



2021

SUSTAINABILITY

REPORT



With a mission of helping millions of organizations grow better, we believe HubSpot needs to lead the way by growing better, too.

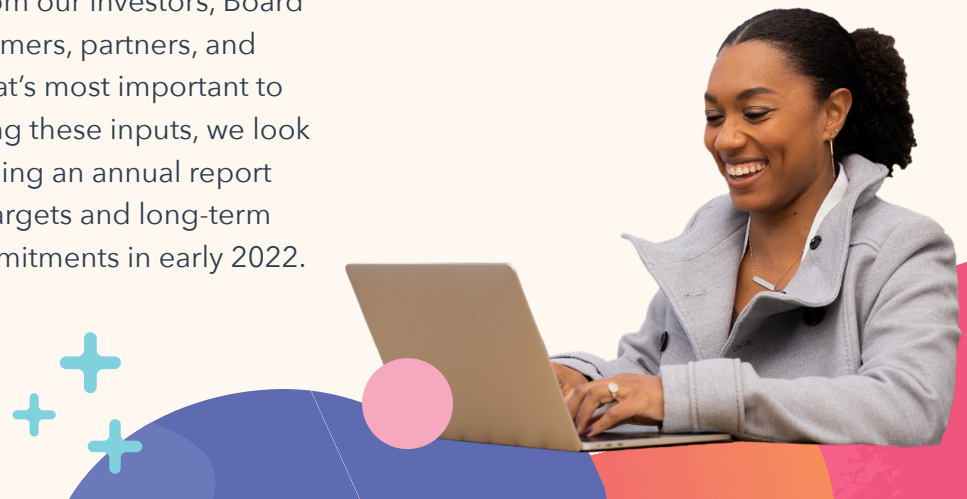
We do this by creating value for our customers and stakeholders, taking an active role in fighting racial injustice, promoting gender equality, working hard to protect customers' data and privacy, and doing what we can to reduce our impact on the environment. Combined, these initiatives help us build a company that is sustainable: one that helps uplift the employees, communities, systems, and environment in which we operate.

Over the course of HubSpot's 15-year history, transparency has always been a core value to our business. By publicly publishing our [Culture Code](#) and annual [Diversity, Inclusion, and Belonging Report](#), we've always defaulted to sharing where we are as a company and our areas for improvement. In our first-ever Sustainability Report, you'll see our efforts, milestones, and aspirations within our three focus pillars: Environmental, Social, and Governance (ESG).

In 2020, we formally created our ESG Committee to drive progress on our commitments. The ESG Committee is a cross-functional group composed of individuals passionate about HubSpot's future, and advocating for our values. The committee helps measure, report on, and improve our ESG program.


While it's encouraging to see the progress we've made, we also acknowledge that there is still work to be done. Whether building better products or updating our Culture Code, we're always looking to learn, iterate, and evolve. Our Sustainability Report is no different. We're gathering feedback from our investors, Board of Directors, customers, partners, and employees on what's most important to them. Incorporating these inputs, we look forward to publishing an annual report highlighting our targets and long-term sustainability commitments in early 2022.

Thank you for taking the time to learn about our sustainability journey. If you have feedback, questions, and suggestions on how we can build a company that future generations can be proud of, we'd love to hear from you at sustainability@hubspot.com.



Founded in
2006

4,980+
employees globally


Thousands of employees
work across the globe in HubSpot's
13 locations and remotely

About HubSpot

HubSpot (NYSE: HUBS) is a leading customer relationship management (CRM) platform that provides software and support to help companies grow better. The platform includes marketing, sales, service, operations, and website management products that start free and scale to meet our customers' needs at any stage of growth. Named Glassdoor's #4 Best Place to Work in 2021, HubSpot has been recognized for its award-winning culture by Great Place to Work, Comparably, Fortune, Entrepreneur, Inc., and more.

121,000+
customers in more than
120 countries

\$880M+
in revenue in 2020

70,000+
registered INBOUND attendees
in 2020

Highlights

In early 2021, we conducted a materiality assessment to identify the sustainability topics most important to HubSpot's customers, employees, and investors. We reviewed the results of the assessment alongside our overall business strategy to identify our key areas of focus: diversity, inclusion, and belonging; privacy and data protection; and energy and emissions. Coupled with stakeholder feedback and industry trends, this is where we believe HubSpot can have the greatest impact.

