed to evaluate whether we are “walking the talk” on our CODEX values and living up to our frogs’ expectations. Our 2023 survey was scheduled to take place in October but was postponed due to the outbreak of war in Israel. Instead, we activated JFrog’s emergency plan with tools for both managers and employees to support their wellbeing.



In the 2022 CODEX engagement survey, there was an 87% engagement rate across business units, geographies, and demographic groups, which is higher than the market benchmark for the global software industry (84% in 2022). 84% of the employees who participated said they regarded JFrog as having a distinct culture and DNA. This is significant given our recent growth and a sign of how the CODEX has become the solid backbone of our company.

Competitive compensation and benefits

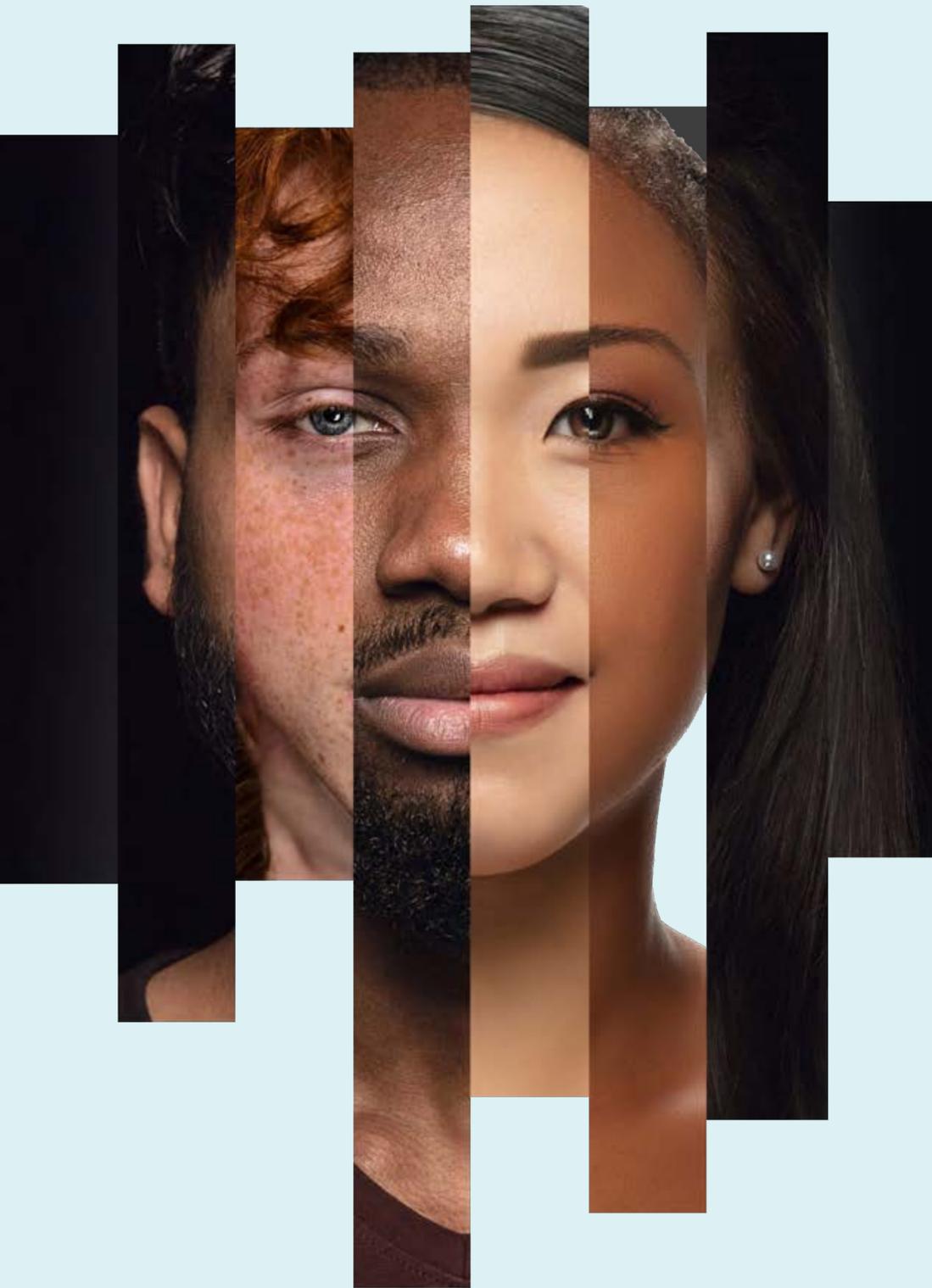
We monitor pay gaps during our annual compensation process and in 2023 found no significant disparities in pay between genders, either in terms of performance-based pay or stock-based compensation.

