

Water Stewardship at HubSpot

Water supports the communities where we operate and the buildings where our employees work. Although HubSpot's business model is office-based and does not rely heavily on water as a direct input, we recognize that regional water stress can affect infrastructure reliability, operating costs, and long-term real estate decisions. For that reason, we measure and manage our water use with a focus on transparency and practical risk management.

In fiscal year 2024, HubSpot partnered with Anthesis Group to complete our first enterprise-wide water inventory across 19 office locations, establishing a baseline for ongoing performance tracking and disclosure.

FY24 Water Performance Summary¹:

- Water Withdrawals – 4,026,956 gal
- Water Discharges – 3,221,565 gal
- Water Consumption – 805,391 gal
- 9% of Withdrawals from Water-Stressed Regions²

The inventory was developed in alignment with the CEO Water Mandate's *Methods & Tools of Corporate Water Accounting* and CDP's *Technical Note on Water Accounting*, and quantifies total withdrawals, discharges, and consumption across our portfolio. A summary of our FY24 water performance metrics, including withdrawals, discharges, consumption, and the percentage of withdrawals occurring in water-stressed regions, is provided above.

After establishing the baseline, we conducted a basin-level risk assessment using the WRI *Aqueduct Water Risk Atlas* and WWF *Water Risk Filter* to identify locations exposed to inherent water-related constraints and to inform future stewardship priorities. The assessment integrated key indicators from both tools with site-level operational data, prioritizing sites based on basin-level water risk, total withdrawals, and relative water intensity.

Overall, our portfolio trends toward the lower end of typical office water-use benchmarks, as identified in the FY24 water inventory and baseline assessment conducted by Anthesis. Even so, five sites were identified as operating in basins facing elevated current or future water constraints. These locations now receive additional attention, particularly in discussions with landlords about metering, building systems, and long-term resilience planning.

Water considerations are part of our broader environmental risk oversight. Our Sustainability Team works with Real Estate and Finance to factor water-related insights into site selection, lease renewals, and capital planning. Because we primarily operate in leased facilities, collaboration with landlords remains central to improving metering accuracy, infrastructure efficiency, and long-term building resilience

Across our offices, we prioritize selecting high-performance buildings, and the majority of our locations operate in facilities with recognized environmental certifications such as LEED, ENERGY STAR, and NABERS. Many sites incorporate low-flow fixtures, efficient cooling systems, sub-metering, and performance monitoring to support resource efficiency. We continue to improve data quality, strengthen risk-screening processes, and evaluate context-appropriate efficiency measures in higher-risk basins.

Establishing our FY24 baseline marks an important step in building a structured, risk-informed approach to water stewardship. As we mature this program, we plan to continue to enhance transparency, refine performance tracking, and integrate water risk considerations into long-term operational planning in alignment with evolving investor and stakeholder expectations.

¹ FY24 water inventory covers 100% of HubSpot's global office square footage within our operational boundary (19 sites).

² Percentage informed by WRI Aqueduct Baseline Water Stress indicator.

This article includes forward-looking statements. Please see our Sustainability Forward-Looking Statements for more information.