Over 6M

views of our Culture Code

**Offset ~80,000
metric tons**

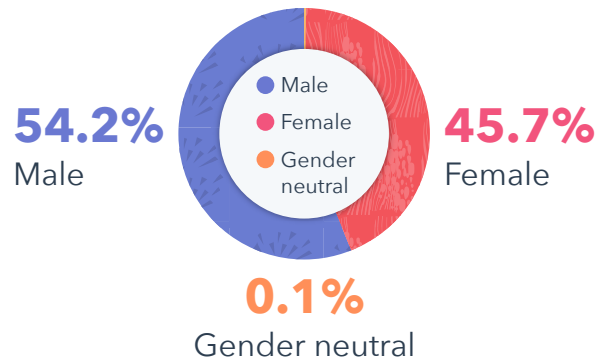
of emissions from 2006, our founding year, through 2020, making HubSpot carbon neutral

9

Global Charity Partners

Doubled

our investment in teams dedicated to Trust since 2020



See Building an Inclusive and Diverse Culture section for self reporting categories, including non-binary/gender variant.

15.4% increase

In BIPOC employee representation at HubSpot in the U.S. since 2017



Named People Magazine's Companies That Care 2021

\$20M

committed to social impact investing

#1

Best Leadership Team by Comparably

4

Women on HubSpot's Executive Leadership team and Board of Directors





Investing in Climate Action

The planet is in a climate crisis. At HubSpot, we believe that it is our responsibility to help mitigate the impacts of climate change today.

Energy and Emissions

As a proud member of the [UN Global Compact](#), HubSpot has committed to [adopting environmentally sustainable practices](#), reporting on those practices, and tracking our progress over time. In 2020, we calculated—and partnered with a third party to verify—all historical emissions since 2006, when HubSpot was established, making HubSpot carbon neutral. We'll continue to focus on researching and understanding our greenhouse gas footprint. This will allow us to set targets around corporate travel, waste management, and renewable energy use at HubSpot.

"Businesses need to take responsibility for the greenhouse gas emissions they are creating. We're just getting started in our sustainability journey and I'm proud of the investment we've made for a better future by addressing our carbon footprint."

Whitney Sorenson

Chief Technology Officer and Executive Sponsor of HubSpot's ESG Committee



We've offset **over 80,000 metric tons** of emissions through the purchase of renewable energy certificates (RECs) and Verified Carbon Offsets



We offset our historical emissions **through investments** in the following nature-based and renewable energy carbon offset projects: [Dempsey Ridge: Wind Farm Project](#), [Blue Creek Salmon Conservation Project](#), and the [Prairie Winds ND1 Emissions Reduction Project](#)

Global Facilities

With global offices in 11 countries, we're committed to integrating environmental stewardship into the design and operation of our buildings. We actively seek Leadership in Energy and Environmental Design (LEED) certifications for our office buildings, work to improve resource efficiency, implement waste reduction strategies, and evaluate purchases based on their energy and efficiency measures.

Employee Impact

Our employees around the world can significantly influence our environmental impact through their individual decisions. That's why our Eco@HubSpot Interest Resource Group brings environmentally conscious HubSpotters together to offer resources and programming to entice action. We also provide environmentally conscious transportation options for our employees to choose from, such as ride sharing, preferred parking for carpool, and electric car charging stations. Additionally, our variety of collaboration tools enable employees to conduct meetings and projects virtually, reducing the need for car or air travel. We look forward to providing additional training opportunities and educational resources for our employees (and customers) to help them reduce their own carbon footprints.

To celebrate Earth Day 2021, Eco@HubSpot launched a Slack App to educate and track employees' sustainable actions. Each action would add to HubSpot's donation to the World Wildlife Fund. HubSpotters took **803 actions** and **raised \$6K for the WWF**

Eco@HubSpot community grew by **40%** since the beginning of 2021

Over \$500,000

worth of used electronics have been recycled and donated to various local organizations, such as schools and hospitals, around the world

\$15,000

Donated to The Nature Conservancy in honor of HubSpot's 15th birthday



Dublin's HubSpot House is the first and only building with an interior that holds a platinum certification based on version 4 of LEED in Ireland.



