



THE  
LIQUID  
SOFTWARE  
COMPANY

# SUSTAINABILITY REPORT

May 2025



# LETTER FROM OUR CEO



Being a sustainable company is not just a responsibility - it's a privilege! It means striking the right balance between financial performance, environmental responsibility, social impact, and ethical governance. When sustainability is woven into the very fabric of your company core values, it becomes more than a responsibility - it becomes a catalyst for lasting impact and fuels enduring success for your business, empowers your stakeholders, and helps protect the future of our society and our planet.

As we unveil our 2024 Annual Sustainability Report, I want to take a moment to extend my heartfelt gratitude for your continued support and belief in JFrog. The past year has presented remarkable opportunities alongside macroeconomic and geopolitical challenges, all of which have underscored the strength and resilience of our team, as well as our ongoing commitments to operate a responsible, sustainable and planet-friendly business.

At JFrog, our team, hailing from a multitude of backgrounds and cultures, not only reflects the global marketplace we serve but also drives innovation and enhances our understanding of the expanding needs of our clients as we continue to expand our footprint in the Software Supply Chain market, delivering solutions that empower millions of software developers and serve the largest enterprises, Academia, and variety of other organizations.

We recognize that this influence comes with great responsibilities! In the context of ongoing global conflicts, economic shifts, and climate change, it is imperative that we remain grounded in our values while making a positive impact in our communities and on our planet. Thus, our commitment to sustainability principles isn't just a compliance requirement; it is a core component of our business strategy.

As we strive as a company to lead in the DevOps, DevSecOps and MLOps realms with a single platform, we are also aware that our journey extends beyond our customers' digital transformation in the era of AI. Our participation in cross-industry organizations also reflects our commitment to a safer software ecosystem. We are dedicated to fostering an environment where innovation, security and sustainability go hand in hand, amplifying our impact on the digital and physical communities we serve.

Our approach to sustainability also aligns seamlessly with our overarching vision of "Liquid Software" - the idea that software can continuously flow from developers to devices in a trusted manner.

As we navigate the complexities of today's challenges, we see a unique opportunity to leverage our technology not only for business growth but also to drive meaningful, transparent change in society and the environment.

As a company that was born for and from the open-source community, and is fueled and lives by its core values, we are committed to maintaining high standards of corporate governance and social responsibility.

Together with our Board of Directors, leadership team, and employees - we remain focused on fostering a culture of integrity, transparency, and sustainability.

Your support is vital to our mission, and together, we can continue to shape a better future for all.

Thank you for your trust, and may the FROG be with you!

Sincerely,

**Shlomi Ben Haim,**  
Chief Executive Officer & Co-founder, JFrog



# ABOUT JFROG

JFrog provides a hybrid, end-to-end software supply chain platform for delivering trusted, secure software updates from code to production - no matter the technologies a company might choose. Our goal is to function as the single source of truth for a company's software footprint, bridging digital gaps between developers, security teams, machine learning engineers, data scientists and other business units to empower a world of always-on, always-current "Liquid Software."

While this may be a noble, business-positive approach, it is one that comes out of a very real need in the developer and security communities who must release more software faster and with confidence. Our partnerships within these communities, our active listening and contribution-oriented approach has built trust in JFrog as a "from the community for the community" organization.

**12**  
SWAMPS  
**1600**  
FROGS

## HEADQUARTERS:

**Sunnyvale,**  
CALIFORNIA

**Netanya,**  
ISRAEL



Today, DevOps, DevSecOps and MLOps teams have a universal goal within organizations: ship secure, intelligent software more efficiently and confidently. As an early pioneer in the DevOps movement (founded in 2008), JFrog recognizes the challenges that companies face as they attempt to converge traditional software development practices, operational teams, security (or DevSecOps), AI, machine learning (MLOps) and more.

This rapidly-evolving demand requires a new generation of tooling that encompasses the complete software supply chain; a platform that serves many personas and functions in an organization.

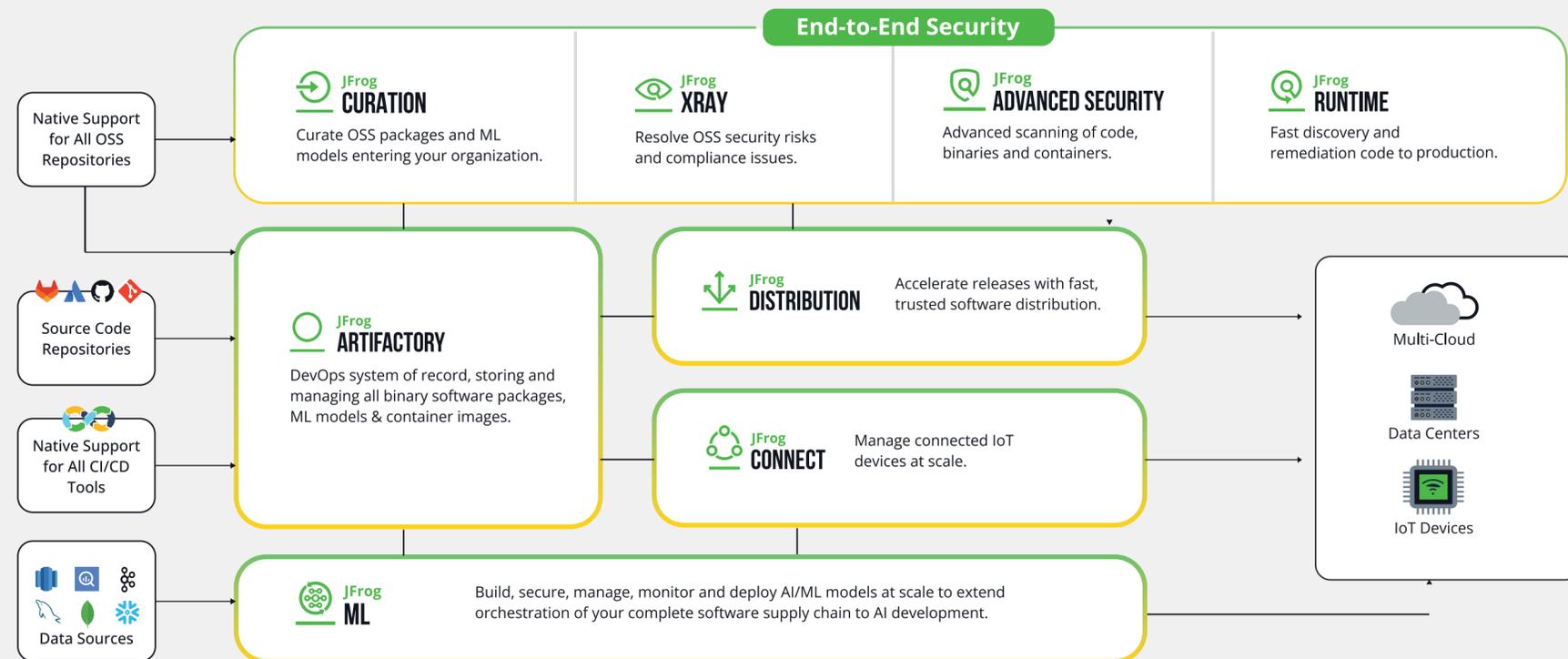
This all-inclusive platform trend serving “EveryOps” will not diminish soon: as the volume of software increases - created both by developers and emerging generative AI technologies - companies

will increasingly require scalable, efficient tools to help manage workflows, processes, policies, application security and all software components.

JFrog is standing in the gap for demanding enterprises, leading companies to increasingly appoint JFrog as their system of record across their software development organizations.

