

# 2025 Responsible Business Report



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# A Message From Our CEO

Over the past nineteen years, HubSpot has evolved from a small startup pioneering inbound marketing into an AI-first customer platform serving over 248,000 businesses worldwide. Throughout that journey, our mission has remained the same: to help millions of organizations grow better.

As we enter our next phase of growth, we remain committed to scaling our company responsibly. That means holding ourselves accountable not only for what we build, but for how we build it. This annual report provides us with an opportunity to share our progress, highlight the areas where we have work to do, and reinforce our commitment to sustainable growth.

I'm proud of the progress we've made over the past year. Here are a few highlights you'll read more about in this report.

- **We advanced our goal of reaching net-zero carbon emissions by 2040.** We significantly reduced emissions at our two largest offices, strategically invested in high-impact carbon credits, and further aligned our supply chain with our climate goals.
- **We drove rapid innovation in AI, paired with strong ethical guardrails.** As we embedded AI across our platform, we published supporting materials that explain exactly how our AI models work, implemented rigorous privacy protections for customers, and launched training programs to empower every HubSpotter to use AI confidently and responsibly.

- **We invested in initiatives to help every HubSpotter thrive and deliver their best work for customers.** As an intentionally distributed company, we rolled out new experiences that allow employees to connect from anywhere, introduced a fresh onboarding program that sets our leaders up for success, and strengthened a culture rooted in belonging and a shared commitment to solving for our customers.
- **We supported communities globally through employee-driven giving and hands-on local volunteering.** In 2024, we held our first company-wide donation match to raise funds for global nonprofits and partnered with local organizations from Bogotá to Boston to address critical community needs.

Looking ahead, we're entering a new era in technology and business with AI—one that brings both challenges and opportunities. As we apply AI to help our customers grow better, we'll continue to lead with responsibility, transparency, and care.

Thank you for reading this report. We welcome your feedback and partnership as we build for the future.



A handwritten signature in black ink that reads "Yamini".

**Yamini Rangan**

Chief Executive Officer  
HubSpot

# About This Report

**This report details our progress as we continue to build a responsible, resilient global business that champions digital prosperity around the world.**

We welcome your comments and questions at [sustainability@hubspot.com](mailto:sustainability@hubspot.com).

As we reflect on 2024, we have renamed this report the “Responsible Business Report” in order to better capture the full scope of our efforts—which extend far beyond environmental initiatives to encompass ethical governance, community impact, and how we empower our customers and employees.

## Reporting period

Our last annual report was published in May 2024. Unless otherwise noted, this report covers the fiscal year ending December 31, 2024 and key milestones in Q1, 2025.

## Reporting frameworks

We are focused on disclosures that advance our ability to rigorously measure and manage our growth over time. Our reporting is informed by the Software and IT Services recommendations of the Sustainability Accounting Standards Board (SASB), and the Global Reporting Initiative (GRI). We also reference The Task Force on Climate-Related Financial Disclosures (TCFD). Please refer to our [data index](#) for a complete disclosure of sustainability metrics.

As a global company operating in 14 countries, we closely monitor evolving regulations that could affect our business, employees, and stakeholders, and continually evaluate new reporting requirements. This includes actual and potential new disclosure requirements from regulators such as the EU’s Corporate Sustainability Reporting Directive and its Corporate Sustainability Due Diligence Directive.

We are also a proud member of the United Nations Global Compact, a voluntary corporate sustainability initiative that encourages businesses worldwide to adopt, track, and report on sustainable practices over time.



# Materiality

In 2024, we completed an updated double materiality assessment that informs our responsible business strategy and aligns our programs with upcoming regulatory requirements. Double materiality identifies topics that are both financially material (affecting the company’s value) and impact material (affecting society and the environment). We engaged both internal and external stakeholders in this exercise and aligned the assessment criteria with our enterprise risk management processes.

The results of that assessment, which were reviewed by our Board of Directors, are reflected in this report and will guide our responsible business reporting. The topics that we consider to be material are energy and emissions; employee health, safety, and well-being; talent management; belonging; data privacy; cybersecurity; AI; customers; and corporate culture.

These are the priority areas in which we believe HubSpot can have the greatest impact.

# Assurance

HubSpot’s senior leadership and the Nominating, Governance, and Sustainability Committee of our Board of Directors reviewed the information in this report. We engaged Apex Companies LLC (Apex) as an independent third party to verify our fiscal year 2024 greenhouse gas emissions data. This verification included an evaluation of Scope 1 GHG emissions, Scope 2 GHG emissions (location-based and market-based), and Scope 3 GHG emissions covering Purchased Goods and Services, Capital Goods, Fuel and Energy Related Activities, Waste Generated in Operations, Business Travel, Employee Commuting, Upstream Leased Assets, and Downstream Leased Assets. We received limited assurance of the accuracy and completeness for fiscal year 2024 greenhouse gas emissions data. Please see our [third-party assurance letter](#) by Apex for more information.

## Our Sustainability Governance Structure



### Nominating, Governance, and Sustainability Committee

The Nominating, Governance, and Sustainability Committee of our Board of Directors reviews and assesses our responsible business policies, practices, and strategy at least twice a year. This information is also shared with our Board of Directors. Details of the composition and skills of the Nominating, Governance, and Sustainability Committee can be found [here](#).



### Executive Leadership Team

The Executive Leadership Team, led by our Chief Executive Officer, oversees our high-level responsible business strategy and ensures alignment with HubSpot’s mission and business priorities. They are provided regular updates on HubSpot’s responsible business performance.



### Sustainability Steering Group

The Sustainability Steering Group is made up of senior leaders, including members of the Executive Leadership Team in key functions such as Finance, Legal, People, Engineering, and Sustainability. This group meets quarterly and drives cross-functional collaboration to support implementation of our company-wide sustainability strategy.



### Sustainability Team

The Sustainability Team, led by our Vice President of People Experience, manages day-to-day implementation of our sustainability strategy, working to engage and educate other company functions where needed to achieve HubSpot’s sustainability goals.



# Forward-looking statements

This report includes certain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding our Sustainability goals, commitments, strategies, and results, as well as related business and stakeholder impacts, including, but not limited to, our plans under the [“Trajectory”] headings. These forward-looking statements include, but are not limited to, plans, objectives, expectations and intentions and other statements contained in this report that are not historical facts, and statements identified by words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “estimates” or words of similar meaning. These forward-looking statements reflect our current views about our plans, intentions, expectations, strategies and prospects, which are based on the information currently available to us and on assumptions we have made. Although we believe that our plans, intentions, expectations, strategies and prospects as reflected in or suggested by those forward-looking statements are reasonable, we can give no assurance that the plans, intentions, expectations or strategies will be attained or achieved. Furthermore, actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control, including those more fully described in our filings with the Securities and Exchange Commission (“SEC”), including our Annual Report on Form 10-K for the year ended December 31, 2024, our Quarterly Report on Form 10-Q for the quarter ended March 31, 2025, and subsequent reports we file with the SEC. We assume no obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise.

This report includes a number of operating metrics that we use to evaluate our business, measure performance, identify trends, formulate business plans, and make strategic decisions. Please see our filings with the SEC, including our Annual Report on Form 10-K for the year ended December 31, 2024, our Quarterly Report on Form 10-Q for the quarter ended March 31, 2025, and subsequent reports we file with the SEC, for details regarding the definition and calculation of our operating metrics.

This report utilizes certain trademarks and service marks for reference purposes. All such trademarks and service marks are and remain the property of their respective owners.



# About HubSpot

**HubSpot, Inc. (NYSE: HUBS) is the customer platform that helps businesses connect and grow better.**

HubSpot delivers seamless connection for customer-facing teams with a unified platform that includes three layers: AI-powered engagement hubs, a Smart CRM, and a connected ecosystem that supports the customer platform with a marketplace of integrations, templates, expert partners, a community network, and an academy of educational content.

## Recognitions



Member of the Dow Jones Best-in-Class Indices 2024



Great Place to Work Certified 2024



Best Company Culture by Comparably 2024



TIME World's Most Sustainable Companies 2024



FORTUNE Best Workplaces for Parents 2024



Best Career Growth by Comparably 2024



Newsweek America's Greenest Companies 2024



Scored C for disclosure efforts with CDP 2024



Happiest Employees by Comparably 2024

Founded in  
**2006**

**\$2.63B**  
in revenue for FY 2024


**8,200+**  
employees work across  
14 countries

**248K+**  
customers in more than  
135 countries


**12K**  
registered attendees at  
INBOUND24

# Highlights<sup>1</sup>


**200K+ sq ft**  
transitioned to green tariff renewable electricity




Published our **Global Health and Safety Policy** for all employees




**57%**  
of suppliers by spend have Science-Based Targets







Published our **AI Trust FAQ** so customers know exactly how their data is protected when being used for AI




Hosted our first ever end-of-year **donation matching campaign**




**46,000+**  
course completions through Learn@HubSpot




**85%**  
reduction in Scope 1 and 2 GHG emissions from 2019 baseline





**#2**  
ranked global software company by G2's 2024 Best Software Awards

Evolved our **Code of Business Conduct and Ethics**



<sup>1</sup> The figures above represent data as of December 31, 2024.



# Powering Digital Prosperity

**Championing the growth of a sustainable digital economy in which anyone can create economic value.**

## Championing a Prosperous Digital Economy

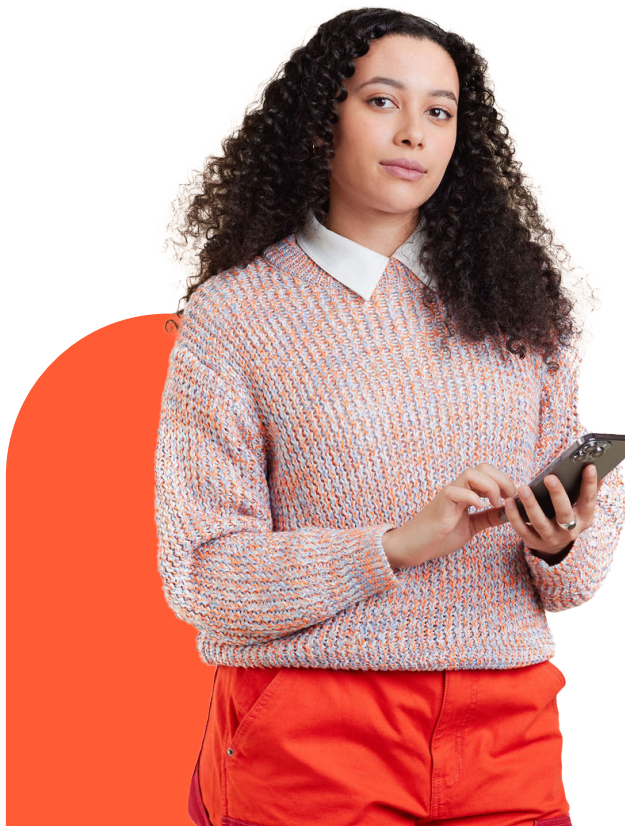
At HubSpot, we champion the growth of a sustainable digital economy in which anyone, wherever they are, can create economic value for themselves, their employees, their stakeholders, and their communities.