10,000 Native Honey bees have safely made their home on the roof of our Two Docklands Office thanks to Bee Green Ireland.

Access to discounts from eco-friendly vendors globally.

This helps HubSpotters make more sustainable buying choices while at the same time supporting businesses that are both local and eco-friendly

Building an Inclusive and Diverse Culture

Employees value diversity, inclusion, and a sense of belonging at work. That's why we aspire to build a company that reflects the world around us, and that enables, empowers and supports our employees to bring their best selves to work, wherever they choose to work.

Culture Code

In 2013, we published the [HubSpot Culture Code](#) which outlines our core company values—transparency, autonomy, flexibility, and HEART. HEART is an acronym that describes the characteristics we believe amazing employees have: humble, empathetic, adaptable, remarkable, transparent.

HubSpot is proud to be named:



Best Workplace for Parents
in 2020 by Great Place to Work® and FORTUNE

Diversity, Inclusion & Belonging

At HubSpot, diversity, inclusion, and belonging (DI&B) is a [core part of our mission](#). We started publishing our annual diversity data five years ago as part of our commitment to growing better and to give transparency into how we're working to make an impact at HubSpot and beyond. Our [2021 Diversity, Inclusion & Belonging Report](#) reflects our progress on diversity to date, as well as our commitment to driving real, lasting change for our employees, customers, and communities.



Statistics of the employees who chose to **self-identify** in our 2021 survey:

23.9%

Parents

7%

People/persons
with disabilities

12%

Members of the
LGTBQ+ community

1%

Identify as non-binary/
gender variant*

**Non-binary/gender variant data reflects the self-reporting survey population only.
The gender neutral data earlier in the report reflects EEOC data.*

We all have a role to play in dismantling systemic racism around the world. In 2020, we created a company-wide [Black Lives Matter](#) action plan rooted in feedback from our Black employees. Four pillars underpin the action plan and serve as a guide for our efforts: introspection, investment, inclusion, and impact. As part of the plan, we created an Anti-Racism training, which we require all employees complete. We also introduced the employee resource group Black Leaders Amplifying Change and Knowledge (BLACKhub) to help connect and support our Black employees.

Employee Resource Groups

Each employee resource group at HubSpot has two executive sponsors from our leadership team, as well as an employee leadership council, which is responsible for driving impact.

Women@HubSpot | **People of Color at HubSpot**
BLACKhub | **LGBTQ+ Alliance** | **Families@HubSpot**

And a variety of interest groups globally focused on age inclusion, ability and accessibility, and veterans.

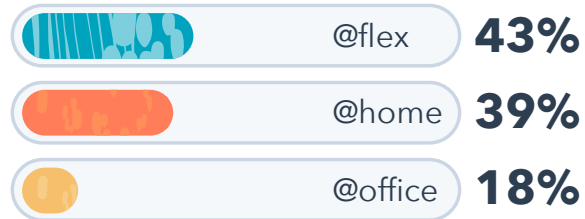
**Over 4,500
HubSpotters have
completed the
required Anti-Racism
Training**



Future of Work

HubSpot's committed to building a culture where people can do their best work. That's why we're [betting on a hybrid work model](#) as the future. Once per calendar year, our employees will choose how they want to work: **@office, @home, or @flex.**

Our 2021 Future of Work Selection Data:



More than 2,500

new employees have virtually experienced our hands-on, regionalized onboarding from their homes (with special appearances from kids, pets, and partners)

Career Growth

As our Culture Code states, "with great people comes great responsibility." We believe in investing in life-long learning. From one-on-one mentorship programs, to year-round manager trainings, and an annual mini-MBA Fellows program, we want employees to feel empowered to continue growing and learning at HubSpot. Our Co-Founder and Executive Chairman Brian Halligan is fond of the expression "Feedback is the breakfast of champions." That's why all HubSpot employees receive two performance reviews a year to dedicate time to check in on performance, growth and development and ensure that we are all getting timely, actionable feedback to grow better.