We have “Frogs” – which is what we call our employees – located in twelve “Swamps” – which is what we call our offices – around the globe.

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



## DevOps

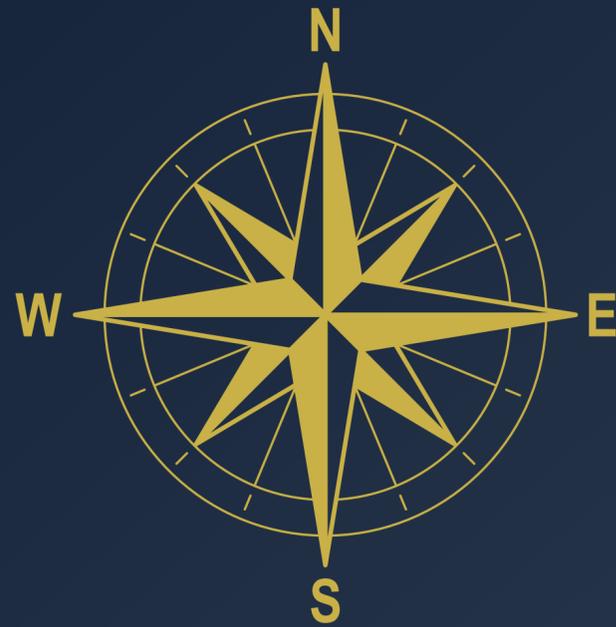
is a contraction of “Development” and “Operations.” It is a set of practices that integrates development, IT and operations teams into one holistic unit to break down siloes and deliver software more quickly and reliably.

## DevSecOps

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

## MLOps

is similar to DevOps, bringing together the worlds of machine learning (primarily driven by data scientists and ML engineers) along with the operational components required to bring ML and AI components to market. When security is considered in this process, some have utilized the term “MLSecOps.”



# THE JFROG CODEX

The JFrog CODEX represents our holistic commitment to our employees ("Frogs"), the community, the market, our partners, and the world around us.

From day one, every new frog is introduced to the CODEX and guided through its principles by departmental executives during onboarding. As a shared set of values, the CODEX is upheld by every frog in every location, ensuring that it informs both internal and external interactions. To maintain its relevance and effectiveness, our entire team reviews and refines the CODEX annually, ensuring its alignment with our evolving commitments and areas for improvement.

Beyond defining our cultural DNA, the CODEX serves as the foundation for our business operations. It acts as our guiding framework when hiring, developing, and promoting employees, shaping partnerships, and establishing our strategic roadmap. By embedding the CODEX into our decision-making processes, we reinforce our commitment to sustainability, integrity, and long-term success.

## Integrity

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

## Community & Customer Happiness

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

## Thinking BIG

Nothing is too small, every detail counts

## Everyone Counts, Everyone Matters

Start the day with a "WE" commitment

## Innovation

Dare to go beyond your comfort zone

## Team Spirit

Mutual trust, joint effort, collaboration

## Open Communication

Anyone can approach everyone about anything at any time

## Agility

Change is an opportunity

## WIN!

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

## Care

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



# OUR SUSTAINABILITY APPROACH

Building a sustainability program has never been a formality or driven by external expectations. Instead, it is a natural extension of our values—rooted in genuine care for the developer communities we emerged from, as well as the broader communities and environments we engage with every day

Every frog plays a role in our culture to advance our sustainability program, with our experienced Board and executive management team monitoring and guiding our approach. Our Chief Sustainability Officer (CSO) role exists to accelerate our progress, shaping and executing our strategy, and working with teams across every function of the business. The natural outcome is embedding sustainability considerations into all of our decision-making and processes, along with keeping the CEO and Nominating and Corporate Governance Committee involved and apprised through quarterly updates.

To ensure global coverage and unified initiatives, our global Community and Social Responsibility committees, made up of JFrog volunteers, complement our sustainability leadership structure. The committees recommend humanitarian and environmental initiatives for us to support, keeping us attuned to community concerns in the countries where we operate. This ensures all of our frogs have equal opportunity to humbly help us all leap forward toward a better, more sustainable, more caring world.

## CSO Responsibilities

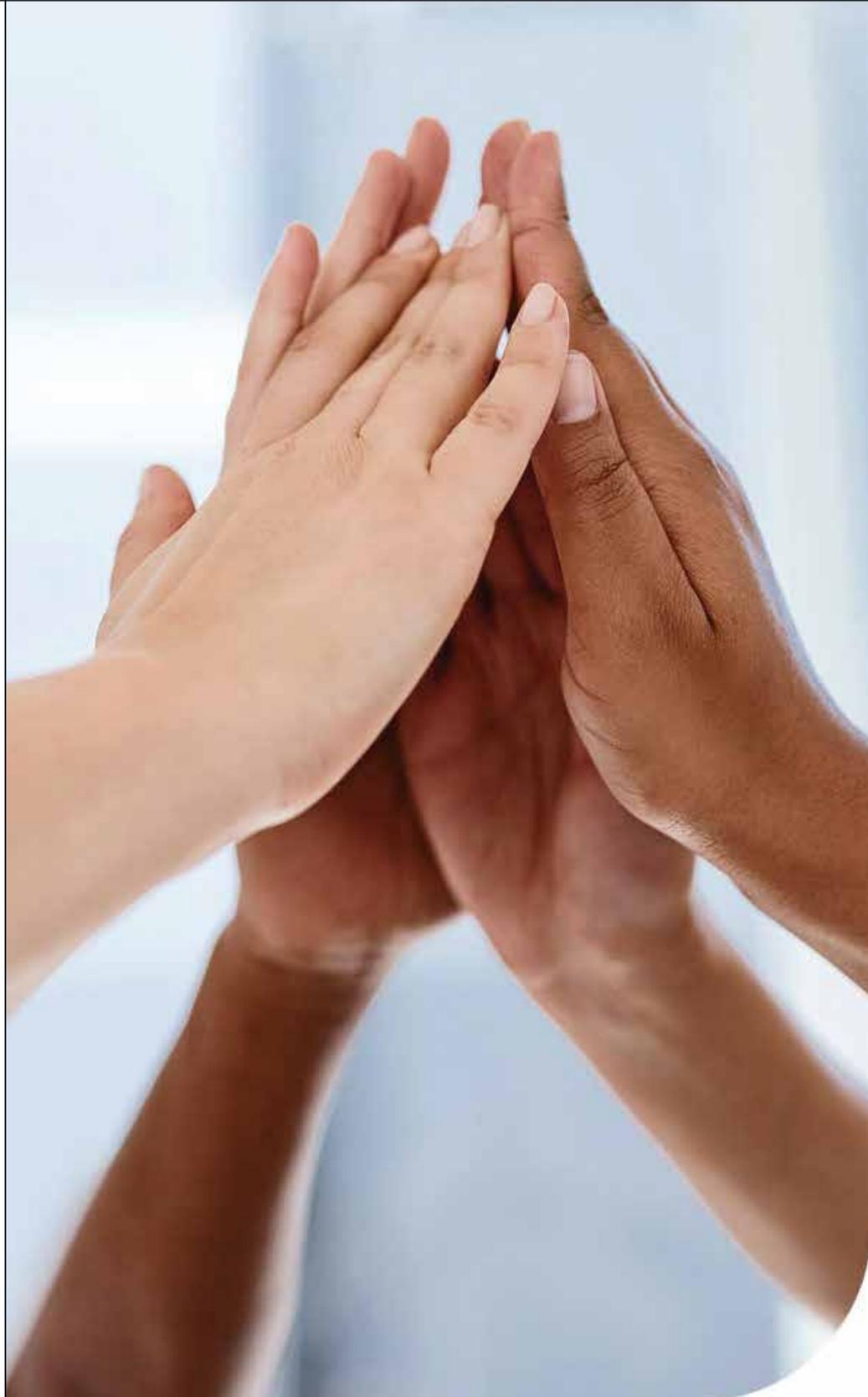
**Review and advise** regarding sustainability-related regulatory compliance – anticipating regulatory changes, assessing risk management, and setting sustainability-related policies and KPIs

**Monitor and report relevant data** to drive 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, partners, customers, developers, peers, and other key groups

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



## Target Setting

We have an active Corporate Social Responsibility (CSR) dashboard to give us greater visibility of our sustainability metrics and assist us with future planning. We continue to monitor indicators and continuously refine the dashboard, using it as a baseline to set longer term targets. Our Board and executive team receive regular updates to track progress and provide accountability.