In addition to competitive compensation, we offer our frogs a wide range of benefits to support their wellbeing and work-life balance, including:

- Healthcare insurance and retirement savings plans for our frogs around the globe
- Employee share ownership scheme and employee stock purchase plan
- Hybrid working – we allow frogs to work from home up to two days a week
- Global fitness plan and wellness programs
- Frogs of Fame – will be launched in 2024, a global recognition program to recognize employees for outstanding and exceptional achievements
- Regular lunches hosted by company leaders to build cross-team connections

We also provide a group bus service, the Froghopper, connecting some of our swamps to key residential areas.

We re-evaluate our benefits plans on a frequent basis to assure we provide our employees with the best care.



DIVERSITY, EQUITY, AND INCLUSION

Agility and innovation are JFrog superpowers and drivers of our success. To maintain our position at the leading edge of software development, we need to attract and retain a workforce that sees the world from multiple angles.

Beyond our duties as an equal opportunity employer, we seek to do this by tackling unconscious bias within our organization and by partnering with proactive organizations to nurture tech talent in historically underrepresented groups. Above all, we strive to cultivate an inclusive swamp where every frog has a fair opportunity to succeed.

Diversity, equity, and inclusion (DEI) has been reflected in our practices since the early days of the company. Oversight responsibility was formally assigned to our Compensation Committee through an amendment of the charter in 2023. We also review and discuss DEI matters as part of our quarterly ESG reporting to the Nominating and Governance Committee.

Our diversity dashboard

The appointment of a Chief Sustainability Officer (CSO) in 2023 has enabled us to deepen our focus on DEI. One of the CSO's first priorities was to start developing a diversity dashboard giving us enhanced visibility of our diversity metrics so that we can drive year-on-year improvements.

In our first year, we focused on gender diversity metrics, which show that at the end of 2023:

Women make up

30% OF OUR WORKFORCE

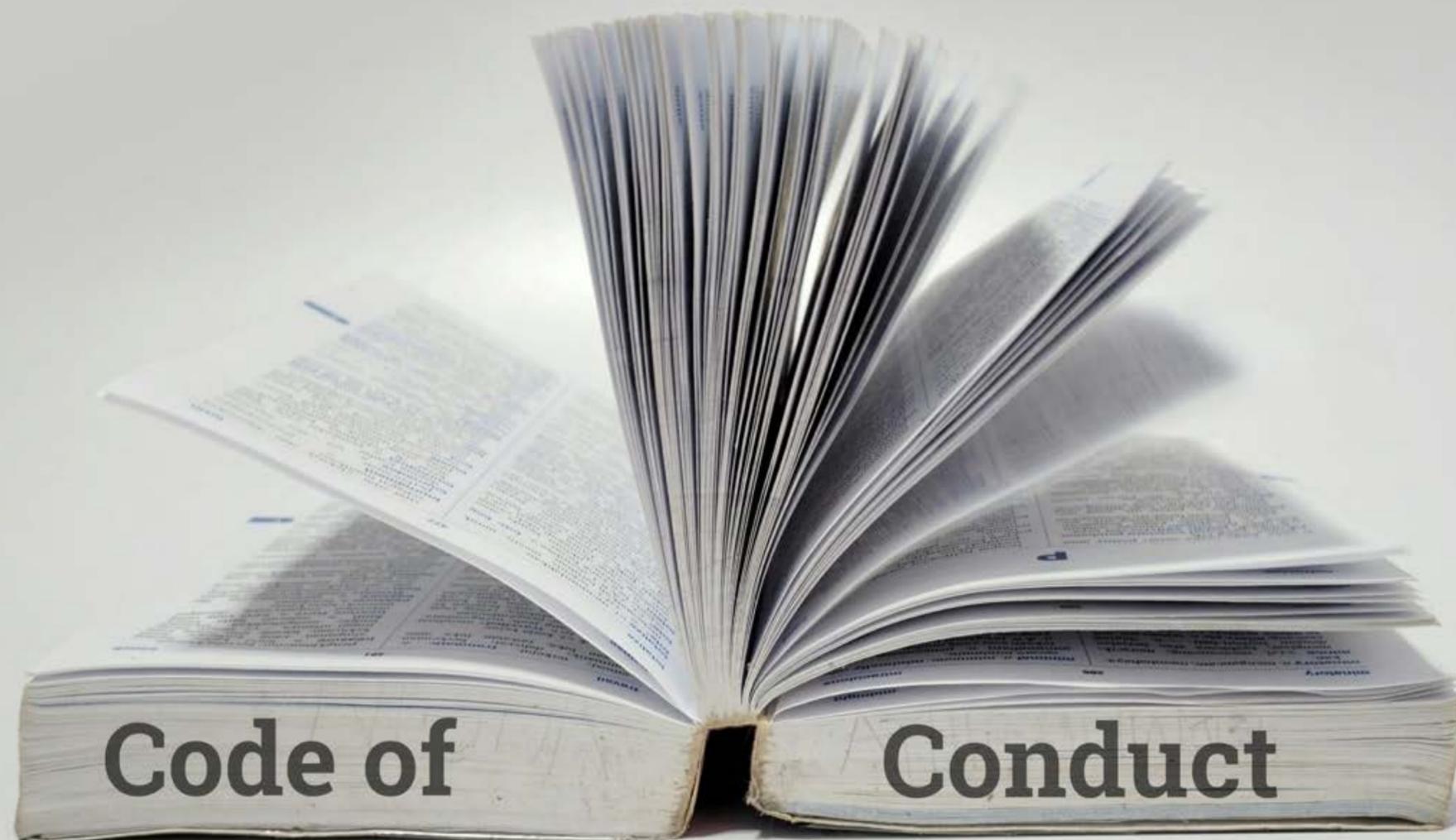


30% OF OUR MANAGERS



50% OF OUR C-SUITE





Training and awareness

All frogs must acknowledge that they have read our Code of Conduct and compliance policies and that they commit to comply. These require them to treat colleagues in a respectful manner and to forge working relationships that are uniformly free of bias, prejudice, and harassment. As part of our onboarding CODEX training (see page 4) and ongoing discussions, we regularly talk about the importance of working together to build an inclusive and equitable culture. Our new Buddy in the Swamp program (see Talent Acquisition) is another important piece in the puzzle of making frogs feel at home from day one while developing compassionate and inclusive leaders.

In the debriefing sessions we ran for hiring managers and interviewers in 2023 (see Talent Acquisition), we focused on raising awareness and understanding about the negative impacts of unconscious bias and how to mitigate it.

Diversity events

Reaching out through events is a key way we seek to continue to diversify the JFrog family. In 2023, we attended diversity career fairs to engage with potential candidates. We also ran a series of technology meet-ups to enhance a diverse pipeline, in which women in leading technological positions showcased their work and shared their inspiring stories.

As part of a social media campaign to engage future and existing frogs, we ran several employee success stories reflecting our diverse workforce. We are also mindful to ensure that the diversity of JFrog's team is represented at the events we attend.