We work hard every day to help businesses - from startups to scale-ups - thrive and grow in the digital economy. With our AI-powered platform, our carefully curated learning and development programs for entrepreneurs, and our distributed workforce, we are uniquely positioned to help small and medium-sized businesses grow better.

## AI-Powered Platform Designed to Drive Growth

At HubSpot, we believe that we can make a profound difference in the world by fueling the ambition of scaling businesses - the people and companies who drive innovation, create jobs, and enrich their communities.

Small and medium-sized businesses are the backbone of economies around the world. In the United States alone they comprise 99% of all companies and employ 59 million people. They provide two out of three new jobs in the United States, and are responsible for the majority of breakthrough patents.



HubSpot exists for these businesses. Our [2024 Annual ROI Report](#) showed that, with our AI-powered platform:

- **80%** of our customers report increased productivity
- **75%** have seen increased revenue
- **82%** benefited from increased lead generation

More than 248,000 SMEs worldwide are driving digital prosperity by using our [products](#) to unite their teams, scale their businesses, serve their customers, and grow better. And we continued to collect accolades for our platform in 2024, with influential software marketplace G2 ranking us #1 in sales and marketing software, in addition to recognition of our leadership from Forbes, Forrester®, Gartner®, Inc., and Newsweek.

## Beyond Our Platform

Beyond our core product, we are investing in an array of programs to help a new generation of businesses thrive in the digital economy:

- HubSpot Academy
- Education Partner Program (EPP)
- HubSpot for Start-Ups
- HubSpot User Groups

“

Having access to AI through Breeze Content Agent has made me so much more powerful. With a small Marketing team, I have to wear many hats. Content Agent allows me to go from A to Z on a project all by myself — saving me so much time. What used to take me one to two weeks with a team now takes me minutes. If I didn’t have this tool, I would’ve had to launch my marketing campaign without a landing page, and my conversion rates would’ve suffered.

**Jen Spencer**

Vice President of We Are Girls Club



## HubSpot Academy

The skills entrepreneurs need to succeed in today's digital economy and grow businesses better are constantly changing. Through [HubSpot Academy](#) we increase access to opportunity, education, and connection by bringing HubSpot's industry-leading software and certifications into classrooms, businesses, and institutions.

HubSpot Academy is HubSpot's official free learning resource. The program offers more than 40 industry-recognized certification courses on topics including sales, marketing, and service best practices. Providing everything from quick, easy courses to full certifications, HubSpot Academy allows us to deliver education at scale.

Through partnerships with colleges and universities, our Education Partner Program and Micro-internships help hundreds of thousands of learners jump-start their careers through HubSpot Academy certifications, software, resources, and applied learning opportunities.



### Highlights:

- Each year HubSpot Academy trains and certifies 400,000+ professionals
- 1,555+ institutions globally are teaching HubSpot methodologies in the classroom
- In 2024, we continued to invest in the global learning community by rolling out a suite of AI educational content, from HubSpot AI tools to [AI for Marketing](#) - content that helps professionals add value to their businesses and learn how to use AI ethically and responsibly
- With our robust [HubSpot Academy Creator Program](#), we make it possible for hundreds of external experts, trainers, and creators around the world to develop educational content that advances our HubSpot Academy
- With the launch of our new onboarding offering, Guided Onboarding, HubSpot Academy is providing on-demand, cohort-based learning experiences, and more

### HubSpot Micro-Internships give WGU students a competitive edge

Through its program with Parker Dewey, a digital platform for hiring early-career talent, HubSpot is partnering with Western Governors University (WGU) School of Business to offer students valuable micro-internships. This collaboration connects students with HubSpot customers and Solutions Partners to take on short-term projects.

By fostering these immersive learning opportunities, HubSpot is providing WGU students with practical skills and industry experience, and bridging the gap between education and the workplace.



# HubSpot for Startups

We understand the challenges entrepreneurs face when they are starting and growing a new business. That’s why we created HubSpot for Startups, a trusted hub that helps founders discover the tools, insights, and connections they need to scale.

HubSpot for Startups:

- Offers seed to series B-stage startups 30-75% off HubSpot’s platform
- Provides access to exclusive content, including insight-rich resources such as reports on fundraising, data analysis, and entrepreneurship
- Connects HubSpot for Startups Community members with fellow founders and investors through exclusive events and workshops



# HubSpot User Groups

The HubSpot User Group (HUG) program provides free educational events and meet-ups that give entrepreneurs the opportunity to connect with other HubSpot users.

Our more than 100 groups in 35+ countries span regions, industries, skills and products – offering ample opportunity for entrepreneurs to learn from, and be inspired by, peers and experts who share their interests. Most HUGs are virtual, but an increasing number are getting together in person.

We support and promote HUGs through email campaigns, HubSpot speakers and presentation resources, our HUG Directory, and via HubSpot’s Community, which features discussion threads, announcements, Ask Me Anything (AMAs) events, and more.



## What's Next

Looking ahead, this year we will inspire and equip entrepreneurs with even more of the technology, tools, and knowledge they need to scale their businesses and reach more customers.

A key initiative will be the launch of a signature social impact program - featuring asynchronous learning modules, live discussions, and expert mentorship - that helps early-stage entrepreneurs who have limited access to resources and opportunities better understand how to leverage tech to grow their businesses. We are also creating entrepreneur-focused content to help them make full use of our AI-powered platform, knowledge base, and network, to streamline their operations and grow sales.



## Committing to Our Communities

HubSpot contributes to the prosperity of the communities in which our people live and work in two key ways: through our intentionally distributed workforce model, which supports local economies, and with our employee volunteering and giving initiatives.

### Hybrid Working

Our intentionally distributed workforce allows us to better understand, connect with and serve our more than 248,000 customers - businesses that are distributed globally, operate in a multitude of cultures and economies, and often have highly localized needs.

And we know that local communities benefit when they are able to retain valuable knowledge, income, and entrepreneurial energy.

A total of 70% of our more than 8,200 employees choose to work where they live, generating economic activity and value in their communities - including smaller towns, rural areas, and underserved regions.

Our hybrid model also opens up new avenues for participation in the digital economy, particularly for caregivers, people with disabilities, or those living in areas with limited infrastructure.

We also believe that hybrid working contributes to employee well-being and productivity, so we offer remote work options for most positions.

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Working remotely allows me to reduce my carbon footprint, while spending more of my time and money locally. I'm even able to volunteer at my community fridge every Friday on my lunch break.

**Maddy Russell**

Senior Product Designer at HubSpot



# Employee Volunteering and Giving

We know that many of our HubSpotters want to give back to organizations close to their hearts. We have a unique opportunity to harness this passion by empowering employees to volunteer with their teams or on their own, making a positive contribution to the communities where we live and work. We also recognize that our teams are busy - which is why we've made volunteering accessible through initiatives like micro-volunteering, virtual volunteer sessions, and drop-in events at our offices.

Last December, we launched our Humans of HubSpot campaign, which celebrated our employees for their dedication and accomplishments throughout the year. We also used the end of year as an opportunity to demonstrate the tangible difference we can make when we come together as a team.

Two standout initiatives exemplified our commitment to community support:

- Bogota's Hygiene Kit Project: Our Bogota office rallied to support [Fundacion Proyecto Union](#), packing over 300 essential hygiene kits for elderly individuals experiencing homelessness. This initiative provided critical resources and a moment of human connection for people facing immense hardship
- Cambridge's Winter Care Package Assembly: Our Cambridge team partnered with [Pine Street Inn](#) - an organization in the heart of Boston - to assemble 800 winter care packages. These packages provided necessities and comfort to individuals braving the harsh winter conditions

We are continuing to evolve our social impact program to further align with our business and ensure we are more accurately measuring our impact, which we aim to report on in the future.

## December Matching Campaign

In December, we hosted our first year-end donation-matching campaign. Through the combined efforts of HubSpotter's donations and our company's matching contribution, together we distributed more than \$49,000 to hundreds of charitable organizations.





# Making Our Business Future-Ready

**Building for tomorrow.**

## Strengthening Our Business for the Long Term

We know that our ability to create economic value in the long term requires us to be future-ready - efficient, resilient, and fast to adapt.

That's why we've taken significant steps to attract tomorrow's talent even while we invest in the growth of our people today.

It's why we're mitigating climate risk by decarbonizing our value chain and driving efficiency.

It's why we're staying ahead of fast-evolving technology trends by investing in AI across our business to empower our people, and power our platform.

And it's why we continue to have robust, transparent governance structures that earn and maintain the trust of our stakeholders.



# Investing In Our People

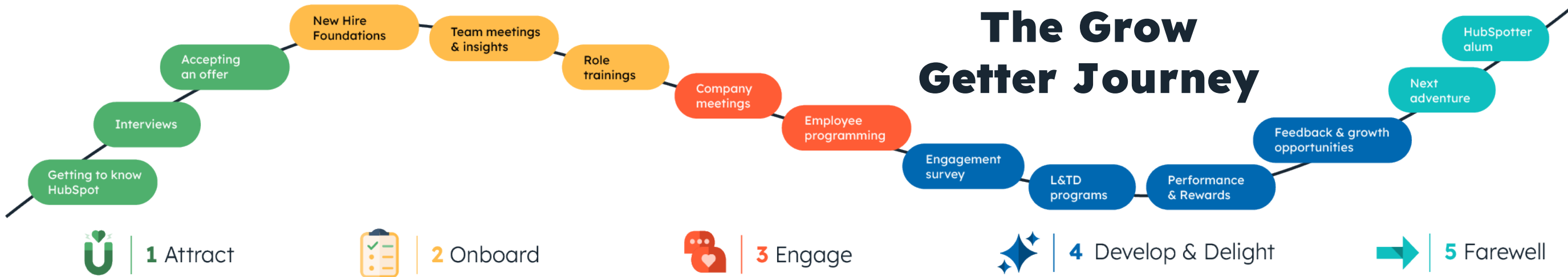


Work has changed—so have people’s expectations of it. In a world shaped by hybrid teams, distributed work, and accelerating technologies like AI, supporting our people and elevating their impact takes real intention. At HubSpot, fueled by our mission, we’re focused on building a culture where HubSpotters thrive and do the best work of their careers.

**Helen Russell**  
Chief People Officer at HubSpot

As an intentionally distributed company with a growing global footprint, we attract and invest in talented people - HubSpot’s “Grow Getters” - who are passionate about using AI to solve customers’ most pressing growth challenges.

Our people strategy is grounded in four core principles: Clarity, Growth, Belonging, and Recognition. These principles help us foster an environment in which our people fulfill their purpose, feel valued and recognized, and continue to grow better throughout their journey with us.





## Helping Our Grow Getters Grow Better

### Growing as Learn-it-alls

We embrace and invest in ongoing learning, providing many ways for HubSpotters to grow their skillsets, careers, and teams.

### Onboarding

The HubSpot Foundations Program is a comprehensive, two-day remote onboarding experience that rapidly integrates new employees into HubSpot. The program introduces new hires to HubSpot's mission, strategy, and culture. It provides a comprehensive view of HubSpot's platform, customers and company tools, and takes them through an immersive experience that builds AI fluency. Perhaps most importantly, our Foundations Program sparks enduring connections that aim to accelerate and sustain the HubSpotter's journey.