~1,200

self-paced courses available on Learn@HubSpot, our internal, online learning platform designed by our Learning and Development team



Over 9,000

books given to HubSpotters through our Free Books Program



Mental Health and Well-Being

Based on feedback from our employees, in 2021 we created an initiative called [HubSpot Unplugged](#) to address burnout, mental health and well-being. We later built upon this initiative with a long-term framework to prevent and battle burnout, called the [5 Rs](#). The program includes:

- Granting a company holiday week for all employees to take time off and recharge
- Implementing no internal meetings on Friday
- [Adding Modern Health](#) as a benefit for all employees globally, and
- Hosting programming for employees to listen, learn, and identify ways to prioritize their mental health at work

We're proud of the progress we've made to build an inclusive and diverse workforce, but we know we need to do better. Our efforts will continue to be rooted in what employees want from employers today: autonomy, flexibility, transparency, and a commitment to diversity.



Of HubSpotters using Modern Health's benefits,

44%

have engaged in one-to-one care with either a coach or therapist and

39%

have actively engaged in meditations.



Empowering Vibrant Communities

We believe in creating a more just world by investing directly in organizations that are actively providing meaningful impact. We do this by providing aid to help our nonprofit customers grow better, and giving back to our global communities through initiatives in two core focus areas: **education and entrepreneurship**.

Supporting Nonprofits Globally

HubSpot Helps is our charity partner program, which supports nine nonprofits around the world. Throughout the calendar year, we provide a range of opportunities for our teams to get involved with these nonprofits, including: encouraging employee volunteerism, providing financial and in-kind donations, and running other creative events.

For example, we hosted a virtual Gratitude Relay in 2020 where employees shared what they were grateful for and pledged a donation to one of our charity partners via Slack. HubSpot then matched these donations, raising more than \$100,000 for our partners in just two days. HubSpot also partners with organizations such as Code First Girls and Resilient Coders to help underrepresented groups advance in the technology industry.

We're continuing to expand our global charity partner program and members as of 2021 include:



"Through the support of HubSpot, A Playful City has been in a privileged position to further its vision to create more inclusive, accessible and playful spaces, with and for communities. In particular, young people from all backgrounds in Dublin's inner city, together with the wider community, have been consulted about designs and events they would like to see happen in their local area and because of the generosity of HubSpot, their hopes, ideas and aspirations have been brought to life through large scale events and installations."

Nessa Ní Bhroin

CEO, A Playful City

Looking forward, we'll be focused on elevating our HubSpot Helps program globally, which includes building upon our virtual volunteer opportunities globally, expanding our partnership model, and scaling our donation process.


To further invest in organizations making a difference, we launched our first codified nonprofit program this year. Our software currently supports more than 3,500 nonprofits in amplifying their work and deepening engagement. Through the [HubSpot for Nonprofits Program](#), eligible organizations receive an ongoing 40% discount on our software, and can access community resources and support.

Making Education Accessible

As our Culture Code states, we've always believed that power is gained by sharing knowledge, not hoarding it. That's why—in addition to our free software, tools, and educational blog content—we provide free training and certifications for all through the HubSpot Academy program and our Education Partner Program. Professionals and entrepreneurs can learn how to code, manage digital marketing channels, build websites, and more with HubSpot's free content, helping them build relevant skills for today's job market.

Our impact through the HubSpot Academy includes:

 **358,478+**
professionals trained & certified through
HubSpot Academy

 **1,100+**
institutions globally teaching HubSpot
methodologies in the classroom



Investing in Under-Resourced Communities

As part of HubSpot's Black Lives Matter Action Plan, we teamed up with Local Initiatives Support Corporation (LISC) to [commit \\$20 million to social impact investing](#), beginning with a \$12.5M investment in the Black Economic Development Fund (BEDF). In May of 2020, the [BEDF attained its \\$250 million goal for capital](#) to invest in Black-led banks, anchor institutions, businesses, and real estate developers, and is now rolling out its first investments. We're proud to work with an organization that's leading the transition to a more equitable and fair economy.