Partnering for DEI

We partner with a number of organizations to promote social mobility and broaden our talent pool.



[Hire Heroes USA](#) – U.S. non-profit organization providing free career coaching and employment placement services to U.S. military members, veterans, and their spouses.



[Women in DevOps](#) – Global platform that advocates for gender equity, breaking down barriers and promoting positive change across the wider world of tech, with the aim of reducing the impact of social, economic, and professional hardships that disproportionately affect women in technology.



[App Academy](#) – Provider of in-person and online software engineering coding bootcamps that offers scholarships and deposit assistance to applicants from communities underrepresented in tech, such as women, LGBTQIA+, people of color, refugees, and veterans.



[Unistream](#) – Non-profit providing life, business, and financial literacy skills programs to young people on Israel's socioeconomic and geographical periphery.



[Step2Tech](#) – Israeli non-profit that arranges for young people from communities underrepresented in tech, including Arab, Ethiopian, and ultra-Orthodox communities, to spend the day job shadowing a tech professional.



[She Codes](#) – A 100,000-strong community of female software developers offering events, courses, and guidance with the goal of gender equity in the high-tech industry within a decade.



[Youth for Seva](#) – A nation-wide volunteering movement that inspires youth to volunteer, and provides them with meaningful opportunities to serve the community.



[Need base India](#) – A nation-wide volunteering movement that inspires youth to volunteer, and provides them with meaningful opportunities to serve the community.

The worldwide community

Through our global network of Community and Social Responsibility (CSR) committees, we seek to make a positive impact on the ground in the nine countries where we operate.

We have four regional committees, based in the US, Israel, India, and Europe, each composed of volunteers drawn from every department that define relevant causes they wish to support on an annual basis. Most relate to our focal themes of social mobility and environmental protection, but they may also be responses to local or national disasters such as floods or fires.

Our global CSR committee, headed by our Chief Sustainability Officer, reviews requests and allocates budget. As of 2023, these philanthropic efforts, including corporate donations, funds raised, and hours volunteered, are being tracked on our ESG dashboard, which will inform the setting of targets.

 **100+** COMPUTERS DONATED

 **3,000+** VOLUNTEERING HOURS



GIVING BACK TO THE COMMUNITY

The happiness of our communities and customers is one of JFrog's main values.

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 our swamps. During the past year, we invested over US\$1M in financial and engineering support of these initiatives.

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 Oasis Organization. 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.

The worldwide community

Our community contribution strategy prioritizes activities that promote social mobility and environmental sustainability.

We partner with relevant NGOs to support a variety of initiatives dedicated to these focus areas.

Our employees invested over 3,000 volunteering hours in 2023 to supporting programs ranging from a hackathon for youth from Israel's periphery to tree-planting, cleaning, and help for families in need.

We regularly donate our computers to people in need such as children in care, students and individuals with special needs.

In addition, we're leaping forward to assist with global unexpected urgencies such as we did for Ukraine and COVID-19 in the past years.

This year, we faced the need to support the communities that were brutally attacked during Hamas' attack on October 7th in Israel.

JFrog's Board Of Directors approved a \$1.5 million donation towards the restoration of the southern Israeli communities devastated by the heinous terrorist attack. This donation has expanded further, as we extended the opportunity for our employees to join in, contributing to increase this support.

Our mission goes beyond merely rebuilding what was lost; it's about fostering a brighter future for the region.

Open Source Foundations



OSS projects we sponsor





Despite our rapid growth, we have never forgotten our roots as an open-source start-up born during the 2008 economic recession.

JFrog Boost is a program we began during the COVID-19 lockdowns to give back to DevOps entrepreneurs and small businesses. What began as an initiative in our Tel Aviv swamp has rippled out across our entire global footprint. 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 nonprofits and innovation in other areas. For more information, visit our website.

Swamp Up is our annual user conference that brings together developers, architects, and DevOps professionals to learn about the latest trends and technologies in software development and delivery.