### Learn@HubSpot

Through our learning management systems, Learn@HubSpot and Learn@HubSpot Live, HubSpotters can access an extensive library of content to learn on their own time and in their own way - including on-the-go via their mobile devices and with audio-only options.

Learn@HubSpot hosts self-paced courses, while Learn@HubSpot Live offers blended learning including live events, mentorship sessions, and sequential learning tracks.

HubSpotters can access additional professional development courses through a self-service library, hosted on HubSpot's own platform, that help them develop skills such as change management, problem solving, and managing difficult conversations. Additionally, we have provided all of our HubSpot managers with an AI-enabled coaching

tool so they can practice potentially difficult conversations and receive immediate feedback and support. We also increased the breadth of courses on legal and security topics that all HubSpotters are required to take, and iterated on our processes in order to rigorously streamline completion enforcement.

### Propel

Propel is HubSpot's enterprise-wide onboarding program for newly hired or internally promoted Director+ leaders. This learning journey lays the foundation for ongoing career development by quickly integrating leaders into HubSpot's business model, their teams, and HubSpot's high-performance culture. Propel grounds new and promoted Director+ leaders in HubSpot's strategic roadmap and key initiatives, helps them articulate how their work drives organizational goals, builds their network of peer and functional support, and underscores what HEART and leadership look like at HubSpot.

### AI for All

We strive for every HubSpotter to grow their passion for innovative technology, particularly AI. We're not just incorporating AI into our platform - we're harnessing it to empower our people and elevate their impact.

This year HubSpot launched the introductory course AI for All. This training was assigned to all employees to help them develop AI fluency and empower them to automate tasks so they can focus on strategic, creative and impactful work. We understand that AI is only as strong as the user behind it, so all our employees need to be enthusiastic AI adopters and adapt urgently to change.





## Growing through Feedback

Our goal is to facilitate positive and transparent working relationships that foster trust, engagement, and growth. We have a strong feedback culture and believe that continuous dialogue with their manager helps HubSpotters do their best work and deliver better outcomes. In addition, we document performance in yearly check-ins that evaluate progress towards annual objectives.

## Growing as Leaders

### HubSpot Fellows

In addition to ongoing learning and development programs, we offer programs that accelerate the growth of our top performers. Through HubSpot Fellows, HubSpotters who exhibit strong Grow Getter attributes - for example, adapting with urgency, being bold and courageous, and being mission-first - get a “mini MBA” from HubSpot leaders and Harvard Business School professors. Topics covered in the program include corporate finance, innovation management, and competitive strategy. This program helps support our talent who drive impact, embody HubSpot’s values, and contribute to HubSpot’s growth and culture.

## The Leadership Consortium

For our Director+ community, The Leadership Consortium (TLC) Leaders Program convenes top talent from best-in-class partner companies, immersing participants in a virtual development experience that elevates leadership impact.

### Global Leadership Summit

Global Leadership Summit (GLS) brings together our Director+ leaders from around the globe for a three-day experience dedicated to strategic alignment, cultural evolution, and critical skill development. GLS is structured around three core pillars: Connect, Inspire, and Grow. Leaders connect through a combination of formal breakout discussions, dedicated working sessions, and informal social functions designed to deepen cross-functional relationships. They gain inspiration during energizing group sessions that clarify our strategic vision and their crucial role in its execution. Finally, leaders grow through impactful workshops led by external experts in leadership and change management.



**Learning, Growing, and Connecting through GrowDay**

Our company-wide GrowDay, held for the first time in 2024, promoted growth and connection by giving employees access to skill workshops on topics such as Engaging Your Audience, Presenting Powerfully with Slides, Influential Communication, and more. “Leader Expert Hours” provided HubSpotters with an opportunity to connect and learn from leaders across the company on subjects including AI basics, decision-making, and leading through change. Teams also participated in self-led workshops to drive learning and connection.



**46,000+ course completions**

through Learn@HubSpot, averaging 124 minutes of training per employee on topics including onboarding, professional development, performance enablement, talent philosophy, AI, project management and leadership



**162 HubSpot leaders**

have developed skills to accelerate their impact through The Leadership Consortium (TLC) Leaders Program since 2019



**470+ HubSpotters**

have gained new insights into business strategy and leadership through HubSpot Fellows since 2016

**Respect for Human Rights**

Respect for human rights is a fundamental value at HubSpot. Our [Human Rights Policy](#) details our commitment to ensuring our policies and procedures prevent and address discrimination, harassment, and other forms of human rights abuses.

We prohibit the use of all forms of forced labor, including prison labor, indentured labor, bonded labor, military labor, modern forms of slavery and any form of human trafficking. By prioritizing human rights, we can create a safe and supportive workplace for all employees and promote ethical business practices.

## Employee Health, Safety, and Well-being

We prioritize the health of HubSpotters in all areas of their lives. We offer a global mental wellness platform, Modern Health, as a benefit for employees and their dependents. Our office environments are designed with important amenities like nursing parent rooms, and we provide resources and programming that employees can engage in from wherever they work. Our focus on employee well-being extends to hybrid work: we offer remote work options for almost all roles, allowing HubSpotters to work where they are most comfortable.

In 2025, we published our [Global Health and Safety Policy](#), which outlines our commitment to the health and safety of our employees. We also launched formal ergonomics training for all employees, which has been integrated into required new hire training. By embedding health and safety into our daily routines and decision-making processes, we promote a safe and supportive environment for creativity, innovation, and productivity.



## Fostering a Culture of Belonging with our Grow Getters



At HubSpot, our mission is to help millions of organizations grow better — and that starts from within. That’s why we intentionally craft a culture that’s bold, adaptive, and mission-first. It empowers every HubSpotter to solve for both our customers and our company, with clarity, care, and the courage to build what’s next. When people feel respected and connected, they’re inspired to do their best work — and that’s how we win together.

**Eimear Marrinan**

VP, People Experience at HubSpot

## Celebrating Culture, Community, and Connection

With 70% of our HubSpotters working remotely, we know that meaningful connection doesn’t happen by chance - it happens by design. In a world that’s changing fast, we stay adaptive and urgent in how we evolve our culture: offering experiences that meet people where they are, spark belonging, and create opportunities for deep connection.

At the heart of it all is belonging. More than a feeling, belonging is our superpower. When every HubSpotter is seen, valued, and respected for their unique contributions, we unlock the collective clarity, creativity, and care that fuel our mission.



## Building our culture with intention

Here are some initiatives that help foster belonging:

- **Connect4:** Our quarterly signature experience highlights our culture, community, colleagues, and customers — and reinforces our commitment to being bold and mission-first. In 2024, we hosted HEART Week, EarthFest, Bring Your Family to Work Day, and Humans of HubSpot
- **Remote Champions:** These leaders bring our remote community together with locally-rooted, globally-aligned experiences
- **@Home Meetups:** Employees created over 200 local moments of connection - from coffee chats and coworking days to sidewalk clean-ups
- **Gable:** Our flexible coworking platform supports adaptive collaboration by making it easier to find fellow HubSpotters and book coworking days together
- **MixHub:** This internal Slack app drove over 10,000 spontaneous connections, fueling learning and community in the flow of remote work
- **Employee Resource Groups (ERGs):** Our ERGs organized more than 160 events to foster belonging, and celebrate cultural milestones across HubSpot like Women's History Month, LGBTQ+ Pride, and Black History Month. The programming explored themes like career growth, well-being and navigating burnout, and celebrated cultures around the world

## Looking ahead

- **Culture evolution:** Offering clarity on the behaviors and norms that will propel HubSpot forward, including a refreshed set of culture tenets to be activated across the HubSpotter journey
- **AI for All programming:** Harnessing our quarterly culture experiences to drive greater accessibility and adoption of AI through peer-to-peer presentations, individual exercises, and creativity challenges
- **Workplace experience:** Reimagining our office experiences to drive new levels of collaboration and creativity for employees as they gather with intention
- **Distributed work:** Continuing to better connect our distributed workforce to our culture, colleagues, and community
- **Culture Champions & ERG Leadership Council:** Elevating our global volunteerism through our Culture Champion and ERG Leadership initiatives, driving more meaningful programming across employee populations



## Our Employee Resource Groups

Our ERGs create a culture of connection and belonging for all. We have five ERGs, 70 ERG Leadership Council members and 10 Executive Sponsors. In 2024, we had 8,000 members across our various ERG Slack channels. We also continue to expand our ERGs to foster greater community. In 2025, we plan to launch a new Disability Alliance ERG which will be an inclusive and empowering community for people with disabilities and chronic illnesses, and their allies.

### Women’s History Month

Through 18 events reaching over 1,000 employees, our Women’s History Month programming fostered growth and connection. Highlights included a company-wide activation on International Women’s Day and a special customer spotlight.

### Bring Your Family to Work Day

More than 2,400 employees and their families experienced a unique form of community and belonging as part of our annual Bring Your Family To Work Day. We hosted 23 hybrid events, including virtual volunteering, talks for parents and caregivers, fun activities for children of all ages, and customer spotlights featuring family-focused businesses that use HubSpot.

## ERG Leader Focus Groups

To deepen our understanding of employee experiences and inform our 2025 Belonging strategy, we conducted focused discussions with ERG leaders globally. These anonymized sessions gathered candid feedback that we can consider, along with our employee engagement survey data, to shape future initiatives.



“

Makes me feel so connected to my work, HubSpot as a company, and my identity as a parent.

**Balancing Career & Care event attendee**



# Attracting Tomorrow’s Talent

At HubSpot, we’re building a future-ready team—one that’s bold enough to tackle complex problems, curious enough to keep learning, and humble enough to listen, adapt, and grow. We seek out remarkable people who reflect the diversity of the customers and communities we serve, and who are energized by solving our customers’ challenges with empathy and excellence.

## Our Talent Attraction Strategy

We hire for skills and we hire for impact. Our Talent Strategy is rooted in our belief that remarkable outcomes come from a mix of experience, potential, and purpose. That’s why we invest in both seasoned professionals, especially those who are embracing AI and emerging technologies, and those who are just getting started in tech—because we know that great ideas come from everywhere.

We use innovative AI tools to make our hiring process fair, efficient and accurate—while keeping the human touch that’s essential for identifying true Grow Getters.

While we cast a wide net and build global talent pools, we also want candidates to be clear about their role and HubSpot’s expectations. This ensures they have the opportunity to determine whether HubSpot will be the right place for them to grow and make an impact. We want to be sure that every candidate with the right attributes—from being adaptable and collaborative to customer-first and growth-minded—has a fair shot at shaping our shared future.

## First-Gens in Tech

Being the first in your family or community to break into tech is no small feat. That’s why we created First-Gens in Tech—an annual event that spotlights trailblazers who’ve carved new paths and empowers others to do the same.

In 2024, we hosted our ninth First-Gens in Tech, themed “Thriving in Tech: The Power of Adaptability and Resilience for First-Gen Trailblazers.” Held virtually with 1,266 registrants, the event brought together inspiring speakers, practical resources, and meaningful connections that help first-gen professionals—for example, people who were not born in their country of residence or were the first in their family to attend higher education—navigate career readiness, mentorship, and growth.

At its core, First-Gens in Tech reflects our belief in creating opportunities for all. We’re proud to support a new generation of leaders who are courageous, adaptable, and ready to create what’s next with us.