## Sustainability Priorities

Since we conducted the first materiality assessment by an independent consultant in 2022, we've continued to receive feedback from and listen to the priorities of our stakeholders and hold in-depth panel interviews and online surveys with key leaders within the company. These include managers across JFrog departments, and members of both our executive team and our Board. In 2024, we continued partnering with an independent expert consultant to review materials from sustainability frameworks and ratings agencies, peers, and investors, reassuring us that our material topics remain aligned with evolving stakeholder priorities across the globe

During the past year, we've also conducted a perception study, assisting us to get a better understanding of our shareholders' sustainability key interests and assess the need for any necessary relevant modifications in the relevant fields.

# SUSTAINABILITY OVERSIGHT

- **Chief Sustainability Officer (CSO)** – Reports directly to the CEO, ensuring sustainability is embedded in the highest levels of leadership.
- **Board's Nominating and Corporate Governance Committee** – Receives quarterly updates on sustainability progress, providing strategic oversight and guidance.
- **Global Corporate Social Responsibility (CSR) Committee** – Chaired by the CSO and includes senior leaders from Finance and Legal; responsible for approving key initiatives such as computer donations and other global impact programs.
- **Local CSR Committees** – At each location, these teams are composed of employee volunteers representing a range of departments, roles, and backgrounds. They initiate and lead community-focused initiatives designed to create meaningful, lasting impact, aligned with local needs and opportunities.
- **External Expert Consulting** – Works in close collaboration with the CSO to provide regulatory updates, market benchmarking, and strategic feedback on the company's sustainability roadmap.



# ETHICS & GOVERNANCE

**Ethics and governance are core to how we do business and ensuring accountability. These commitments span not only regulatory compliance and auditing, but also shape our oversight and checks-and-balances programs we've adopted internally. These include our audit teams, cybersecurity governance, Board-level committees, information systems and more.**

Compliance with regulations, both internal and external, is a natural outcropping of our commitments as corporate citizens and individuals. We hold our employees and all our business dealings to account, communicating and training regularly, including on our Global Code of Business Conduct and Ethics and our CODEX, to ensure our values are engrained. Our teams are empowered to meet training and regulatory requirements with comprehensive self-guided and collective sessions.

In upholding our ethical standards, our Internal Audit team investigates incidents and applies appropriate consequences. The team conducts quarterly Internal audits that are also focused on ethics and integrity, maintaining both relevance and a forward-looking approach. These audits are carried out in alignment with the Internal Audit Plan and in connection with our Chief Legal Officer, as approved by the Audit Committee. In addition, Internal Audit performs quarterly testing of the Whistleblower mechanism to ensure its continued effectiveness and integrity.

The Audit Committee is accountable to our Board with detailed reports to the Board on these audits quarterly. These initiatives are also overseen by our Chief Legal Officer to ensure company-wide compliance and ethics are at the forefront of everything we do as "Frogs" in our business dealings and the public eye.

## Governance, Risk Management & Compliance

Strong governance is fundamental to effective risk management and the sustainability of JFrog's operations. Effective cybersecurity governance not only ensures that our organization can identify, respond, and recover from attacks with confidence and speed, but also emphasizes the proactive management and continuous improvement of our cybersecurity posture. This includes anticipating threats, managing risks, protecting critical assets, and fostering a culture of resilience and innovation. Here are the key practices integrated into our governance framework, specifically relevant to our cyber-related disclosures:

## Information Security Governance

JFrog considers management commitment to security as a fundamental component of its commitment to overall organizational excellence and integrity. JFrog encourages proactive and dedicated involvement of senior leadership in establishing, maintaining, and continually improving the organization's information security systems. This commitment involves actively supporting and participating in the development, implementation, and continual improvement of information security systems, providing necessary resources, and integrating security measures into all business processes. This dedication is essential for creating a culture of security, compliance, and excellence, ensuring that security considerations are integrated and implemented into the organization's operations.

### Board Oversight

Our Board of Directors is comprised of experienced professionals who provide strategic direction and oversee governance at JFrog. The Board's Committees meet quarterly to assess risk, address governance matters, and review ethics and compliance initiatives.

### Chief Security Officer

The Chief Security Officer leads JFrog's cybersecurity strategy, ensuring that security practices are embedded across all business functions. Regular updates on cybersecurity risks, policies, and compliance are provided to the CEO and audit committee of the Board.

### JFrog Executive Team

Our Executive Team is committed to integrating robust cybersecurity measures into all aspects of business operations. This includes proactive risk management, continuous improvement, and fostering a culture where security is embedded by design and by default.

### Stakeholder Engagement

We actively engage with a wide range of stakeholders—including investors, employees, partners, and customers—to promote transparency and inclusivity in both our cybersecurity practices and broader sustainability initiatives.

## Risk Management

Risk management is a critical component of JFrog's comprehensive approach to cybersecurity and overall business strategy. Our processes enable us to identify, assess, mitigate, and monitor risks effectively. We practice and build confidence in our ability to identify, quantify, and manage cyber-risks and threats using cyber-risk appetite statements to demonstrate how cyber risks are managed.



### Identifying Critical Assets :

Ensuring that only those with the appropriate authorization and training can access critical assets.



### Regular Risk Assessments :

Conduct regular risk assessments to identify potential threats and evaluate their impact on our operations. These assessments are documented and reviewed by management.



### Vendor Risk Management :

JFrog continuously assesses the cybersecurity risks posed by vendors and third-party partners to ensure they meet our standards for security and compliance. This includes initial onboarding assessments, ongoing monitoring, and formal annual evaluations.