First held in 2015, the conference now attracts hundreds of participants from around the world and is proving a valuable event for knowledge exchange and networking in the DevOps sphere.

Our Responsibility to the Environment

At JFrog, we believe that helping to protect the planet for future generations must be integral to our value creation story. Every frog is encouraged to play a part in our climate action journey.

In 2023, we established our Global Green Operations Policy (See page 27 for full policy) to guide us in minimizing our operational carbon footprint and promoting environmental sustainability across our value chain.

One of the responsibilities of our new Chief Sustainability Officer (CSO) role is to analyze our operations and establish baselines against which we can set environmental targets and make measurable progress in 2024 and beyond.



SAVING ENERGY AT OUR SWAMPS

As tenants of all ten of our swamps (offices) around the world, we have limited control over energy management at our facilities. However, we work with our lessors to implement measures to reduce our environmental impact.

At all three swamps in the United States, we use 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. At our other swamps around the globe, we use similar smart systems wherever possible that automatically switch off lights and air conditioning when it is not in use.

AVOIDING TRAVEL-RELATED EMISSIONS

Our hybrid working model, which allows frogs to work from home two days a week, means we can be more efficient with office space and energy consumption while minimizing commuting. We also provide a group bus service connecting some of our swamps to key residential areas. The FrogHopper service takes dozens of cars off the road, further reducing our Scope 3 emissions. Through our Global Green Operations Policy, we also encourage the use of carpooling, biking, walking, and public transport. 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.



MINIMIZING WASTE

We recycle or donate our end-of-life hardware to non-profit organizations and to support for people in need. This includes NGOs such as MITCHASHVIM for example which distributes refurbished computers to low-income and ethnic minority families at a subsidized price, and Orr Shalom, which supports children and youth in foster homes.

In 2023, we donated computers, mobile phones and computer screens to these organizations, thereby extending their lifecycle while assisting people in need.

Every new hire at JFrog is given a reusable water bottle, to reduce the need for single-use plastic containers. We also encourage frogs to use the recycling cans where available.

ENGAGING WITH OUR VALUE CHAIN

JFrog's software, by its very nature, helps our customers become more efficient by synchronizing and streamlining their software and operations. We are exploring ways to quantify the positive impact that our products have on helping customers transition to a lower carbon economy.

As a company reliant on cloud infrastructure, we recognize that data centers and data transmission networks are responsible for 1% of global energy-related greenhouse gas emissions. JFrog does not own any data centers, and a competitive advantage of our platform is that we allow our customers to work with any cloud provider they choose. For JFrog products, Amazon Web Services, Microsoft Azure, and Google represent 100% of third-party cloud services. Each of these providers have set emissions reductions targets.

As set out in our Global Green Operations Policy, we prioritize the procurement of environmentally friendly products and services whenever possible, including recycled office supplies and energy-efficient office equipment.



>95% OF IT EQUIPMENT RECYCLED OR DONATED

Conclusion

Thank you for your interest in JFrog and our evolving ESG program.

Our priority in 2024 is to continue measuring and assessing our ESG progress on our journey to establishing ESG-related targets. As we continue to enable a world in which software updates are continuous, fast, and fearless, we pledge to stay relentlessly focused on our ESG program, accelerating a world fit for future generations. Thinking big and leaping forward as a team with care, integrity, and innovation, we intend to merit the trust placed in us by our valued global community.



Frameworks & Standards

The below voluntary are categorized according to the Sustainable Accounting Standards Board (SASB) frameworks for Software and IT Services.