“

For me it helps get me in rooms I haven’t previously had access to, and it’s about learning and building skills from other people’s experience - learning to build my personal Board of Directors.

First-Gens in Tech participant



# Building a Sustainable Business

Our goal is to run an efficient, enduring business that meets the needs of our customers, employees, investors, and other stakeholders. From optimizing the efficiency of our platform to equipping HubSpotters with tools to make sustainable choices, we’ve made meaningful progress embedding sustainability across our company. HubSpot is proud to be part of a community of peers and leading companies who are active participants in the [Science Based Targets initiative](#) (SBTi).

In 2024, we built on this foundation—strengthening our internal programs, delivering more efficient events, and continuing to align our products, people, and operations with our long-term climate goals.



Businesses have a responsibility to address climate change. As our customers, employees and communities continue to feel the impact of a warming planet, we’re committed to doing our part to achieve a net-zero future. Our North Star is to reach net-zero carbon by 2040. We’re focused on getting there by reducing emissions within our own operations, accelerating bold climate action in partnership with our suppliers and the wider industry, and managing climate risks to build the most resilient and sustainable business we can.

**Kate Bueker**  
Chief Financial Officer at HubSpot



- SBT 1:**

Reduce scope 1 and 2 greenhouse gas emissions by 47% by 2030 from 2019 baseline year.<sup>2</sup>

**85%** reduction from baseline
- SBT 2:**

Reduce scope 3 greenhouse gas emissions from business travel 55% per employee by 2030 from 2019 baseline year<sup>3</sup>

**18%** reduction from baseline
- SBT 3:**

Ensure 70% of our suppliers, by spend covering purchased goods and services and capital goods, will have SBTs by 2027

**57%** of our suppliers by spend have SBTs<sup>4</sup>

<sup>2</sup> Our 2019 scope 1 and 2 greenhouse gas emissions (market-based, including green tariffs but excluding RECs) were 2,216 MTCO<sub>2</sub>e.

<sup>3</sup> Our 2019 scope 3 greenhouse gas emissions from business travel were 3,713 MTCO<sub>2</sub>e.

<sup>4</sup> Committed or verified.

## Our Product

At HubSpot, we're dedicated to integrating sustainability into how we design and build our product. We're investing in efficiency across the board—from the way we build our platform to how we operate.

### Sustainable Software Engineering Upgrades

We've made significant progress in making our software systems more sustainable and efficient. We are using energy-efficient processors from our third-party data center provider, which helps us continuously improve efficiency, lower our carbon footprint, and operate more sustainably.

In 2024, our efforts to optimize our systems reduced emissions by making our infrastructure run much more efficiently. We moved our data storage deployments to a newer, more efficient storage type, which allowed for better scaling and used less energy overall. We also made several specific improvements – like making our data storage systems more space-efficient, improving data logging, managing compute resources better, fixing issues where we had allocated too much storage, and strategically moving data storage locations. These resulted in our systems running more efficiently.

These improvements helped us expand globally in a sustainable way, including launching three new international hubs that used only about a third of the computing resources we initially expected.

Our dedication to sustainability also shows in how effectively we use our computing resources. We make efficient use of the computing power we reserve, using 96% of what we commit to with our third-party data center provider. We also proactively adjust the computing resources used by our applications to match their actual needs, automatically scaling them up or down. Together, these actions optimize resource use and further reduce our environmental impact.

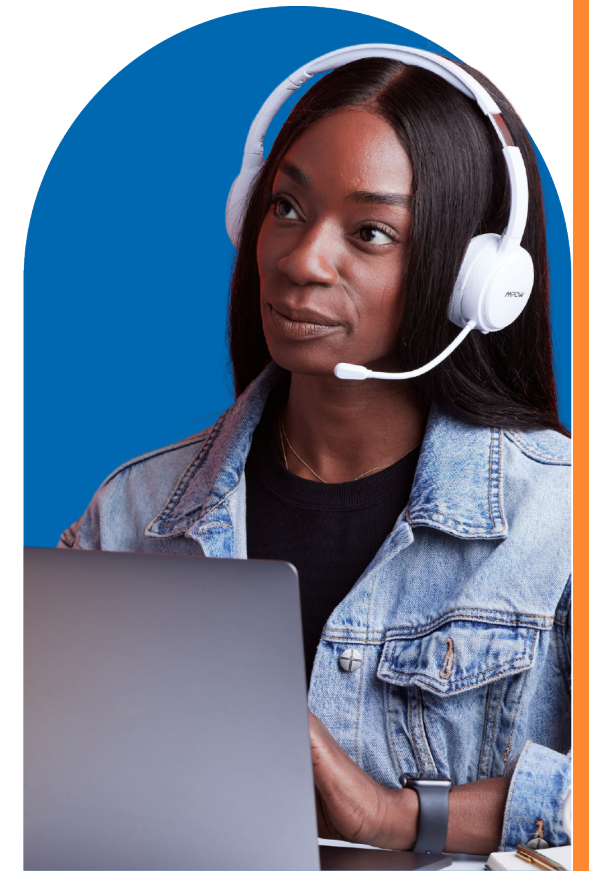
By regularly using the latest open-source software for key functions like search and databases, we continue to focus on efficiency and sustainability as we grow our systems worldwide.

### Customer Carbon Calculator

HubSpot believes we have a responsibility to consider the downstream emissions from customer use of our product. In response to increasing customer interest in supplier-specific Scope 3 data, we developed a Customer Carbon Calculator in 2024 to help users understand the Greenhouse Gas emissions linked to their use of HubSpot. This is part of a wider effort to drive the more sustainable use of our product by customers.

The Customer Carbon Calculator offers customers a more accurate alternative to industry averages by providing HubSpot-specific emissions data for their reporting. It supports their Scope 3 tracking efforts and encourages more sustainable product use.

To enhance efficiency and accessibility, we are working to automate the calculator, streamlining the ability for customers to incorporate supplier-specific emissions into their climate strategies.



## Responsible AI Development

AI is transforming the way our customers grow better. We’re rapidly deploying AI across our platform and operations, unleashing its potential to revolutionize how we work, innovate, and serve our customers.

We believe AI can also enhance our sustainability efforts. For example, we are exploring how AI can optimize energy consumption, streamline resource allocation, and empower our customers to reduce their environmental footprint through more efficient operations.

We also acknowledge the sustainability challenge of AI. HubSpot is focused on harnessing the power of AI to enhance our platform and provide customer value, while also prioritizing efficiency to minimize environmental impact.

HubSpot’s approach to AI development includes a focus on efficiency and responsibility. We consider factors such as the use of efficient hardware and model design and optimization of resource consumption. This includes using specialized hardware (GPUs, TPUs), right-sizing AI models, and exploring the internal development of key models to increase control over emissions.

In order to ensure we keep pace with fast-evolving developments in the field of responsible AI, we have been learning from and listening to employees - including our product and engineering teams - and external stakeholders as we plan actionable steps to minimize AI’s environmental impact.



In 2024, we made big investments to optimize performance, data storage, and server utilization at scale. Ultimately, we want to reduce emissions and improve the customer experience.

### Kartik Vishwanath

VP Engineering at HubSpot

## Impact Without Compromise

We believe that a commitment to sustainability is good for society and good for our business. Many of our customers evaluate sustainability efforts when making purchasing decisions.



At Aunt Flow, we’re continuously working to ensure our products are thoughtfully designed with the environment in mind. We know sustainability is an ongoing journey, and we’re committed to taking what we call ‘sustainable steps’—from manufacturing to materials. We admire HubSpot’s carbon reduction efforts and net zero carbon goal, and it makes good business sense for us to partner with companies that share our commitment to making a positive impact on people and the planet.

### Sarah Howard

VP of Marketing & Impact at [Aunt Flow](#)



# Our Buildings

HubSpot is committed to creating more efficient workplaces that fuel collaboration and productivity. As a leader in hybrid innovation, our focus remains on improving the performance of our office portfolio, transitioning to renewable energy wherever possible, and applying rigorous sustainability standards to new locations.



**TARGET:**  
Reduce scope 1 and 2 greenhouse gas emissions by 47% by<sup>5</sup> 2030 from 2019 baseline year.

**OUR PROGRESS:**  
**85%** reduction from baseline

## Improving Building Efficiency

We implemented recommendations from energy audits at our two largest offices—HubSpot House in Dublin and 2 Canal Park in Cambridge, MA—achieving measurable reductions in both energy consumption and operating costs. Through targeted building upgrades, these sites achieved a combined annual energy saving of over 300,000 kWh, contributing to both carbon reduction and cost efficiency. This exceeded our annual target of achieving 52,213 kWh savings in 2024.

<sup>5</sup> Our 2019 scope 1 and 2 greenhouse gas emissions (market-based, including green tariffs but excluding RECs) were 2,216 MTCO<sub>2</sub>e.

### Key improvements included:

- LED lighting upgrades
- Optimized HVAC controls
- Strategic use of window film to reduce solar gain
- Adjusted equipment schedules outside business hours
- Destratification fans to better circulate warm air in reception areas

These upgrades demonstrate how smart operational choices can deliver meaningful environmental impact, while also improving performance and reducing long-term costs.

In addition, as part of our innovation and research initiatives, we’ve implemented Building Energy Management Systems (BEMS) and Energy Management Systems (EMS) in our two largest offices. These systems help us optimize energy use and reduce costs by monitoring and controlling energy-intensive operations—such as HVAC, lighting, and other equipment—through a smart integration of hardware and software.



HubSpot House, Dublin

## Designing for Hybrid Collaboration

As part of our ongoing space optimization strategy, we've reconfigured several office locations to better support a hybrid workforce. This includes redesigning floor plans to enhance collaboration, improving access to shared resources such as meeting rooms, video conferencing equipment, communal workstations, and office supplies, and ensuring our spaces are flexible enough to meet changing team needs. These updates not only reduce unused space but improve productivity.

We encourage employees to use public transport, with all offices located near train and bus links. To support low-carbon commuting, we are also provisioning for electric vehicles, bikes, and scooters where appropriate. Our Dublin office offers two EV chargers and bike and scooter charging stations. We're also working with landlords to expand access to these options and support the transition to cleaner transport.



Our goal is to make every square foot of our real estate portfolio work harder—delivering energy efficiency, emissions reduction, and a better experience for HubSpotters. These improvements aren't just good for the environment—they make long-term business sense.

### Kenneth Papa

Senior Director Global Real Estate & Facilities at HubSpot

## Investing in High-Quality Renewable Energy

HubSpot sources 100% renewable energy for all of our offices. We continue to shift our energy mix toward the highest-quality renewable sources; this means transitioning to green tariffs or Power Purchase Agreements (PPAs) whenever possible. We purchase Renewable Energy Certificates (RECs) for all of our offices, and more than 85% of our active office space now operates on green tariffs.

In 2024, we transitioned our largest office, 2 Canal Park in Cambridge, MA, to a 100% renewable electricity tariff by enrolling in the City's aggregation program. This program provides electricity from MA Class I Renewable Energy Certificates and contributes to new hyper-local solar projects. HubSpot became the largest business to participate in the program's 100% renewable option.