## Incident Response and Mitigation:

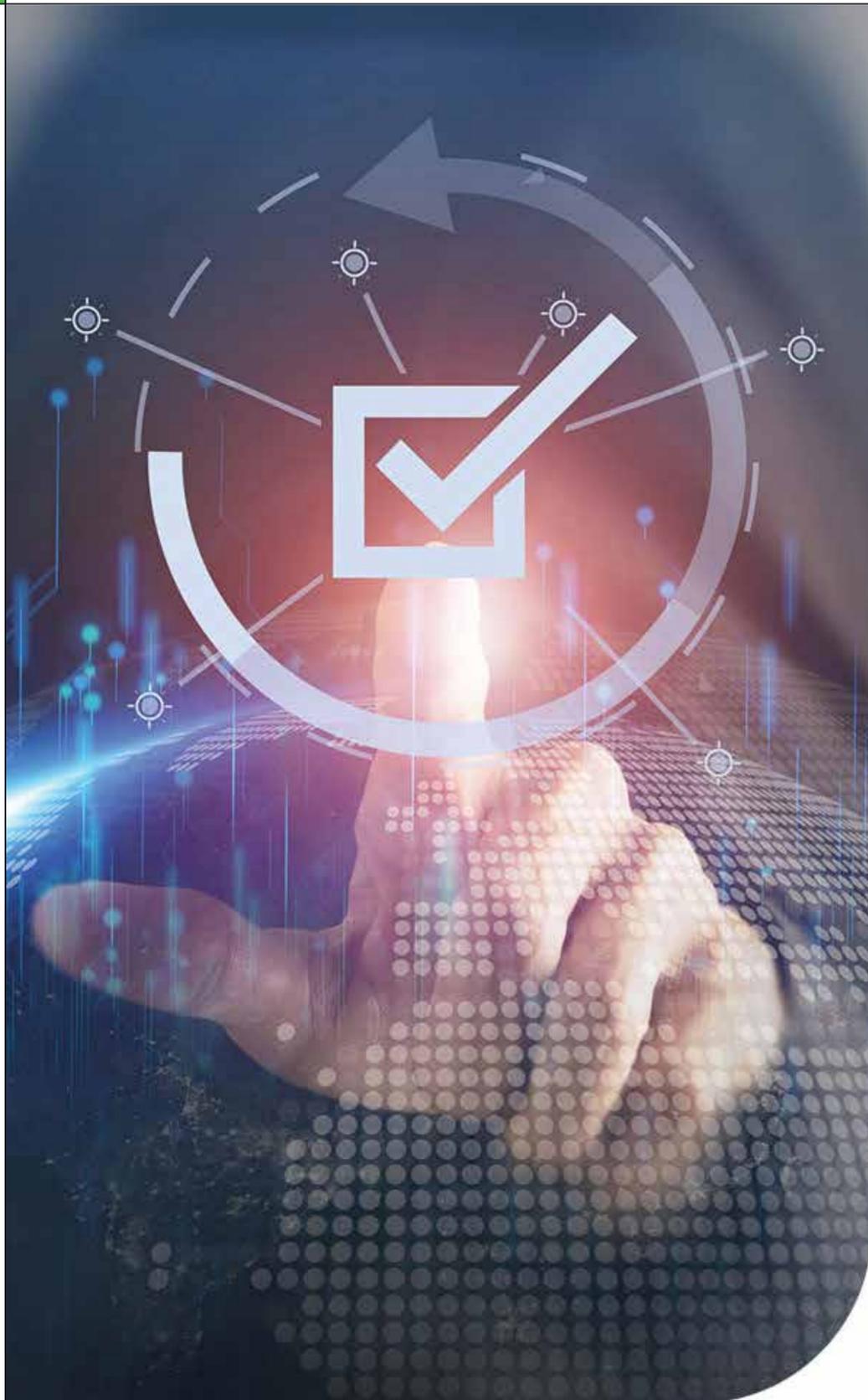
- **Incident Response Plan (IRP)** : Our IRP includes detailed procedures for detecting, analyzing, and responding to security incidents. The plan is reviewed annually and tested through simulated exercises to ensure its effectiveness.
- **Annual Red Team Drills** : we increased our investment in conducting Red Team drills to emulate real-world cyber threats and assess our security measures and response capabilities.
- **Continuous Monitoring** : Ongoing monitoring of our systems and networks for any suspicious activities or vulnerabilities to ensure immediate and effective response to potential threats.

Our **Business Continuity Plan (BCP)** is designed to ensure the timely recovery of operations and services during unforeseen events such as natural disasters, technological failures, or cyberattacks. This includes implementing a comprehensive BCP and Disaster Recovery Plan (DRP) aligned with industry best practices to protect JFrog's and third-party data. We conduct annual tests to verify and enhance the effectiveness of our BCP and DRP, maintain systems to ensure ongoing confidentiality, integrity, and availability of the JFrog Platform, and establish comprehensive ransomware recovery measures, including separate cloud accounts for rapid data recovery. Robust communication and monitoring protocols are employed during response and recovery efforts.

## Security by Design and by Default

JFrog adopts a "**Security by Design and by Default**" approach, integrating security measures from the outset of our development processes. This ensures potential vulnerabilities and threats are identified and mitigated early, reducing the likelihood of security breaches and enhancing the overall robustness of our software:

- **Secure Software Development Life Cycle (SSDLC)** : We have implemented a formal SSDLC policy that integrates security at every stage of the lifecycle—from design and development to testing and deployment.
- **Supply Chain Security** - To ensure the security and integrity of our software supply chain, we have implemented several advanced tools and practices. We utilize **JFrog Xray** for Software Composition Analysis (SCA), ensuring all third-party libraries and open-source components are secure and up-to-date. Additionally, we leverage **JFrog Advanced Security**, **JFrog Curation**, and **JFrog Runtime** to protect our products from supply chain attacks. By focusing on real threats, these measures allow us to effectively mitigate risks and maintain the highest level of security.
- **Design Reviews**: Conduct comprehensive design reviews to identify and address security risks before development begins. Security Code Reviews : Perform thorough security code reviews to ensure all code adheres to secure coding practices.
- **Internal Threat Modeling and Penetration Testing**: Conduct regular internal threat modeling and penetration testing on all major features to identify and address vulnerabilities before they can be exploited.
- **Static and Dynamic Analysis** : Utilize Static Application Security Testing (SAST) and Dynamic Application Security Testing (DAST) tools to identify and remediate vulnerabilities.
- **Bug Bounty Program**: Invested in our bug bounty program to encourage external security researchers to identify and report vulnerabilities, enhancing the overall security of our products.



## Compliance

Compliance with global security standards and regulatory requirements is a cornerstone of JFrog’s approach to information security. We strive for our practices to meet and exceed industry standards through rigorous certification and audit processes:

### Certifications and Audits

JFrog’s information security controls are certified to globally recognized standards, and we are audited annually by certified external independent third-party assessors to verify compliance.

**ISO 27001 certified :** Information Security Management System (ISMS) - JFrog follows the international standard for managing and protecting information security within an organization and recently upgraded the certification to meet the 2022 revision which updates the framework to address evolving threats and technological advancements, with improved alignment to other ISO standards, updated controls, and streamlined requirements. The certification demonstrates adherence to best practices in information security worldwide.

**ISO 27701 certified :** Data privacy extends with ISO 27001 to include privacy management, helping organizations comply with data protection regulations like GDPR. It integrates privacy controls into the ISMS, making it easier to manage and protect personal data.

**ISO 27017 certified :** offers guidelines for cloud security, complementing ISO 27001 with specific controls for securing cloud services. This standard ensures robust cloud environments, helping organizations effectively manage cloud-related risks

**SOC 2 Type II compliant :** A comprehensive report, demonstrating compliance with AICPA’s Trust Service Criteria for security, availability, processing integrity, confidentiality, and privacy.

**Additional Certifications :** CSA STAR Level 1, TISAX, and KY3P certifications further demonstrate our commitment to comprehensive information security.

## Data Protection Controls

Data Management Policies: Implement policies and tools such as Data Security Posture Management (DSPM) and Cloud Security Posture Management (CSPM) to manage and protect data effectively. This includes:

- **Zero Critical Vulnerabilities as a KPI:** Maintaining a key performance indicator (KPI) of zero critical vulnerabilities to ensure the highest level of cloud and data security.
- **Alignment with Frameworks:** Aligning with industry-standard frameworks such as NIST to ensure comprehensive and robust security measures.
- **SSPM:** Implementing SSPM (SaaS Security Posture Management) to detect risky apps and integrations, mitigating them quickly to keep our data safe.
- **Innovative DLP:** Utilizing innovative Data Loss Prevention (DLP) tools to classify our data and prevent over-permissive sharing, ensuring sensitive information remains secure.
- **Incident Reporting:** Our IRP includes data breach notification requirements integrated with our Terms of Service to ensure prompt and compliant incident management.
- **Dedicated Cybersecurity Budget:** Ensure a separate cybersecurity budget that is closely aligned with the total IT budget, addressing the most significant technology risks and threats faced by the business. This budget also supported the initiative to increase our cybersecurity headcount by 30%.