TOPIC	SASB CODE	METRIC	JFROG DISCLOSURE
Environmental Footprint of Hardware Infrastructure	TC-SI-130a.1	(1) Total energy consumed, (2) percentage grid electricity, (3) percentage renewable	JFrog is currently exploring the measurement of energy consumption.
	TC-SI-130a.2	(1) Total water withdrawn, (2) total water consumed, % of each in regions with High or Extremely High Baseline Water Stress	JFrog is currently exploring the measurement of water consumption.
	TC-SI-130a.3	Discussion of the integration of environmental considerations into strategic planning for data center needs	We do not own any data centers and utilize third-party cloud services, which is a more energy efficient approach. 100% of our third-party partners for our products, including AWS, Microsoft, and Google, have all set emissions reduction targets. See Engaging With Our Value Chain (pg. 23) of our 2023 Sustainability Report.
Data Privacy & Freedom of Expression	TC-SI-220a.1	Description of policies and practices relating to behavioral advertising and user privacy	JFrog's Privacy Policy applies to JFrog's solution, products, platform, and services and describes how JFrog collects, uses, and discloses JFrog's customers, users, partners, and website visitors' information. Additionally, JFrog uses certain web monitoring and tracking technologies, such as cookies to assist its advertisement operations among other activities, such as enhancing the user experience. Visitors can opt out of the use of cookies at any point via the cookie banner available on our website. For more details please refer to our Cookie Policy .
	TC-SI-220a.2	Number of users whose information is used for secondary purposes	JFrog uses personal data in a fair, lawful and transparent manner, in which the use of personal data is explained, including the types of data collected, the purposes for which the personal data is collected, third parties to whom personal data may be disclosed and the rights available. Such use of personal data is done in accordance with our Privacy Policy .
	TC-SI-220a.3	Total amount of monetary losses as a result of legal proceedings associated with user privacy	None.
	TC-SI-220a.4	1) Number of law enforcement requests for user information, (2) number of user whose information was requested, (3) percentage resulting in disclosure	None.
	TC-SI-220a.5	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	We understand that these laws are typically used to engage in surveillance. Because the data that JFrog handles consists of DevOps solutions and minimal Personally Identifiable Information (username, email address, and last login IP address), we have no reason to believe that a government would seek to target the data we process. To date, JFrog has not received any such request. In addition, JFrog conducted a Personal Data Transfer Impact Assessment ("TIA"). The TIA is designed to identify whether any risks to privacy and data protection may be associated with personal data transfers. JFrog's TIA may be provided upon request.
Data Security	TC-SI-230a.1	(1) Number of data breaches, (2) percentage involving personally identifiable information (3) number of users affected	No material breaches occurred in 2023.
	TC-SI-230a.2	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	While we remain committed to proactive measures, we also maintain a robust incident response plan. In the unlikely event of a security incident, our team is prepared to respond swiftly and transparently, prioritizing the safety and security of our stakeholders. We have also adopted internationally recognized standards and compliance frameworks, such as ISO 27001 and 27017 to ensure that our data privacy and security practices adhere to industry best practices. See Data Privacy & Cybersecurity (pg. 9) of our 2023 Sustainability Report.
Recruiting & Managing a Global, Diverse, & Skilled Workforce	TC-SI-330a.1	Percentage of employees that are (1) foreign nationals and (2) located offshore	JFrog has around 6% foreign national employees and less than 1% offshore.
	TC-SI-330a.2	Employee Engagement as a percentage	Our 2023 survey was postponed due to the outbreak of war in Israel. In the 2022 survey, we saw an 87% engagement rate across business units, geographies, and demographic groups.
	TC-SI-330a.3	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	Women make up (1) 30% of our managers and 50% of our C-Suite, (2) 20% of our technical staff, and (3) 30% of our overall workforce.
IP Protection & Competitive Behavior	TC-SI-520a.1	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	JFrog needs to confirm this and remove placeholder.
Managing Systemic Risk from Technology Disruptions	TC-SI-550a.1	Number of (1) performance issues and (2) service disruptions; (3) total customer downtime	JFrog's Production environments uptime exceeded the contractual SLA of 99.9% in 2023
	TC-SI-550a.2	Description of business continuity risks related to disruptions of operations	Please refer to our 10-K .