## Setting Higher Standards for New Offices

Sustainability is core to the evaluation and design of new HubSpot locations. In 2024, we introduced more rigorous evaluation criteria for new office spaces—ensuring building owners and property managers are aligned with our emissions goals and operational standards. This means prioritizing new buildings that are efficient, fully-electric, and on a green tariff or PPA.

### Recent progress includes:

- London office: Fully electric, powered by 100% renewable energy, and rated BREEAM Excellent
- India office: Powered by 80% renewable energy, with ISO 14001 and LEED Platinum certifications

These spaces reflect our commitment to low-carbon operations, efficient design, and strong alignment between facility performance and our climate targets.





# Our Hardware

We prioritize the responsible management of all our IT hardware - primarily meaning devices like laptops and monitors used by our employees. We focus on extending the lifecycles of these devices and minimizing waste. This includes an employee purchase program for refurbished company hardware, alongside internal repair and reuse programs.

When equipment reaches its end of life, we partner with a specialized IT Asset Disposition (ITAD) vendor to determine the optimal pathway, emphasizing reuse and responsible recycling. In 2024, this approach resulted in over 80% of end-of-life employee laptops being securely remarketed for resale, either to employees or on the open market.

During office updates in 2024, we facilitated the reuse of equipment like monitors, either by employees or repurposing partners. Disposition vendors picked up 45,000 pounds of hardware, of which an estimated 17,500 pounds were laptops. Of the 4,000 laptops we recycled in 2024, 80% were resold to the public.

These initiatives collectively reduce our environmental footprint associated with hardware, conserve valuable resources, and generate cost efficiencies through optimized procurement and waste management.

Looking ahead, we plan to launch an IT donation program in 2025, creating another channel for extending the life of usable equipment for community benefit.

# Our Travel

With 70% of our team working remotely, it's vital that we bring people together in person to fuel innovation and productivity, and strengthen our culture. In-person interactions are critical for the collaboration that powers HubSpot's purpose. Similarly, necessary travel to meet with customers or showcase our platform at key events like INBOUND allows us to directly support our mission: helping businesses grow better.

Fostering these essential connections has contributed to an increase in our business travel emissions, though business travel per employee has decreased 18% from our baseline.





The slower progress in aviation decarbonization is one key reason we are exploring and investing in solutions like Sustainable Aviation Fuel (SAF). In 2024, we implemented several targeted initiatives to bridge the gap between the need for connection and our climate goals:

- **Enhanced Monitoring and Governance:** We instituted more rigorous oversight of business travel, utilizing travel emission modeling to better understand our impact
- **Optimized Meeting Strategy:** We refined our approach to in-person events, focusing on maximizing business value while minimizing the associated carbon footprint
- **Improved Emissions Tracking:** We upgraded our systems for tracking and measuring of travel-related emissions, enabling more accurate reporting and agile decision-making for reduction efforts
- **Informed Travel Choices:** Through nudge communications and adding carbon emissions data directly into our travel booking system, we are empowering HubSpotters to prioritize lower-carbon options where feasible
- **Proactive Scenario Modeling:** We conduct regular impact reduction assessments to ensure our trajectory stays within a reasonable range of our reduction target and allows for timely adjustments
- **Strategic Investment in Sustainable Aviation Fuel (SAF):** To more directly address our travel footprint, particularly air travel, we have incorporated SAF investments into our carbon mitigation strategy

# Our Employee Actions

At HubSpot, engaging employees in sustainability isn't just about awareness—it's about impact. In 2024, we launched a series of initiatives to integrate sustainability into our day-to-day work, helping employees take practical actions that contribute to our company-wide carbon reduction goals. These campaigns focused on accessible, real-world choices—whether at home, in the office, or on the move—and showed how small changes at scale can support measurable progress.

In April, we hosted Earth Fest—HubSpot's global, virtual event designed to build awareness and drive action on climate topics across our workforce. Held over a week to mark Earth Day, the event connected teams around the world and focused on practical ways employees can support our sustainability goals through the choices they make every day.

The festival contained virtual 'stages' that focused on themes including climate action at HubSpot, and the intersection of communities and climate change. We also hosted live sessions with sustainability thought leaders including BBC News Climate Editor Justin Rowlatt and leaders from companies such as IKEA.

The virtual festival generated more than 2,400 visits globally, with HubSpotters engaging in four live events across time zones, and more than 50 on-demand sessions.



## Going Full Circle: Rethinking Waste

In July 2024, we launched Going Full Circle, an internal campaign designed to help HubSpotters reduce waste and adopt circular habits through everyday, cost-effective actions.

To support our global workforce, we developed a dedicated internal microsite featuring bite-sized, self-serve content on topics like food waste, low-impact fashion, and reusable household items. The campaign also sparked employee-led engagement, with HubSpotters sharing personal low-waste tips such as integrating smart repurposing and composting ideas into busy lifestyles.

## Empowering HubSpotters to Shape a Hybrid and Sustainable Future

In 2024, we strengthened the link between hybrid work and sustainability by integrating our Employee Carbon Calculator with our Work Preference Selection survey—our method for giving employees the choice to work from home, from an office, or flex between the two. This initiative helps employees consider not only how they prefer to work, but also estimates the environmental impact of home working and commuting.

The Calculator plays a dual role: it educates employees on their carbon footprint and improves our GHG reporting for Scope 3, Category 7.

We received 1,987 responses (representing 24% of HubSpotters), helping us gather valuable data to:

- Understand and support work preferences across regions and roles
- Accurately report on Scope 3 emissions related to employee activity, a key part of our climate commitments

Employees who completed the calculator received personalized sustainability tips tailored to their work setup and location. These included actions like switching to renewable electricity, optimizing energy use at home, or selecting lower-emission commute options.

As part of this experience, we also introduced the HubSpot Energy House—an interactive web tool designed to raise employee awareness of how to reduce energy use both at home and in the office, and how everyday habits can contribute to lowering overall energy consumption.



# Our Supply Chain



**TARGET:**  
70% of our suppliers by spend, covering purchased goods and services and capital goods, will have Science-Based Targets (SBTs) by 2027<sup>7</sup>

**OUR PROGRESS:**  
**57%** of our suppliers by spend have SBTs

## Partnering with our Suppliers on the Path to Net-Zero

We recognize that addressing our environmental impact means going beyond our own operations. Engaging suppliers in our decarbonization journey is essential to reducing Scope 3 emissions and meeting our science-based targets. In 2024, we made important progress in aligning our supply chain with our climate goals—and encouraging our partners to set their own science-based targets.

We have steadily increased the number of suppliers with SBTs, reaching 57% by spend in 2024. This progress reflects both our strengthened supplier criteria and our ongoing commitment to support and engagement.

<sup>7</sup> Committed or verified.

Recognizing that a significant portion of our supplier base is made up of small and medium-sized businesses (SMBs), we’ve focused on providing targeted support to help them set near-term climate targets and begin their decarbonization journey.

One of the most significant steps we’ve taken is embedding sustainability into our vendor management process. In 2024, we:

- Updated our Supplier Code of Conduct to include clear climate and environmental compliance expectations
- Introduced sustainability criteria as part of the supplier onboarding process
- Created and disseminated educational materials about SBTs for HubSpot employees who make purchasing decisions
- Encouraged all new supplier contracts over \$500K to have SBTs

These changes are now standard in our procurement practices and help ensure we’re working with partners who share our environmental values.





## Supporting Supplier Climate Action

Recognizing that not all suppliers are at the same stage in their sustainability journey, we focused on building relationships and offering targeted support:

- Engaged directly with key suppliers without carbon commitments to understand their barriers and encourage action
- Reached out to sustainability leaders at our top suppliers to share HubSpot’s climate commitments and invite collaboration on setting emissions reduction targets
- Hosted an educational webinar for our top SMB suppliers to support them on their carbon journey, as SMBs typically have fewer resources to dedicate to sustainability initiatives
- Encouraged our SMB suppliers to join the SME Climate Hub, a partner of the Race to Zero campaign that helps SMBs set science-based targets



## Climate Risks and Opportunities

HubSpot is committed to aligning with best practice in managing climate risk. In preparation for compliance with California Senate Bill 219 we’re in the process of a formal quantification of climate risk and opportunities in alignment with the Task Force on Climate-Related Financial Disclosures (TCFD), as cited by the regulation. We aim to publish an SB 219-compliant TCFD report in Q3 2025 that will contain financial quantification results.

We acknowledge that TCFD has been retired and continue to ramp up our alignment with globally recognized voluntary frameworks (such as the International Sustainability Standards Board) and regulatory frameworks (such as the Corporate Sustainability Reporting Directive and Corporate Sustainability Due Diligence Directive). Our key focus remains climate-related risks and opportunities, their quantification, and their translation to strategic targets and metrics.

# Investing in Carbon Credits

While progress towards our science-based targets remains the key priority in our climate strategy, we recognize that we can drive broader impact by reducing carbon beyond our near-term SBT targets through Beyond Value Chain Mitigation (BVCM).

Our carbon credit strategy aligns with the [Oxford Principles](#) and the [Voluntary Carbon Markets Integrity Initiative](#) (VMCI) code, ensuring the purchase of high-quality credits. In 2024, we strategically focused our carbon credit investments on Sustainable Aviation Fuel (SAF) credits. Decarbonizing business travel presents a significant challenge, and this decision allows us to directly address and mitigate the environmental impact associated with this difficult-to-abate aspect of our operations.

In addition to our focus on SAF credits to address business travel emissions, our carbon credit portfolio also included investments in projects such as methane leak plugging, refrigerant destruction, regenerative agriculture, bioenergy with carbon capture and storage (BECCS), field weathering, and direct air capture. You can find the details of our purchases in our Voluntary Carbon Markets Disclosure statement [here](#).

# Practicing Good Governance

We are steadfast in our commitment to operating responsibly and transparently so that we earn and maintain the trust of our stakeholders.

## Maintaining Trust Through Ethical and Responsible Business Practices



In a time of AI-driven technological acceleration, strong governance and a focus on building and maintaining trust are table stakes. We have to act with integrity and uphold our values in order to play our part in the realization of a sustainable future.

**Erika Fisher**

Chief Legal Officer at HubSpot

Our customers trust us to help them grow while they navigate rapid, AI-driven technological shifts that ask unprecedented questions about data privacy, ethical behavior, and evolving industry standards.

HubSpot's Trust Center provides insight into our Security, Compliance, and Privacy posture, and can be accessed at [trust.hubspot.com](https://trust.hubspot.com).

### HubSpot aligns with the following standards:

**Global and U.S. privacy regulations, including the California Consumer Privacy Act (CCPA) and the EU General Data Protection Regulation (GDPR)**

See HubSpot’s [Privacy Policy](#) and [Data Processing Agreement](#) for details on how we treat personal data subject to regulations.

**Trust Service Principles (TSPs) established by the American Institute of Certified Public Accountants (AICPA)**

[Download](#) HubSpot’s SOC 2 Type 2 and SOC 3 reports from the HubSpot Trust Center.

**Regulatory and industry standards for privacy accountability**

TRUSTe and EU Cloud Code of Conduct attest to HubSpot’s responsible practices and we proudly display our certification on our [Trust Center](#) for all our customers to view and download.