## Continuous Improvement

JFrog continuously monitors and strengthens cybersecurity practices using a dynamic Cyber Maturity Dashboard to track performance and refine key metrics. Regular updates to our Board and executive leadership ensure accountability and drive ongoing improvement in risk management and compliance.

### Internal and External Audits

We conduct annual internal and external audits to assess cybersecurity maturity across multiple domains and standards. Audit findings are shared with relevant stakeholders, prioritized, and translated into actionable steps within our organizational roadmap.

### Ongoing Training and Awareness :

- **Security Awareness Training:** All employees receive comprehensive cybersecurity training, with mandatory annual refreshers. 99% of employees completed their training successfully during the past year, while we target to meet 100% completion by the end of 2025
- **Phishing Attack Simulations :** We run complex, real-world phishing simulations throughout the year to help employees recognize and respond to phishing threats effectively.
- **Upskilling and Development :** To close identified skill gaps, we provide targeted training initiatives, including customized secure development workshops and an annual cybersecurity learning program.
- **Executive Table Top Drill:** We regularly conduct executive tabletop drills simulating cyber incidents. These exercises prepare leadership to respond decisively to evolving threats and reinforce our commitment to a strong security posture.
- **Innovation and Adaptation:** We stay ahead of emerging threats by integrating the latest cybersecurity technologies and methodologies into our systems and processes.



## Data Protection and Privacy

At JFrog, we are committed to protecting the privacy and security of personal data across our services, including that of our employees, candidates, customers, and users. Privacy controls are integral to our approach to environmental stewardship, social responsibility, and governance (sustainability). By implementing robust data retention policies, optimizing storage through cloud solutions, and leveraging energy-efficient technologies, we enhance data protection while minimizing our carbon footprint.

From a social perspective, our privacy initiatives go beyond compliance to consider the ethical implications of data processing, particularly in the realm of artificial intelligence (AI). Responsible data handling strengthens corporate reputation and fosters stakeholder trust. Our governance framework, which includes robust individual privacy rights management and incident response procedures, further strengthens our compliance posture and risk management strategy.

Our **privacy posture** is reinforced through structured third-party audits and certifications, including **SOC 2 Type II, ISO 27001, and ISO 27701**, the international standard for Privacy Information Management Systems (PIMS). ISO 27701 addresses key privacy management areas such as **privacy by design, data mapping, privacy impact assessments, employee training, risk management, cross-border data transfers, and incident response**. Successfully completing these audits demonstrates our commitment to strong governance and comprehensive privacy controls.



### In 2024, We Further Strengthened Our Privacy Program By:

- **Enhancing our global privacy training curriculum**, incorporating real-world scenarios to better equip our teams with data protection knowledge.
- **Updating our global privacy notice** to improve transparency on data collection practices.
- **Developing our responsible AI principles**, ensuring a balanced and ethical approach to AI that enables our customers to leverage AI within our products responsibly.
- **Strengthening our cross-border data protection mechanisms** through certification under the **EU-U.S. Data Privacy Framework, the UK Extension to the DPF, and the Swiss-U.S. Data Privacy Framework** as set forth by the U.S. Department of Commerce.

These advancements reflect our **continuous commitment to privacy growth and adaptability** in response to evolving global privacy laws and regulations.

JFrog maintains transparency and trust by clearly communicating data collection practices, processing purposes, individual privacy rights, and safeguards through our **Privacy Notice, Cloud Data Processing Addendum, and Privacy Center**—ensuring our customers, users, employees, and candidates are informed and empowered.

[Visit JFrog Trust - Privacy Center for more info](#)





# OUR RESPONSIBILITY TO PEOPLE AND COMMUNITIES

JFrog's humble beginnings were in the open source community with JFrog Artifactory as an open source project even before JFrog became a corporation. These community roots continually inform who we are, how we operate, and how we interact with the communities - virtual and physical - around us.

**One of our CODEX values is that "everyone counts and everyone matters."**

This principle goes beyond a simple employee mantra; it reflects our commitment to the world around us and the numerous communities we engage with. As a growing technology company, our digital responsibilities make our physical activities even more impactful, informing how we give back in times of need to environmental initiatives, relieving medical emergencies, assisting refugees and more. We have always "put our money where our mouth is" as we recognize the immense privileges we have been afforded in a position of influence. Giving back is in our DNA, not our business plan.

This mindset of care and impactful contribution has helped us attract the finest employees in the world with unique and innovative ideas that make our products, people and business as innovative as possible. After all, winning doesn't happen in a vacuum - it happens when we collectively lift up one another and the world around us up.

This people-centric culture is the powerful force behind our business success, as we have gone from our open source beginnings to a multi-billion-dollar global company with millions of users of our products.

We have been proud to give back to many organizations that share our values of doing good for the sake of good, not for attention. Among many examples, we have been proud to partner with organizations that empower women in technology, groups that promote environmental conservation in our communities, non-profits that assist at-risk and troubled youth, and have directly supported families and communities affected by global conflicts. This support is an outcome of our inherent obligation to give back, and our employees reinforce that they want to work for a company that has such a passion for social and environmental causes.

Our support for these outcomes extends internally to our employees as well. JFrog is committed to fostering a thriving workplace where employees, partners, customers, and communities feel safe, accepted, and empowered to grow. To ensure this, we have a clear oversight structure led by our Compensation Committee of the Board, which provides key guidance and governance. The Committee reviews our human capital programs quarterly, and when necessary, escalates key or emerging topics to the Nominating and Corporate Governance Committee. Additionally, regular updates on human capital management are shared with the full Board, underscoring its importance as a core pillar of our long-term strategy

We're proud that the outcome of these many commitments is that over 4 in 10 (42%) of our employees joined JFrog through a referral, reflecting that JFrog employees are proud to work here, and they pass along this passion to their friends and colleagues. Good companies attract good people who want to work with other good people. This simple truth perpetuates a virtuous cycle, and we're proud that so many "Frogs" have made such large global impacts.

# 42%

**OF HIRES WERE MADE THROUGH OUR REWARDING EMPLOYEE REFERRAL PROGRAM**



## Talent Acquisition & Development

A candidate's core values, attitude and cultural influence on our "Swamps" is the first thing we look for in our recruiting process. With our history of innovation and challenging the status quo, we don't limit our hiring to stringent "inside the box" thinking, but explore talent and expertise in all our openings to make sure we don't miss tomorrow's rock stars.

To help encourage our "Frogs" to think big when it comes to adding people as part of our "Swamps", we pay generous referral bonuses for each eligible hire.

As part of our ongoing commitments to inclusivity and equitable opportunity, we consider all applicants as required by law.

We utilize an annual candidate feedback survey for hiring managers and interviewers to identify any gaps and drive any improvements in our approach.



## Employee Onboarding

Starting on an employee's first day, JFrog is committed to helping their careers always leap forward. In a highly-competitive industry, attracting and retaining top talent requires setting the tone on day one.

As part of our new learning system ("the JED"), we have extensive onboarding processes on an internal portal, direct feedback gathering from new hires, and specialized programs based on an employee's role, such as in Engineering or Product groups.

