

B4SI Assurance Statement 2025

Overview

Corporate Citizenship (part of SLR) has been asked by HubSpot to review its use of the Business for Societal Impact (B4SI) Framework for measuring corporate community investment (CCI) programs between January 2025 and December 2025.

The B4SI Frameworks help businesses to improve the management, measurement, and reporting of their social impact. A combination of three Frameworks covers Community Investment, Social Innovation & Procurement for Social Impact. (See <https://b4si.net> for more information).

Corporate Citizenship (part of SLR), as global managers of B4SI, have worked with HubSpot in its first year of membership to provide limited assurance of its community investment data gathered over 2025 and the application of the B4SI Community Investment Framework, in accordance with current Guidance. The scope of assurance covers inputs contributed through the company's Community Investment and the outputs and impacts of these activities, where measured. Having conducted our assessment nothing has come to our attention which causes us to believe that the reported data, as stated in the Appendix for this document, does not accurately reflect the B4SI principles. Our work has not extended to an independent audit of the data.

In our commentary, we identify the main findings of the assurance process, including the strong foundation of readily available metrics on which to build, as well as areas for development where the company can strengthen its approach based on learnings from this year. We have further explained our observations in a separate management report to HubSpot.

Commentary

As part of its efforts to ensure a robust application of the Framework, HubSpot has had its CCI data assured by B4SI this year. HubSpot has demonstrated a strong commitment to rigorous measurement and reporting and continuous improvement in collecting its CCI data according to the principles of the B4SI Framework.

The data shows a total contribution worth \$10,092,691 of which 61% was in the form of in kind donations. The remaining contributions consisted of cash (37%), time (1%), and management costs (1%). In 2025, HubSpot reached a total of 361,035 individual beneficiaries across its community programs. Of those impacted, the largest proportion (99%) experienced a development of new skills or an increase in personal effectiveness, which is consistent with the skills-building focus that underpins all of HubSpot's community programs.

HubSpot measures inputs across a number of its operations and records where measured, social outputs and impacts for these activities. The definitions used for each measure are backed by the B4SI Framework. Program leads are responsible for gathering activity-level data, which is then consolidated centrally by the sustainability team.

Our review of HubSpot's 2025 Community Investment data showed a promising foundation for centralised data collection and effective implementation of the B4SI Framework.

Future developments could address the completeness of data coverage, and on strengthening consistency in the application of the framework- particularly in relation to tracking volunteering hours, valuing in-kind donations, and evidencing output and impact metrics.



Clodagh Connolly
Global B4SI Director

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The scope of the statement is limited to the reporting period

7th April 2026

Appendix

HubSpot's 2025 Community Investment (USD)

INPUTS

Total value of contributions (including management costs)		\$10,092,691
Total value of contributions (excl. management costs)		\$9,950,569
HOW - Type of contributions		
Cash	\$3,690,894	37%
Time	\$59,675	1%
In-kind: contributions of product, equipment, rooms etc.	\$6,200,000	61%
Management costs	\$142,122	1%
TOTAL	\$10,092,691	100%

OUTPUTS

Total number of activities reported **6**

COMMUNITY OUTPUTS

Total number of direct beneficiaries 361,035

BUSINESS OUTPUTS

Number of staff involved in company time 89

Number of hours contributed in company time 775

LEVERAGE

Employees – fundraising \$58,960 8%

External partners \$686,500 92%

Total Leverage \$745,460 100%

IMPACTS

COMMUNITY IMPACTS

Number of direct beneficiaries where results were measured 356,138

Number that:

Experienced a positive change in their behaviour or attitude as a result of your support 65

Developed new skills or an increase in their personal effectiveness 356,053

Experienced a direct positive impact on their quality of life as a result of your support 36