\$20M committed to social impact investing through LISC

\$12.5M invested in the Black Economic Development Fund

We also asked ourselves how we could invest in the entrepreneurs of the future. We've been a proud partner of Howard University—a leading Historically Black College or University (HBCU)—for years through campus programming. In 2020, we strengthened our partnership through an exciting announcement: [HubSpot and Howard University will launch a Center for Digital Business](#) to provide students with the courses, resources, and tools they need in order to build careers in business and tech. We foresee this investment helping to fuel the next generation of Black leaders.



Practicing Good Governance

Our sustainable governance practices are driven by two characteristics we value deeply at HubSpot: trust and respect. We are committed to building trust with the people we serve—including customers, employees, and shareholders—and to respecting those people as individuals.

10 Board of Directors

4 Women on our Board

4 People of color on our Board

4 Members of our Black Advisory Board

Ethics and Key Policies

Among our corporate governance charters and policies available on our Investor Relations website, we have two main policies that shape our sustainable governance practices:

- HubSpot's [Code of Use Good Judgment](#). The code applies to all of our employees, officers, and directors and establishes the idea that we measure all of our decisions against the highest possible standards of ethical business conduct.
- HubSpot's [Human Rights Policy](#). The policy outlines HubSpot's position on fundamental human rights and aligns with our company-wide commitment to diversity, inclusion, and belonging.

Our Board of Directors

We believe a diverse Board is critical to HubSpot's success as a business and our ability to solve our customers' most pressing challenges. That's why we're proud to report that 70% of our Board identifies as a woman or person of color. Our Nominating and Corporate Governance Committee is composed entirely of women and in January 2021, we appointed our first Black director.

For more information on our Board, please see our [2021 Proxy Statement](#).

Privacy and Data Protection

We believe privacy and data protection is a fundamental human right. With the rapid global spread of COVID-19 in 2020 and the shift to remote work, we realized that we needed to evolve our security practices and lean into a Defense in Depth strategy. Defense in Depth is a concept in which multiple layers of security controls are placed throughout an information technology system. We more than doubled the number of employees dedicated to privacy and security, including the addition of a Product Trust and Safety team and the appointment of our first Chief Information Security Officer. In 2020 and 2021 we made progress on the following data privacy and security initiatives:



Made multi-factor authentication (MFA) easier for our customers to use, resulting in a 22% increase in the number of users with an active MFA since January 2020.



Introduced our Data Ethics Framework, a mechanism focused on giving customers more choices and control around how their data is used, being more transparent in how that data is used, using data in the fairest way possible, and keeping that data safe and secure.



Updated our cookie compliance and double opt-in work to keep up with evolving data privacy regulations for our customers.



Received our [SOC2 Type 2 Certification](#), providing our customers with more confidence in their data protection with HubSpot.



Established tools, processes, and initiatives focused on expanding our vulnerability management, and [further enhanced our platform to enable easier compliance with GDPR regulations globally](#).

Learn more about [HubSpot's approach to security](#) here.

"Protecting customer data is foundational to helping our SMB customers grow. Making data protection a priority eliminates a major barrier they face in gaining trust, and delivers remarkable customer experiences."

Alyssa Robinson

Deputy Chief Information Security Officer
at HubSpot

2020

We updated our [Acceptable Use Policy](#) to prohibit the use of HubSpot for promoting hate speech, violence, or discrimination, in alignment with HubSpot's values of inclusion and belonging.

2021

In July, we [launched our first regional data center in the EU](#) for new customers in Europe, the Middle East, and Africa. Our Product Team is hard at work on a seamless migration experience that we hope to make available to existing users and customers next year.

We made significant improvements to verification and monitoring of our HubSpot Marketplace integrations to ensure they meet certain privacy and security standards.

Beyond our work to continue making HubSpot more secure, we also have an opportunity to help our customers grow better as they consider their own governance practices and values. That's why we'll work to create educational content and thought leadership as it relates to data, privacy, and security for both current and future partners and customers.



To grow better means to grow sustainably over time.

In order to build a company future generations can be proud of, we need to take action today. While we have a lot more progress to make, we're committed to a more sustainable HubSpot because it's the right thing to do for our employees, customers, partners, and our shareholders. We'll do that by practicing good governance, empowering vibrant communities, building an inclusive and diverse culture, and investing in climate action.

hubspot.com/sustainability

HubSpot