Global Green Operations Policy

1. Introduction

At JFrog, we recognize our responsibility to promote environmental sustainability and minimize our carbon footprint in all aspects of our operations. As a global technology company with offices (aka "Swamps") in Israel, the United States, EMEA, and APAC, and a dedicated team of 1,400 employees (aka "Frogs"), we are committed to taking proactive measures to protect the planet and contribute positively to the communities we serve. This Global Green Operations Policy outlines our commitment to environmental responsibility and the steps we will take to achieve it.

2. Environmental Stewardship

2.1. Sustainable Office Practices

- We promote the use of energy-efficient practices in all Swamps to reduce electricity consumption, including the use of LED lighting, energy-efficient appliances, and automated power management systems.
- We minimize paper usage through digital documentation double-sided, recycled paper printing when necessary.
- We organize meetings and events with sustainability in mind. Use digital invitations, provide reusable tableware and consider virtual meetings when feasible to reduce travel-related emissions.
- We encourage the responsible use of resources including use of shared seats where applicable and limited office supplies.

2.2. Green Procurement

- We will prioritize the procurement of environmentally friendly products and services whenever possible, including recycled office supplies and energy-efficient office equipment.
- We will provide advantage to suppliers who share our commitment to sustainability including social businesses.

2.3. Waste Reduction and Recycling

- We maintain comprehensive recycling programs including the proper disposal of electronic waste.
- We actively promote waste reduction practices, such as reducing single-use plastics and promoting reusable alternatives.

3. Sustainable Transportation

3.1. Employee Commuting

- We encourage the use of alternative transportation methods for employees, including company "hopper" joint ride where applicable, carpooling, biking, walking, and the use of public transportation, where feasible.

3.2. Hybrid Model

- We work in a hybrid mode of work, allowing employees to combine work from our offices with work from home, reducing the need for daily commuting and allowing a more efficient office space usage.

4. Renewable Energy

4.1. Transition to Renewable Energy

- We use renewable energy solutions, where available and financially viable, to reduce our carbon emissions.

5. Community Engagement

5.1. Environmental Awareness and Education

- We promote environmental awareness to foster a culture of sustainability within JFrog.
- We will actively participate in local environmental initiatives and volunteer programs to give back to the communities where we operate.

6. Monitoring and Reporting

6.1. Environmental Performance Tracking

- We will regularly monitor and measure our environmental performance, setting targets for continuous improvement.
- We will maintain records of our energy consumption, and greenhouse gas emissions where applicable.

7. Compliance and Accountability

7.1. Compliance with Environmental Laws

- We will comply with all relevant environmental laws and regulations in the countries where we operate.
- We will proactively seek opportunities to exceed legal requirements.

7.2. Accountability

- The responsibility for implementing this policy and achieving its objectives lies with all frogs, from leadership to every team member.
- JFrog's leadership will regularly review and update this policy to ensure its effectiveness and alignment with evolving environmental standards and practices.

8. Conclusion

Jfrog is committed to being an environmental leader in the technology industry. This Global Green Operations Policy is a testament to our dedication to sustainability, and we encourage every Frog to embrace and champion our green initiatives.

Together, we will make a positive impact on the environment and leave a legacy of sustainability for future generations.

Guidelines & Best Practices

for creating an inclusive and equitable hiring process

At JFrog, we embrace the power of diversity, and it is embedded in our Codex and our values of Integrity, Care, and Everyone Counts & Everyone Matters. Extensive research supports our belief that the convergence of diverse perspectives yields the best outcomes for our employees, our company, our customers, our communities, and the world around us. We are committed to an inclusive recruitment process that upholds the principles of fairness, equality, and inclusion where unique perspectives are welcomed, and authenticity is valued.

The following guidelines are designed to help us think through the details of our hiring process in order to achieve our recruiting goals and to create a more diverse, inclusive, welcoming, and successful organization.

1. Crafting inclusive job descriptions that welcome candidates

To create a welcoming and inclusive environment in the early stages of the hiring process, we make sure to use inclusive language that invites candidates in, removing gendered language and jargon that can make potential candidates feel excluded.