**EU-US Data Privacy Framework (DPF)**

HubSpot is certified under the EU-U.S. DPF and relies on the EU-U.S. DPF for transfers of data between the EU and the U.S. Additionally, HubSpot will continue to rely on the SCCs for cross-border data transfers to countries not subject to an adequacy decision. Our [Terms Of Service](#) and [Data Processing Agreement](#) reflect this commitment and you can learn more about the HubSpot DPF [here](#).

**Payment Card Industry’s Data Security Standards (PCI-DSS)**

Commerce Hub offers two payment processing options to customers: HubSpot payments and Stripe payment processing. Both of these options use infrastructure provided by Stripe, Inc., a leading provider of digital payments infrastructure. Stripe’s infrastructure is certified to comply with PCI-DSS Level 1, the payment industry’s highest level of protection. HubSpot does not store, process, or collect credit card information submitted by customers. Download our SAQ-A reports on [HubSpot’s Trust Center](#).





# Corporate Governance Policies and Training

We expect all HubSpotters to embody our culture of integrity and respect, adhere to our principles and policies, and comply with applicable laws. Our [Code of Business Conduct and Ethics](#) provides every employee with a foundational understanding of these expectations.

Our Code of Business Conduct and Ethics is central to the onboarding process for every new employee. It contains guidance to help them navigate an array of potential legal and ethical situations, from bribery and corruption to harassment and insider trading. We require annual recertifications on those and other key policies.

We encourage our employees to report suspected policy violations of our Code to their manager, the People team, HubSpot Legal, or through our [Whistleblower Hotline](#) (online or via phone), which provides employees with the option to report anonymously, should they wish to do so.

We prohibit retaliation against whistleblowers. No one may retaliate against an employee who honestly reports a concern or participates in an investigation of a potential violation of law, our Code, or any HubSpot policy. This protection applies even if the person being reported is in a position of authority.

Our Board and its committees annually review and approve key policies, including the Code, and our Audit Committee receives updates each quarter regarding any major active investigations. When a Whistleblower complaint is received, it is assigned to a designated HubSpot employee who promptly and thoroughly investigates claims of policy violations. If a policy violation is substantiated, the subject of the complaint may be subject to disciplinary action, including termination.

In addition to this Code, we have adopted key policies that guide our corporate governance and sustainability practices to ensure our employees and partners conduct business ethically and sustainably.

[Human Rights Policy](#)

[Environmental Policy](#)

[Health and Safety Policy](#)

[Supplier Code of Conduct](#)



## Business Conduct and Human Rights

We continue to operate at the forefront of legal and regulatory best practices.

- We revised our Code of Business Conduct and Ethics, with the primary goal of improving clarity. The updates include references to our Human Rights Policy and Supplier Code of Conduct
- We updated our Supplier Code of Conduct by expanding the Human and Labor Rights section of the policy and adding reference to international human rights standards. We also updated our Human Rights Policy to cover suppliers, and to reference applicable global modern slavery regulations
- We evolved our training for all new employees to specifically address HubSpot's commitment and expectations regarding the protection of human rights, and incorporated references to our Human Rights Policy and Supplier Code of Conduct

## Data Privacy

We are committed to ensuring customer data is safe.

- We launched new product features that allow customers to securely store sensitive data on the HubSpot platform. We created publicly available resources to provide information and clarity about how to effectively use these new features in a secure way that supports customers' compliance needs. To learn more visit our [Sensitive Data FAQs](#) and [Sensitive Data Implementation Guide](#)
- We maintained our [TRUSTe enterprise privacy](#) and [EU Cloud Code of Conduct certification](#)
- We continue to provide transparent information to our customers on how we protect their data through our Trust Center, including updated [Data Privacy FAQs](#)
- We remained vigilant in our quest to monitor the ever-changing global privacy landscape and ensure we are meeting our customers' compliance needs. As a part of this ongoing commitment, we provided additional resources for customers including:
  - [FAQ](#) and specific terms relating to the the EU's Data Operational Resiliency Act
  - [HubSpot's Data Security Act \(DSA\) Transparency Report \(EU\)](#)
  - Updates to our [Data Disclosure Policy and Transparency Report](#)



## Responsible AI

We remain committed to trustworthy AI:

- We updated internal use policies for AI, ensuring we only use and develop secure AI tools, and that our employees are equipped with the knowledge they need to use AI responsibly
- We published [AI Trust FAQs](#) so that our customers know exactly how their data is protected by HubSpot when being used for AI
- We continued to enhance AI data security within HubSpot, expanding privacy-forward AI features with zero data retention by third-party LLMs, and in-region processing by third-party LLMs for an increasing number of customers
- We launched AI Model Cards to provide transparency into the data and LLMs that power HubSpot AI features. The model cards can be accessed at [trust.hubspot.com/ai](https://trust.hubspot.com/ai)
- We continue to use generally accepted content moderation tools to flag harmful AI generated content and prevent outputs like hate speech

## Responsible Procurement

We expect the same world-class governance, ethical, and environmental standards from our suppliers as we do our employees.

In 2024, our Procurement team implemented new vendor management technologies that provide greater visibility into the sustainability of our supply chain. We have also embedded sustainability criteria into vendor management processes, and executed programs to educate vendors about vendor carbon target commitments.

Our [Global Supplier Code of Conduct](#) includes environmental and social principles that are mandatory for HubSpot suppliers.

This policy is aligned with our core values, as well as the International Labour Organization (ILO) Declaration on Fundamental Principles and Rights at Work, the United Nations (UN) Guiding Principles on Business and Human Rights, and the Ten Principles of the UN Global Compact, to which HubSpot is a signatory.

## Our Board of Directors

Our commitment to responsibility starts with our Board, which brings an array of experience and perspectives to help us succeed in our mission. Our Board and committees meet regularly to support our strategy, governance, and regulatory efforts, and provide oversight of our enterprise risks and other key initiatives, including sustainability.

Further information on our Board independence, governance, skills and experience, director biographies, and stockholder engagement can be found in our [proxy statement](#) for our 2025 Annual Meeting of Stockholders. The charters of each of our committees can be found on our [Investor Relations website](#).



# Data Index

We are committed to transparency and ensuring our stakeholders can easily find the responsible business metrics most important to them. The following tables demonstrate our disclosures in accordance with the SASB’s Software and IT Services Sector and the Global Reporting Initiative. For any questions, please contact [sustainability@hubspot.com](mailto:sustainability@hubspot.com).

## Key Metrics

Climate				
TOPIC	2024	2023	2022	GRI INDICATOR
Total energy consumed (GJ) <sup>8,9</sup>	28,800	32,721	34,693	302-1
Reduction of energy consumption vs 2019 baseline (%)	50%	43%	—	302-4
Renewable energy (MWh) <sup>10</sup>	4,926	5,882	6,484	302-1
Scope 1 GHG emissions (MT CO <sub>2</sub> e)	0	0	0	305-1
Scope 2 GHG emissions (market-based) (MT CO <sub>2</sub> e)	561	568	689	305-2
Scope 2 GHG emissions (location-based) (MT CO <sub>2</sub> e)	1,926	1,928	2,400	305-2
Total scope 3 GHG emissions (MT CO <sub>2</sub> e)	61,619	62,135	51,285	305-3

<sup>8</sup> HubSpot does not operate any data centers and instead relies on cloud service vendors.  
<sup>9</sup> 100% of energy consumed was grid electricity.  
<sup>10</sup> HubSpot has purchased renewable energy certificates to match 100% of its office electricity usage since 2021. Upon consultation with RE100, we’ve been advised that HubSpot isn’t eligible to join its campaign because our annual energy usage is well below its minimum threshold of 100GWh.

Climate (cont.)

TOPIC	2024	2023	2022	GRI INDICATOR
Purchased goods and services (MT CO <sub>2</sub> e)	43,846	54,038	41,690	305-3
Capital goods (MT CO <sub>2</sub> e)	3,593	274	1,610	305-3
Fuel and energy related activities (MT CO <sub>2</sub> e)	495	425	484	305-3
Waste generated in operations (MT CO <sub>2</sub> e)	34	12.6	32	305-3
Business travel (MT CO <sub>2</sub> e)	7,449	2,676	1,784	305-3
Employee commuting (MT CO <sub>2</sub> e) <sup>11</sup>	5,600	4,531	5,957	305-3
Upstream leased assets (MT CO <sub>2</sub> e)	7.8	249	—	305-3
Downstream leased assets (MT CO <sub>2</sub> e)	594	34	—	305-3
GHG emissions intensity (MT CO <sub>2</sub> e per \$USD Revenue)	0.00002	0.00003	—	305-3
Percentage reduction in scope 1 and 2 greenhouse gas emissions from 2019 baseline year	85%	58%	—	305-5
Emissions of ozone-depleting substances (R11e)	0	0.000121	—	305-6
Nitrogen oxides (NO <sub>x</sub> ), sulfur oxides (SO <sub>x</sub> ), and other significant air emissions (MT CO <sub>2</sub> e)	HubSpot does not have any Scope 1 emissions and therefore does not have this type of emissions.			305-7

Waste and Water

Waste generation and significant waste-related impacts	<a href="#">Waste Management Statement</a>			306-1
Management of significant waste-related impacts	<a href="#">Waste Management Statement</a>			306-2
Total waste generated (lbs) <sup>12</sup>	222,925	193,905	—	306-3

<sup>11</sup> Includes remote working emissions.

<sup>12</sup> HubSpot obtained more actual waste data in 2024 and thus updated the waste calculation methodology to improve data accuracy.

## Waste and Water (cont.)

TOPIC	2024	2023	2022	GRI INDICATOR
Landfill (lbs)	91,819	30,765	—	306-5
Recycled (lbs) <sup>13</sup>	95,665	96,722	—	306-4
Incineration (with energy recovery) (lbs)	23,377	51,437	—	306-5
Incineration (without energy recovery) (lbs)	12,064	14,981	—	306-5
Percentage waste to landfill <sup>14</sup>	47%	24%	—	306-5
Percentage waste recycled	43%	50%	—	306-4
Total water withdrawn (m <sup>3</sup> )	13,596 <sup>15</sup>	22,003 <sup>16</sup>	13,606 <sup>17</sup>	303-5

## Employees and community

TOPIC	2024	2023	2022	GRI INDICATOR
Global minimum weeks paid parental leave <sup>18</sup>	6	6	6	401-3
Percentage of employees receiving regular performance and career development reviews	100%	100%	—	404-3
Political contributions (\$USD)	\$250,000 <sup>19</sup>	\$0	—	415-1

<sup>13</sup> Includes composted waste.

<sup>14</sup> Includes incineration without energy recovery.

<sup>15</sup> Covers 100% of HubSpot’s square footage.

<sup>16</sup> Covers 100% of HubSpot’s square footage.

<sup>17</sup> Covers 98% of HubSpot’s square footage.

<sup>18</sup> Paid parental leave is available to all active, regular full-time and part-time employees. HubSpot provides U.S. employees with 16 weeks of parental leave (regardless of gender or primary/secondary caregiver status). Outside the U.S. HubSpot provides a minimum of 16 weeks of maternity leave or primary leave and 6 weeks for paternity leave or secondary leave (as applicable by country). We also comply with all relevant laws where applicable.