Every Frog is also assigned a "buddy" as part of their onboarding process, ensuring a deeper connection with a seasoned frog. Starting a new job is always a challenge, and getting new hires matched with veterans allows for smoother knowledge transfer and a "safe space" for new employees to learn JFrog rapidly, comfortably independent of their management chain. This not only provides a friendly service for the new employee, but helps immediately set the cultural tone that will be the basis for their operation.

## Growth & Development

The next generation of leaders at JFrog is often already inside our "Swamps." Helping these future bar-setters develop and reach their potential is a proud investment we make constantly in our teams.

In 2024, we invested not only time and programs, but also hard dollars (approximately \$900,000) in our leadership development and training initiatives, and also software and guiding digital materials that make up an online learning platform in JFrog. We also launched a new learning management system for all "Frogs" that allows them to soar higher as they learn and operate across the business. Our Learning and Organizational Development focus drove substantial success in 2024, with excellent feedback on areas for growth in 2025 for our current and future leaders.



The JFrog Education platform provides all employees with access to a wide range of internal and external learning resources. such as:

- Our Platform
- Individual Products
- Industry Methods
- Internal Processes
- Leadership and Training
- User Guides
- Professional Libraries

All of these content types are intended to enrich our employees' knowledge, keep abreast of the competitive landscape, manage their internal operations and continue to leap forward in their careers as they become ever-better citizens of the swamp, and the technology ecosystem.



**>400 internal content items**



**>800 enrolled in external training**



**>X2 YOY upskilling budget**



## Building the Leaders of Tomorrow

Our managerial training and development programs ensure that the next generation of rising stars is equipped with the skills and mindset needed to sustain excellence. Our LEAD program supports first-time managers as they grow and thrive in their new roles, while our ScaleUP program sharpens managerial methodologies by guiding and investing in existing leaders, with a strong focus on our core Leadership Attributes.

These Leadership Attributes were created to preserve the “JFrog way” and to help scale our mid-level leadership layer following a period of rapid growth, during which our workforce grew to over 1,000 employees. In 2023, we integrated these attributes into our CODEX framework and employee engagement survey, enabling managers to receive meaningful feedback from their fellow “Frogs.” Today, our Leadership Attributes are embedded in the Manager’s Playbook, reinforcing how we embrace and embody these values in daily leadership practices.

In 2024, we significantly increased our investment in developing the infrastructure for leadership development, focusing on both the necessary skills and the essential support for leading within our unique Codex.

We developed the 'Lead On' track for new managers starting from their promotion day, which includes a Slack bot that sends written materials to each individual based on their seniority over a 14-week period. The materials offer initial support for transitioning into the role. We also created a 5-session leadership course, now in its third year, for all our team managers. Additionally, for the first time this year, we launched an alumni program for those who have completed the Lead on training to provide ongoing support.'

For the Director level, an investment was made in designing a leadership development program to be launched in 2025

## 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. As imperfect people, we are aware the CODEX is unwittingly violated several times a day. Our leadership team is expected to ensure our values are identified, addressed, improved upon and boldly corrected as needed

### Be Courageous, Perform Bold Leadership

Be bold yet humble, be fair and make sure that as 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 take. 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 of “Frogs.” Make sure your team includes people who can lead in the future. You are nothing but overhead to your team if you are not building a team that learns how to become better and lead other teams and peers to success.

### Cross, Not Siloed

We are a critical interface to other organizations inside 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!

### 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 and 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 with the highest quality and with a = continuous desire to make it even better next time.

## Employee Engagement & Satisfaction

Active listening is a core component of how we operate - both for customer satisfaction, but also for our employees. As a company with global workers (including those who may be directly in or adjacent to conflict zones), our ability to listen and adapt to employee needs is paramount.

To this end, we conduct an annual "CODEX Survey" to evaluate our principles on an ongoing basis, and to judge if employees believe we are living up to our own standards. Our 2024 survey was conducted during an ongoing period of challenging geopolitical turmoil for nearly half our employees, yet garnered a 86% engagement rate overall. Despite many external challenges, employees indicated that JFrog was a source of positivity, with 89% saying they were proud to work at JFrog.



Proud to work at JFrog



Engagement rate overall

## Competitive Compensation and Benefits

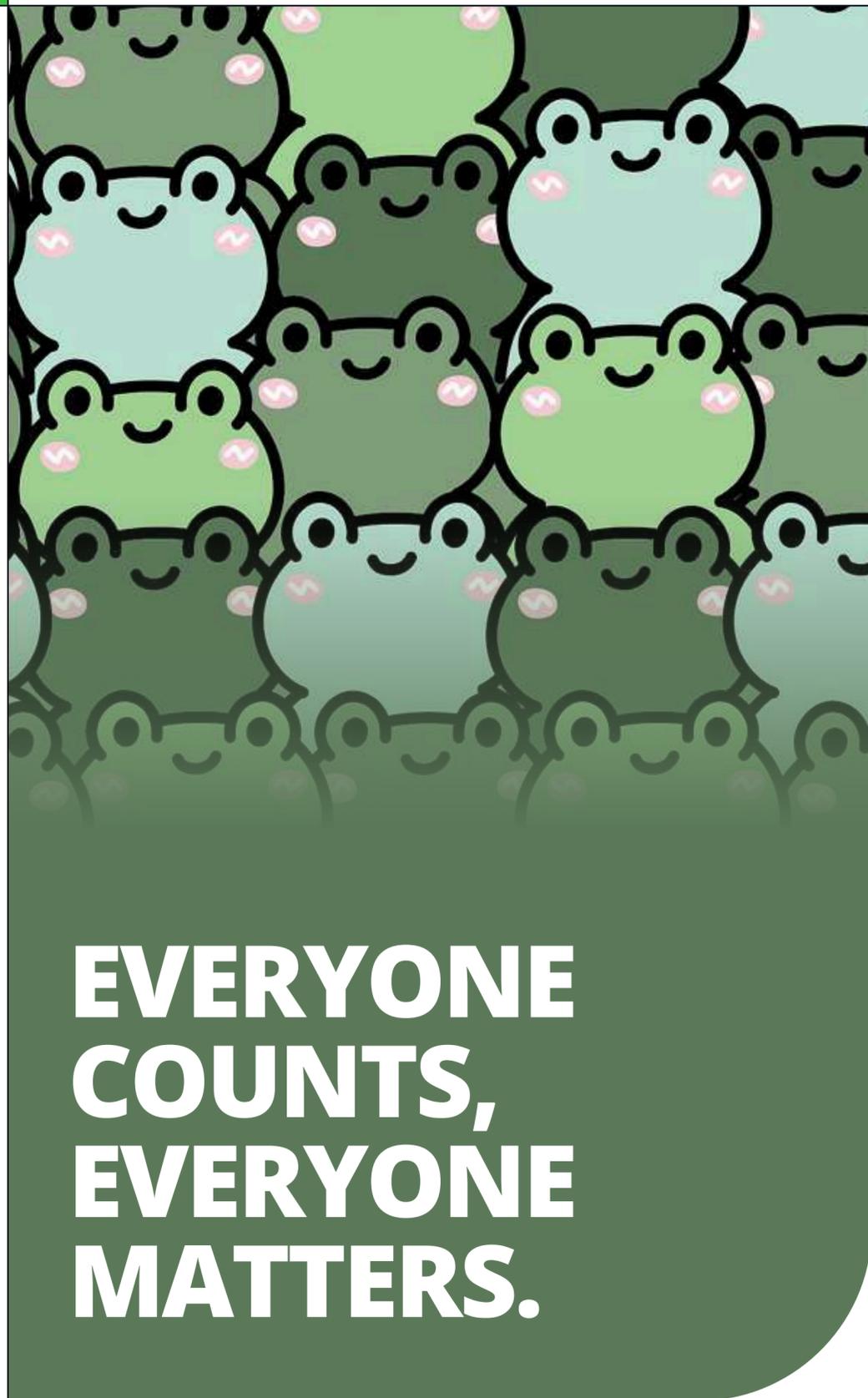
We actively monitor compensation benchmarks and identify discrepancies to ensure that we are offering competitive packages for our global employees. We continue to see no significant gaps in pay scale or overall compensation among different groups and are committed to competitive, equitable compensation in all of our "Swamps."