2. Inclusive Recruiting Campaigns and Branding

Our recruitment campaigns, employee videos and internal branding initiatives (e.g., referral campaigns) aspire to reflect the diversity of JFrog, our customers and the communities we serve. Additionally, we spotlight and champion individuals from underrepresented groups in technology by providing a platform to share their inspirational stories at professional technology conferences and meet-ups.

3. Educating Hiring Managers and Interviewers

To mitigate biases such as the “Just Like Me” bias and gender bias, we conduct training sessions for hiring managers and interviewers, enhancing their awareness, and equipping them with tools to avoid recruitment bias and discrimination during the hiring process.

4. Driving inclusive hiring through value-based interviewing

We incorporate our core values as a central component of our interview and selection process. This approach focuses our hiring teams to not only focus on the candidate’s qualifications but also assessing the alignment of the candidate’s values with those of the company, rather than personal biases or stereotypes. We carefully select the hiring team, and each interviewer conducts individual interviews with the candidate bringing diverse perspectives that enable inclusive hiring decisions.

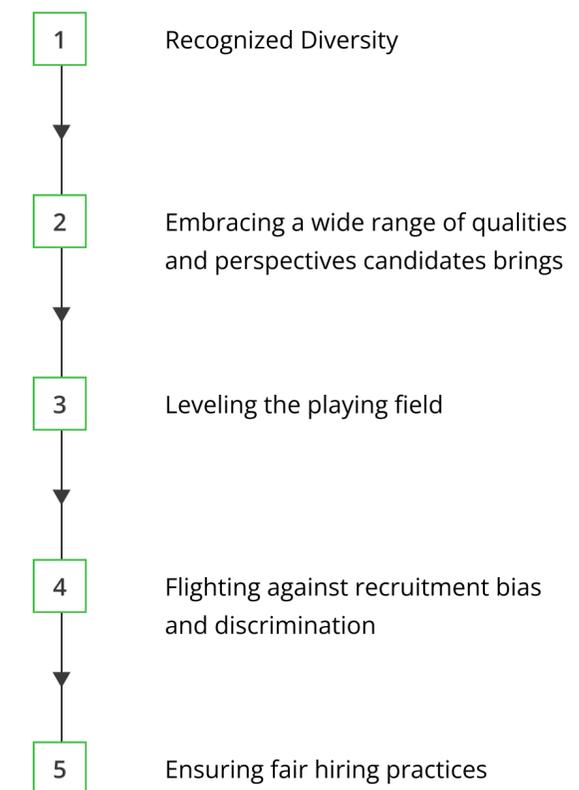
5. Adherence to Local DE&I Regulations

We diligently monitor and comply with local diversity, equity, and inclusion regulations, including considerations related to parental duties, military service, age, gender, and other relevant aspects.

INCLUSIVE HIRING PROCESS AND GUIDELINES

We monitor pay gaps during our annual compensation process and in 2023 found no significant disparities in pay between genders, either in terms of performance-based pay or stock-based compensation.

In addition to competitive compensation, we offer our frogs a wide range of benefits to support their wellbeing and work-life balance, including:



Forward- Looking Statements

Various statements in this report, including statements regarding our goals, predictions, objectives, and expected results, are “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, Section 27A of the Securities Act of 1933, and Section 21E of the Securities Exchange Act of 1934 and are generally identified by the words “believe,” “expect,” “intend,” “opportunity,” “will,” “should,” “could,” “would,” “likely,” and similar expressions. Forward-looking statements are based on current assumptions that are subject to risks and uncertainties that may cause actual results to differ materially from the forward-looking statements, including the risks and uncertainties more fully described in our filings with the Securities and Exchange Commission, including our Form 10-Ks, Form 10-Qs and Form 8-Ks filed with the Securities and Exchange Commission. We undertake no obligation to update or revise publicly any forward-looking statements, except as required by applicable law.