<sup>19</sup> This represents spend on HubSpot’s partnership with the Business Software Alliance, a trade association that helps to advocate for areas of public policy on behalf of its members.



Employees and community <sup>20</sup>				
TOPIC	2024	2023	2022	GRI INDICATOR
Total employees	8,246	7,663	7,433	2-7, 2-8
EMPLOYEES BY REGION				
Employees in Asia Pacific	575	528	541	2-7, 2-8
Employees in Europe	2,342	2,164	2,091	2-7, 2-8
Employees in the Americas	5,329	4,971	4,801	2-7, 2-8
GENDER COMPANY-WIDE				
Women	44.8%	45.7%	47.0%	2-7, 2-8
Men	55.1%	54.1%	52.8%	2-7, 2-8
GENDER BY LEVEL				
C-Level - Women	33.3%	40.0%	50.0%	2-7, 2-8
C-Level - Men	66.7%	60.0%	50.0%	2-7, 2-8
ETHNICITY BREAKDOWN <sup>21</sup>				
White	62.3%	63.0%	62.3%	
Asian	19.2%	17.5%	16.0%	
Black or African American	6.5%	7.3%	9.0%	
Hispanic or Latino	7.3%	7.5%	7.9%	
Native Hawaiian or Pacific Asian Islander	0.1%	0.2%	0.2%	

<sup>20</sup> We round to one decimal place for our demographics data. This rounds the population of certain racial/ethnic groups to 0.0%, though the actual total of these employees is greater than zero.

<sup>21</sup> U.S. employees only.

Employees and community (cont.)<sup>22</sup>

TOPIC	2024	2023	2022	GRI INDICATOR
ETHNICITY BREAKDOWN <sup>23</sup>				
American Indian or Alaska Native	0.1%	0.1%	0.1%	
Two or More Races	3.3%	3.3%	3.4%	
Other	1.3%	1.3%	1.2%	
AGE COMPANY-WIDE				
Under 30 years old	26.7%	—	—	2-7, 2-8
30-50 years old	71.4%	—	—	2-7, 2-8
Over 50 years old	1.9%	—	—	2-7, 2-8
SELF-REPORTED CATEGORIES				
Employees that are parents or caregivers of children	41.0%	35.3%	30.9%	2-7, 2-8
Employees that are LGBTQ+	13.0%	14.7%	13.1%	2-7, 2-8
Employees that are transgender	1.0%	1.2%	0.9%	2-7, 2-8
Employees that are non-binary <sup>24</sup>	1.8%	1.6%	1.3%	2-7, 2-8
Employees that are veterans	1.0%	1.2%	1.3%	2-7, 2-8
Employees that are persons with disabilities	8.0%	11.8%	11.3%	2-7, 2-8
Employees that are first-generation in the U.S.	49.5%	48.2%	47.2%	2-7, 2-8

<sup>22</sup> We round to one decimal place for our demographics data. This rounds the population of certain racial/ethnic groups to 0.0%, though the actual total of these employees is greater than zero.

<sup>23</sup> U.S. employees only.

<sup>24</sup> Non-binary data reflects the self-reporting survey population only.

Employees and community (cont.)<sup>25</sup>

TOPIC	2024	2023	2022	GRI INDICATOR
GENDER AND ETHNICITY BY EMPLOYEE TYPE				
Percentage White in all management positions <sup>26</sup>	72.7%	—	—	
Percentage Asian in all management positions <sup>26</sup>	13.0%	—	—	
Percentage Black in all management positions <sup>26</sup>	5.8%	—	—	
Percentage Hispanic in all management positions <sup>26</sup>	4.9%	—	—	
Percentage Indigenous in all management positions <sup>26</sup>	—%	—	—	
Percentage Two or more races in all management positions <sup>26</sup>	3.5%	—	—	
Women in junior management positions <sup>26</sup>	50.4%	—	—	
Women in all management positions <sup>26</sup>	49.9%	—	—	
Women in management positions in revenue-generating functions as % of all such managers	53.4%	—	—	
Women in STEM-related positions	32.2%	—	—	
BOARD DEMOGRAPHICS				
Gender - Women	40%	40%	40%	405-1
Gender - Men	60%	60%	60%	405-1

<sup>25</sup> We round to one decimal place for our demographics data. This rounds the population of certain racial/ethnic groups to 0.0%, though the actual total of these employees is greater than zero.

<sup>26</sup> Includes junior, middle, and top management.



Employees and community (cont.)<sup>27</sup>

TOPIC	2024	2023	2022	GRI INDICATOR
BOARD DEMOGRAPHICS				
Age - 40-50 years old	10%	20%	40%	405-1
Age - 51-60 years old	70%	60%	40%	405-1
Age - 60+ years old	20%	20%	20%	405-1
Tenure - 0-5 years	40%	40%	50%	
Tenure - 6-10 years	20%	20%	20%	
Tenure - 10+ years	40%	40%	30%	

<sup>27</sup> We round to one decimal place for our demographics data. This rounds the population of certain racial/ethnic groups to 0.0%, though the actual total of these employees is greater than zero.

## Sustainability Accounting Standards Board (SASB) Index

TOPIC	METRIC	CATEGORY	UNIT OF MEASURE	CODE	RESPONSE
Environmental Footprint of Hardware Infrastructure	(1) Total energy consumed, (2) percentage grid electricity and (3) percentage renewable	Quantitative	Gigajoules (GJ), Percentage (%)	TC-SI-130a.1	We disclose this data in the <a href="#">Climate Section</a> of our Key Metrics.
	(1) Total water withdrawn, (2) total water consumed; percentage of each in regions with High or Extremely High Baseline Water Stress	Quantitative	Thousand cubic meters (m3), Percentage (%)	TC-SI-130a.2	13,596 m3 water withdrawn from municipal supplies.  This covers 100% of HubSpot facilities. HubSpot does not have any sites in areas Extremely High Baseline Water Stress as classified by the World Resources Institute’s (WRI) Water Risk Atlas tool, Aqueduct. Only 0.0001% of water withdrawn was in high risk regions.
	Discussion of the integration of environmental considerations into strategic planning for data center needs	Discussion and Analysis	n/a	TC-SI-130a.3	We obtain carbon emissions data directly from our data center providers and are working with them to ensure their carbon reduction efforts align with global best practice.
Data Privacy & Freedom of Expression	Description of policies and practices relating to behavioral advertising and user privacy	Discussion and Analysis	n/a	TC-SI-220a.1	<a href="#">Privacy Policy</a>
	Number of users whose information is used for secondary purposes	Quantitative	Number	TC-SI-220a.2	HubSpot does not use user information for reasons other than those described in our <a href="#">Customer Terms of Service</a> , <a href="#">Data Processing Agreement</a> , and our <a href="#">Privacy Policy</a> (which are publicly available on our website).
	Total amount of monetary losses as a result of legal proceedings associated with user privacy	Quantitative	USD	TC-SI-220a.3	HubSpot suffered no material monetary losses in 2024 as a result of legal proceedings stemming from user privacy.
	(1) Number of law enforcement requests for user information, (2) number of users whose information was requested, (3) percentage resulting in disclosure	Quantitative	Number, Percentage (%)	TC-SI-220a.4	Please see our <a href="#">Data Disclosure Policy and Transparency Report</a> .

## Sustainability Accounting Standards Board (SASB) Index (cont.)

TOPIC	METRIC	CATEGORY	UNIT OF MEASURE	CODE	RESPONSE
Data Privacy & Freedom of Expression	List of countries where core products or services are subject to government-required monitoring, blocking, content filtering, or censoring	Discussion and Analysis	n/a	TC-SI-220a.5	HubSpot complies with U.S regulations related to embargoed countries, including actively blocking access to our product by users located in embargoed Countries. In addition HubSpot’s Customer Terms of Service requires all Customers to comply with applicable export and trade laws in the use and receipt of our product and services. HubSpot also complies with EU content moderation regulations and responds to Member State and individual reports of suspected illegal content.
Data Security	Description of approach to identifying and addressing data security risks, including use of third-party cybersecurity standards	Discussion and Analysis	n/a	TC-SI-230a.2	HubSpot has invested in the appropriate controls to protect and service our customers. This investment includes the implementation of dedicated Corporate, Product, Infrastructure, and Physical Security programs, that are responsible for HubSpot’s comprehensive security program. HubSpot aims to comply with or exceed industry standard best practices. Our controls governing the availability, confidentiality, and security of customer data meet or exceed the applicable SOC 2 (Service Organization Control Type 2) Trust Service Principles (TSPs) established by the American Institute of Certified Public Accountants (AICPA).  To learn more about our approach to identifying and addressing security risks see our Security Overview located on our Trust Center
	(1) Number of data breaches, (2) percentage involving personally identifiable information (PII), (3) number of users affected	Quantitative	Number, Percentage (%)	TC-SI-230a.1	HubSpot did not have any data breaches that resulted in a deviation from our expected outcomes for confidentiality and/or integrity in 2024.



## Sustainability Accounting Standards Board (SASB) Index (cont.)

TOPIC	METRIC	CATEGORY	UNIT OF MEASURE	CODE	RESPONSE
Recruiting & Managing a Global, Diverse & Skilled Workforce	Percentage of employees that are (1) foreign nationals and (2) located offshore	Quantitative	Percentage (%)	TC-SI-330a.1	<p>8,246 full-time employees as of December 31, 2024 (5,771 whom are 100% remote from their country of employment):</p> <ul style="list-style-type: none"><li>• 575 in the Asia Pacific region</li><li>• 2,342 in Europe</li><li>• 5,329 in the Americas</li></ul> <p>As a global company, we have thousands of employees who work from 13 countries and remotely. With customers in more than 135 countries, this global footprint means we have employees in the regions where our customers operate. This helps us better meet the needs of our customers, allowing us to understand the differences and similarities in operating environments globally. To support this, we developed the HubSpot Culture Code in 2013, which we continue to update, to set out our shared way of operating which is focused on openness, autonomy, transparency and a spirit of innovation. With different regulations and risks in our various locations, we have local HR teams to support employees, develop local talent pools and manage risks and regulations. These local teams are supported by a global team, which sets and manages our global people strategy. Our core business work is carried out by HubSpot employees. None of our employees in the United States are represented by a labor union. However, employees of certain global entities are represented by works councils.</p>

## Sustainability Accounting Standards Board (SASB) Index (cont.)

TOPIC	METRIC	CATEGORY	UNIT OF MEASURE	CODE	RESPONSE
Recruiting & Managing a Global, Diverse & Skilled Workforce	Employee engagement as a percentage	Quantitative	Percentage (%)	TC-SI-330a.2	<p>We administer a biannual employee engagement survey, known as our eNPS survey, to assess and understand the employee experience and engagement at the company level. A baseline survey informs action planning, and a shorter pulse survey then tracks progress towards our goals. The survey enables us to provide data to leaders across the organization, empowering them to identify, address, and monitor feedback at department and team levels.</p> <p>Our companywide eNPS score as of October 2024 was 25. eNPS stands for Employee Net Promoter Score, and is our primary measure of employee engagement. Every survey, we ask each employee to rate, from 0-10, how likely they are to recommend HubSpot as a great place to work based on topics such as job satisfaction and purpose. We then calculate an eNPS score as the percentage of employees who are proponents, i.e. who answered 9 or 10, minus the percentage who are detractors who answered 6 or less. The eNPS score can range from 100 to -100.</p> <p>Based on the results and an analysis of our strengths and opportunities as it relates to our overarching culture, our executive leadership team and department leadership teams create action plans to address high-priority feedback. In the spirit of transparency, the eNPS analysis and action plans are shared internally. This ensures our employees are aware of how we are utilizing their feedback to drive positive change across the company on a variety of topics.</p>
	Percentage of gender and racial/ethnic group representation for (1) management, (2) technical staff, and (3) all other employees	Quantitative	Percentage (%)	TC-SI-330a.3	See the Key Metrics Section of this report.