Many "Frogs" are also offered additional benefits of employment to support their overall mental and physical health, as well as reducing our environmental impact. This includes (based on geography and services offered or required):

- Comprehensive health and wellness coverage
- Maternity and paternity leave programs
- Group bus or commuting services
- Financial planning and consultation services
- Other paid leave and family programs
- Flexible, hybrid work schedules
- Retirement savings plans
- Employee stock purchase plan
- Catered meals and snack foods

All of our plans and benefits are evaluated annually to ensure competitiveness, impact and positive employee outcomes.





To maintain a leading edge in innovation and creativity, we value the wide range of perspectives, backgrounds, and experiences that fuel our success. Viewing the world through different lenses brings a vital and dynamic energy to everything we do.

As an equal opportunity employer, we are committed to ensuring that no candidate is subject to discrimination during the hiring process. But we don't stop there — we proactively work to uncover and reduce unconscious, cultural, and systemic biases. We partner with expert organizations to equip our teams with tools and training that foster inclusion and broaden understanding, creating a workplace where individuals from underrepresented groups feel welcome and empowered. We believe everyone deserves the opportunity to reach their full potential.

Oversight of these efforts is led by our Compensation Committee, we also include regular updates on these initiatives in our quarterly sustainability reporting to the Nominating and Corporate Governance Committee.

### Training and Awareness

All “Frogs” must read, engage with and demonstrate knowledge of our Code of Conduct and compliance policies which they are committed to upholding. Our employees take annual compliance training, including training focused on our Code of Conduct. These policies require them to treat colleagues in a respectful manner and to forge productive working relationships

As part of our CODEX onboarding and discussions, we regularly communicate the importance of working together to build an inclusive and equitable culture. Our Buddy in the Swamp program is another important factor in ensuring Frogs feel at home from day one while developing compassionate and inclusive leaders.

### Partnering for Social Mobility

During the past year, we've continued partnering with a variety of organizations and programs for promoting social mobility, engaging with different initiatives such as encouraging tech studies starting at early childhood, assisting youth from challenging economic backgrounds to get access to tech education and more.




---




---




---




---




---




---




---





## Giving Back to the Community

“Customer happiness” is a core JFrog value, and as global citizens, the “Frogs” are committed to the broad world around them as consumers of the good we strive to do. Since the advent of JFrog with an open source project, we have understood what “giving back” truly means to technical communities and the physical communities in which we live.

In 2024, we invested over \$1M in open source projects, initiatives and free services dedicated to the technological communities of which we are proud to be a part of.

## The Developer 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 Apache Software Foundation. Our contributions include both financial resources and engineering support. We invest in and support dev communities and projects too. We also sponsor and operate CONAN, an open-source, decentralized, and multi-platform package manager that helps developers create and share their native C and C++ language binaries. We also continuously support emerging open-source projects and their developers with free software and services, providing free Artifact management and security tooling.

### Additional Integrations



### Open Source Foundations



## The Worldwide Community

Our community contribution strategy prioritizes activities that promote social mobility and environmental sustainability. Our employees invested thousands of volunteering hours in 2024, supporting programs ranging from hackathons for youth to tree-planting, cleaning, and providing help for families in need.

With tragic events occurring in the Middle East, JFrog was proud to donate time and money to rebuilding and restoration efforts, alongside voluntary contributions to our global causes from employees. We also regularly donate our computers and technology equipment to communities and less-privileged areas, such as children under non-parental care, students and individuals with special needs.

In addition, we anxiously leap forward into areas of need, not shying away from our willingness to stand arm-in-arm with the needy, as showcased in our refugee relief efforts on the ground in Ukraine, medical supply shipment during pandemics and our restoration efforts for affected communities in the south of Israel following brutal events in October of 2023.

JFrog’s mission for good goes beyond rebuilding efforts - it seeks to enrich and amplify the dignity and wellbeing of the communities around us. We don’t want same-ness. We want to help the world build back even better.

### OSS Projects We Sponsor





## Protecting Developers From Attacks on Open Software Repositories

In 2024, JFrog's Security Research team discovered multiple major attacks that threatened users of open software repositories. These attacks were responsibly disclosed to the repository maintainers, as JFrog collaborated to ensure that the attacks will not be able to infect additional developers -

- 🔒 A leaked [Python infrastructure administrator access token](#) was disclosed to the [PyPI maintainers](#)
  - This token could have allowed attackers to release new malicious versions of Python itself and inject malicious code into any PyPI package
  - This could have led to the infection of **100s of millions of Python users**
- 🔒 **>3M Malicious Docker Hub repositories** were disclosed to the [Docker Hub repository](#)
- 🔒 **>1K Malicious PyPI & NPM packages** were disclosed to the [PyPI](#) and [NPM](#) repositories
- 🔒 **>360 Malicious Hugging Face ML models** were disclosed to the [Hugging Face repository](#)
  - Following this disclosure, JFrog started providing [continuous analysis of malicious models](#) in the [Hugging Face repository](#)
- 🔒 A new package hijacking technique "[Revival Hijack](#)" was disclosed to the [PyPI maintainers](#)
  - The technique allowed attackers to hijack 22K PyPI packages
  - JFrog preemptively put **100s of popular packages on "security holding"** to prevent them from being hijacked



---



---



---

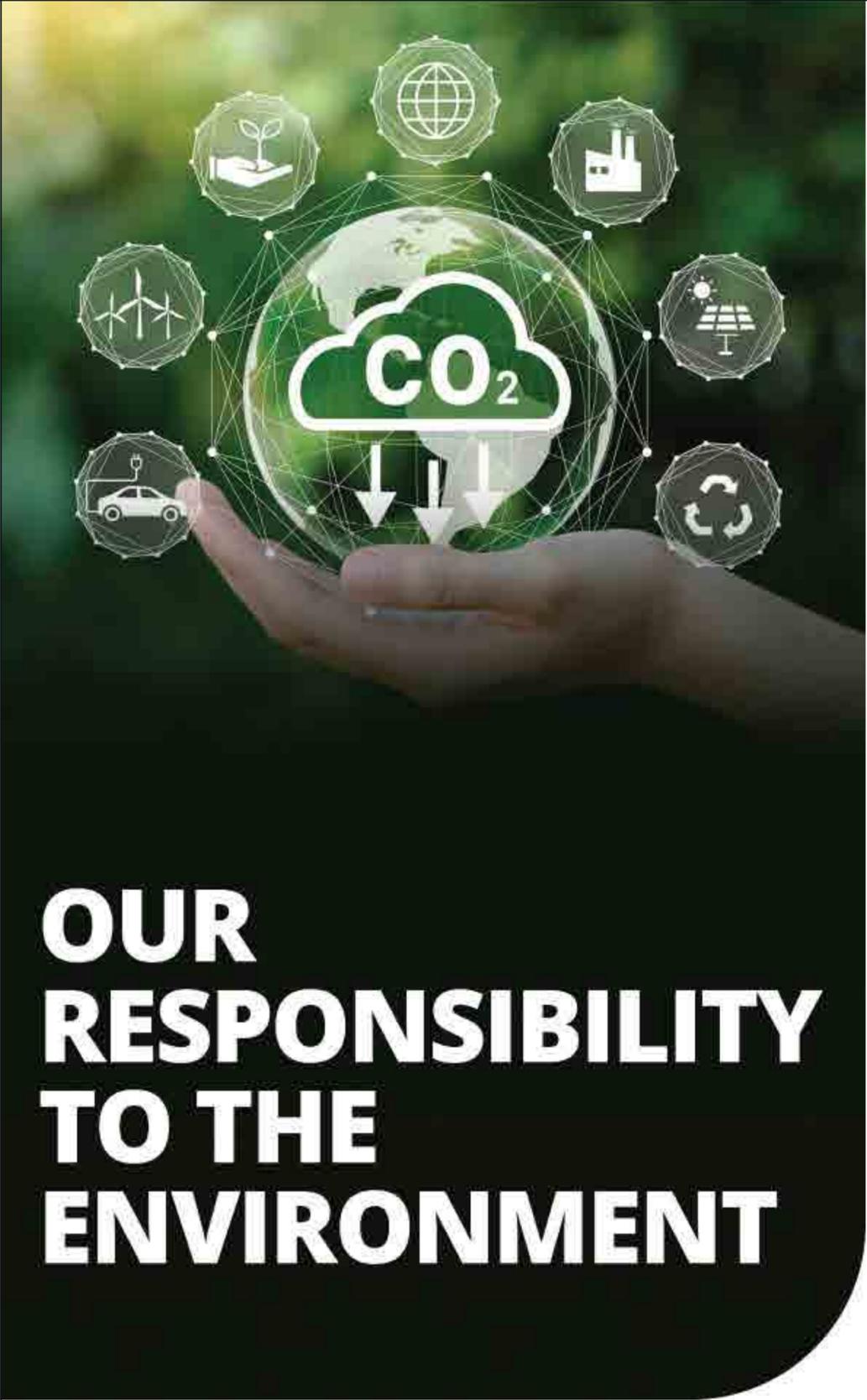




## 2024 swampUP

swampUP is JFrog's annual DevOps, DevSecOps and MLOps user conference that has been recognized as the top DevOps event in the world by the communities we serve. We bring together developers, students, operations professionals, security pros, data scientists and AI experts to envision the future of how technology will shape our lives and our communities.

This conference now sees attendance of hundreds of people from around the globe on a yearly basis, with representation from individual developers all the way to leaders from the world's largest companies all converging under the JFrog banner. We're honored to have the ability to create one community from this otherwise-disparate group, and look forward to impactful global events in 2025 and beyond.



## GreenOps

JFrog is committed to limiting our environmental impact both directly controlled by our behaviors, as well as on behalf of our customers, through our products and usage. Many of our corporate policies have a natural effect of limiting environmental impact, such as flexible working schedules that decrease emissions from commuting and overall energy consumption, as well as providing on-site meal and wellness services when we are in the office that eliminate the need for additional monetary or utility resources. We also constantly monitor our usage of external cloud services to decrease cost and impact affected by our business downstream.

We also bake efficiency and impact-limiting features into our products to ensure our customers are not only benefiting economically, but also reducing their own impact on the environment. For example, we proxy and cache (“recycle”) public resources, significantly decreasing the energy and impact of internet traffic to and from data centers significantly. We help companies reduce waste by eliminating duplication in their very large file storage systems. Our automation tools reduce the computing power and network costs required for resource-intensive software builds. We also “pay it forward” by offering our services for free to open source and community projects as they seek to reduce their impact in the next waves of innovation.

As many companies begin to explore the costs and benefits of Artificial Intelligence technologies, we look forward to reducing our and our customers’ footprints as much as possible.

## Saving Energy at Our “Swamps”

We are tenants in our global “Swamps,” giving us limited control over some aspects of our energy consumption. However, we work with our facility owners to ensure the greatest positive impact is achieved.

Our US-based “Swamps” use sustainable lighting as outlined in the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) green building rating system. Lights are automatically turned off when areas in the facilities are not being utilized, reducing energy wastage. At other “Swamps” around the globe, we use similar, smart systems wherever possible to automatically manage our greatest energy-utilizing resources, such as lighting and air conditioning.

## Avoiding Travel-Related Emissions

With our “Frogs” working two days a week at home, we have been able to prioritize efficiency with our office spaces, as well as minimize commuting-related emissions. We also provide a group bus service connecting some of our “Swamps” with key residential areas. The “FrogHopper” service takes dozens of cars off the road and reduces commute times, further lowering our Scope 3 emissions. We also actively encourage the use of carpooling, biking, walking, and the use of efficient public transport.

At the same time, 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 with the goal of offsetting our air travel-related emission.



**>200**  
repurposed notebooks  
donated to social causes

**>95%**  
of IT equipment recycled or  
donated

**>90%**  
JFrog.com digital signature  
data transfer reduction

**~30%**  
reduction of carbon footprint  
following shift of chipsets in  
our production environment

## Waste Minimization

We recycle or donate used hardware to non-profit organizations that support people in need. This includes NGOs such as MITCHASHVIM, which distributes refurbished computers to low-income and ethnic minority families at a subsidized price, and Orr Shalom, supporting underserved children and youth in foster homes.

In 2024, we donated computers, mobile phones, monitors and other equipment, thereby extending the electronics' lifecycle while also assisting underprivileged populations.

In our offices, we use recycling systems, reusable containers, compostable flatware and other eco-friendly disposables are utilized when possible to reduce our waste footprint before and after waste reaches the landfill. Energy-rated and eco-friendly technology equipment is procured in line with internal policies to ensure we continue to reduce our impact incrementally.

## Engaging With Our Value Chain

As a cloud-native and cloud-promoting company, we must be cognisant of the impact created by data centers, networks and transmission systems that can abstract the visibility into energy usage or impact. These important, influential technologies run by large providers are responsible for 1% of global energy-related greenhouse gas emissions.

JFrog does not own or control any data centers, but we are proud that our platform allows our customers to work with any cloud provider they choose - including those with green commitments and emissions-

reducing initiatives. Amazon Web Services, Microsoft Azure, and Google Cloud together represent 100% of our utilized third-party cloud services, and we gratefully acknowledge that each of these providers have critically set emissions reductions targets in-line with our philosophy of lowering impact.

## Other Sustainability and Environmental

We've launched a unique internal study aimed at reducing the use of disposable dishware in our offices, while evaluating the environmental trade-offs associated with reusable alternatives. Each of our "Swamps" has its own dining and refreshment setup, and we look forward to identifying tailored opportunities to reduce waste and optimize resource use—balancing business efficiency, employee comfort, and our environmental impact.

In recent years, we've also partnered with an external expert to reduce our digital footprint and its associated environmental impact. Through creative optimizations, removal of stale data, and performance enhancements enabled by advancing technologies, we successfully reduced our data transfer volume by over 90%, resulting in a reduction of approximately 23 tons of CO<sub>2</sub> emissions over the past year.



# CONCLUSION

At JFrog, we believe it is clear that our sustainability strategy is not a formality, but a natural extension of what we do best: care. As we continue to enable a world of 'Liquid Software,' we remain committed to pursuing these initiatives with intention and integrity, ensuring the world is a healthy and responsible recipient of our services.

We like to think big as part of our CODEX, and there is no bigger thought than the wellbeing of the world around us and that of our fellow humans.

Thank you for your interest in JFrog and our evolving, ever-improving sustainability program. The trust placed in our company is not taken for granted, and we aim to be worthy of it every day, in every aspect, by our global customers, partners and communities.