## Sustainability Accounting Standards Board (SASB) Index (cont.)

TOPIC	METRIC	CATEGORY	UNIT OF MEASURE	CODE	RESPONSE
Intellectual Property Protection & Competitive Behavior	Total amount of monetary losses as a result of legal proceedings associated with anti-competitive behavior regulations	Quantitative	USD (\$)	TC-SI-520a.1	HubSpot suffered no material monetary losses in 2024 as a result of legal proceedings associated with anticompetitive behavior regulations.
Managing Systemic Risks from Technology Disruptions	Number of (1) performance issues and (2) service disruptions; (3) total customer downtime	Quantitative	Number, Days	TC-SI-550a.1	We provide transparency around service availability and performance of our products at <a href="https://status.hubspot.com/">https://status.hubspot.com/</a> .
	Description of business continuity risks related to disruptions of operations	Discussion and Analysis	n/a	TC-SI-550a.2	Business continuity risks are discussed in Item 1A. Risk Factors in our Annual Report on Form 10-K filed with the SEC on February 12, 2025, and in our subsequent Quarterly Reports on Form 10-Q.

ACTIVITY METRIC	CATEGORY	UNIT OF MEASURE	CODE	RESPONSE
(1) Number of licenses or subscriptions, (2) percentage cloud-based	Quantitative	Number, Percentage (%)	TC-SI-000.A	(1) 247,939 customers (2) 100% cloud based
(1) Data processing capacity, (2) percentage outsourced	Quantitative	MSUs, MIPS or MFLOPS	TC-SI-000.B	100% of data processing capacity is outsourced
(1) Amount of data storage, (2) percentage outsourced	Quantitative	Petabytes, Percentage (%)	TC-SI-000.C	100% of data storage is outsourced



## Global Reporting Initiative (GRI) Content Index

STATEMENT OF USE	GRI 1 USED
HubSpot has reported the information cited in this GRI content index for the period January 1, 2024 through December 31, 2024 with reference to the GRI Standards.	GRI 1: Foundation 2021

GRI STANDARD	DISCLOSURE	LOCATION
GRI 2: General Disclosures 2021	2-1 Organizational details	<a href="#">HubSpot Form 10-K</a> <a href="#">Our Story</a>
	2-2 Entities included in the organization’s sustainability reporting	<a href="#">HubSpot Form 10-K</a>
	2-3 Reporting period, frequency and contact point	<a href="#">About this Report</a>
	2-4 Restatements of information	In 2024, we updated our emissions calculation methodology to further improve accuracy and auditability.  This required historical revisions to be made for the following categories: Purchased Goods and Services (2023), Capital Goods (2023), and Fuel and Energy-Related Activities (2019, 2021, 2022, 2023).
	2-5 External assurance	<a href="#">2025 Responsible Business Report Assurance Statement</a>

## Global Reporting Initiative (GRI) Content Index (cont.)

GRI STANDARD	DISCLOSURE	LOCATION
GRI 2: General Disclosures 2021	2-6 Activities, value chain and other business relationships	<a href="#">Our Story</a> <a href="#">What is HubSpot?</a> <a href="#">HubSpot Form 10-K</a> <a href="#">HubSpot Form 10-K: Business</a> <a href="#">HubSpot Form 10-K: Financial Statements</a>
	2-7 Employees	<a href="#">Data Index: Employees and Community</a>
	2-8 Workers who are not employees	<a href="#">Data Index: Employees and Community</a>
	2-9 Governance structure and composition	<a href="#">Our Sustainability Governance Structure</a>
	2-10 Nomination and selection of the highest governance body	<a href="#">2025 Proxy Statement: Corporate Governance</a> <a href="#">2025 Proxy Statement: Proposal One - Election of Directors</a>
	2-11 Chair of the highest governance body	<a href="#">2025 Proxy Statement: Corporate Governance</a>
	2-12 Role of the highest governance body in overseeing the management of impacts	<a href="#">Our Sustainability Governance Structure</a> <a href="#">2025 Proxy Statement: Nominating, Governance, and Sustainability Committee</a> <a href="#">2025 Proxy Statement: Sustainability at HubSpot</a> <a href="#">2025 Proxy Statement: Stakeholder Engagement</a>

## Global Reporting Initiative (GRI) Content Index (cont.)

GRI STANDARD	DISCLOSURE	LOCATION
GRI 2: General Disclosures 2021	2-13 Delegation of responsibility for managing impacts	<a href="#">Our Sustainability Governance Structure</a>  <a href="#">2025 Proxy Statement: Nominating, Governance, and Sustainability Committee</a>
	2-14 Role of the highest governance body in sustainability reporting	<a href="#">Our Sustainability Governance Structure</a>  <a href="#">2025 Proxy Statement: Nominating, Governance, and Sustainability Committee</a>
	2-15 Conflicts of interest	<a href="#">2025 Proxy Statement: Corporate Governance</a>  <a href="#">Code of Business Conduct and Ethics</a>
	2-16 Communication of critical concerns	Since HubSpot is a publicly traded company, any stockholder or interested person may communicate with the Chairperson of the Board or with the non-management directors as a group as follows:  • By Mail: Chairperson of the Board or Non-Management Directors, c/o Chief Legal Officer and Secretary, 2 Canal Park Cambridge, MA 02141 United States
	2-17 Collective knowledge of the highest governance body	<a href="#">2025 Proxy Statement: Board Skills and Experience Matrix</a>
	2-18 Evaluation of the performance of the highest governance body	<a href="#">2025 Proxy Statement: Board and Committee Evaluations</a>
	2-19 Remuneration policies	<a href="#">2025 Proxy Statement: Compensation Discussion and Analysis</a>
	2-20 Process to determine remuneration	<a href="#">2025 Proxy Statement: Determining Executive Compensation</a>
	2-21 Annual total compensation ratio	<a href="#">2025 Proxy Statement: CEO Pay Ratio</a>
	2-22 Statement on sustainable development strategy	<a href="#">A Message From Our CEO</a>



## Global Reporting Initiative (GRI) Content Index (cont.)

GRI STANDARD	DISCLOSURE	LOCATION
GRI 2: General Disclosures 2021	2-23 Policy commitments	<a href="#">Code of Business Conduct and Ethics</a> <a href="#">Human Rights Policy</a> <a href="#">Supplier Code of Conduct</a> <a href="#">Health and Safety Policy</a> <a href="#">Acceptable Use Policy</a> <a href="#">Privacy Policy</a> <a href="#">Environmental Policy</a>
	2-24 Embedding policy commitments	<a href="#">Our Sustainability Governance Structure</a>
	2-25 Processes to remediate negative impacts	<a href="#">Whistleblower Hotline</a>
	2-26 Mechanisms for seeking advice and raising concerns	<a href="#">Whistleblower Hotline</a>
	2-27 Compliance with laws and regulations	HubSpot implements policies and procedures to facilitate our compliance with U.S. laws and regulations applicable to or arising from our international business.  <a href="#">HubSpot Form 10-K: Risk Factors</a>
	2-28 Membership associations	<a href="#">Data Index: Political Contributions</a>

## Global Reporting Initiative (GRI) Content Index (cont.)

GRI STANDARD	DISCLOSURE	LOCATION
GRI 2: General Disclosures 2021	2-29 Approach to stakeholder engagement	<a href="#">2025 Proxy Statement: Stakeholder Engagement</a> <a href="#">About this Report</a>
	2-30 Collective bargaining agreements	<a href="#">Sustainability Accounting Standards Board Index</a>
GRI 3: Material Topics 2021	3-1 Process to determine material topics	<a href="#">About this Report</a>
	3-2 List of material topics	<a href="#">About this Report</a>
	3-3 Management of material topics	<a href="#">About this Report</a>
GRI 201: Economic Performance 2016	201-1 Direct economic value generated and distributed	<a href="#">HubSpot Reports Q4 and Full Year 2024 Results</a>
GRI 302: Energy 2016	302-1 Energy consumption within the organization	<a href="#">Data Index: Climate</a>
	302-3 Energy intensity	<a href="#">Data Index: Climate</a>
	302-4 Reduction of energy consumption	<a href="#">Data Index: Climate</a>
GRI 305: Emissions 2016	305-1 Direct (Scope 1) GHG emissions	<a href="#">Data Index: Climate</a>
	305-2 Energy indirect (Scope 2) GHG emissions	<a href="#">Data Index: Climate</a>
	305-3 Other indirect (Scope 3) GHG emissions	<a href="#">Data Index: Climate</a>
	305-4 GHG emissions intensity	<a href="#">Data Index: Climate</a>
	305-5 Reduction of GHG emissions	<a href="#">Data Index: Climate</a>
	305-6 Emissions of ozone-depleting substances (ODS)	<a href="#">Data Index: Climate</a>
	305-7 Nitrogen oxides (NOx), sulfur oxides (SOx), and other significant air emissions	<a href="#">Data Index: Climate</a>

## Global Reporting Initiative (GRI) Content Index (cont.)

GRI STANDARD	DISCLOSURE	LOCATION
GRI 306: Waste 2020	306-1 Waste generation and significant waste-related impacts	<a href="#">Waste Management Statement</a>
	306-2 Management of significant waste-related impacts	<a href="#">Waste Management Statement</a>
	306-3 Waste generated	<a href="#">Data Index: Waste and Water</a>
	306-4 Waste diverted from disposal	<a href="#">Data Index: Waste and Water</a>
	306-5 Waste directed to disposal	<a href="#">Data Index: Waste and Water</a>
GRI 401: Employment 2016	401-3 Parental leave	<a href="#">Data Index: Employees and Community</a>
GRI 404: Training and Education 2016	404-2 Talent attraction and employee growth and development	<a href="#">Attracting Tomorrow’s Talent</a>
	404-3 Percentage of employees receiving regular performance and career development reviews	<a href="#">Data Index: Employees and Community</a>
GRI 405: Diversity and Equal Opportunity 2016	405-1 Diversity of governance bodies and employees	<a href="#">Data Index: Board Demographics</a>
GRI 415: Public Policy 2016	415-1 Political contributions	<a href="#">Data Index: Employees and Community</a>
GRI 418: Customer Privacy 2016	418-1 Substantiated complaints concerning breaches of customer privacy and losses of customer data	<a href="#">Sustainability Accounting Standards Board Index</a>



# Additional Resources

## COMPANY INFORMATION

[About HubSpot](#)

[Global Offices](#)

## GENERAL DISCLOSURES

[Investor Relations](#)

[2025 10-K](#)

[2025 Proxy Statement](#)

## SUSTAINABILITY

[Sustainability Website](#)



HubSpot