HubSpot Inc.

2024 CDP Corporate Questionnaire

Contents

C1. Introduction

(1.1) In which language are you submitting your response?

Select from:
☑ English

(1.2) Select the currency used for all financial information disclosed throughout your response.

Select from:
☑ USD

(1.3) Provide an overview and introduction to your organization.

(1.3.2) Organization type

Select from:
☑ Publicly traded organization

(1.3.3) Description of organization

HubSpot provides a customer platform that helps businesses connect and grow better. We deliver seamless connection for customer-facing teams with a unified platform that includes three layers: AI-powered engagement hubs, a Smart customer relationship management product ("CRM"), and a connected ecosystem supporting the customer platform with a marketplace of integrations, templates, and expert partners, a community network, and an academy of educational content. Our engagement hubs include Marketing Hub, Sales Hub, Service Hub, Operations Hub, content management system ("CMS") Hub and Commerce Hub, that enable companies to attract, engage, and delight customers throughout the customer lifecycle.

(1.4) State the end date of the year for which you are reporting data. For emissions data, indicate whether you will be providing emissions data for past reporting years.

(1.4.1) End date of reporting year

12/31/2023

(1.4.2) Alignment of this reporting period with your financial reporting period

Select from:
☑ Yes

(1.4.3) Indicate if you are providing emissions data for past reporting years

Select from:
☑ Yes

(1.4.4) Number of past reporting years you will be providing Scope 1 emissions data for

Select from:
☑ Not providing past emissions data for Scope 1

(1.4.5) Number of past reporting years you will be providing Scope 2 emissions data for

Select from:
☑ 2 years

(1.4.6) Number of past reporting years you will be providing Scope 3 emissions data for

Select from:
☑ 2 years

(1.4.1) What is your organization's annual revenue for the reporting period?

2170230000

(1.5) Provide details on your reporting boundary.

Is your reporting boundary for your CDP disclosure the same as that used in your financial statements?
Select from: ☑ Yes

(1.6) Does your organization have an ISIN code or another unique identifier (e.g., Ticker, CUSIP, etc.)?

ISIN code - bond

(1.6.1) Does your organization use this unique identifier?
Select from: ☑ No

ISIN code - equity

(1.6.1) Does your organization use this unique identifier?
Select from: ☑ No

CUSIP number

(1.6.1) Does your organization use this unique identifier?
Select from: ☑ No

Ticker symbol

(1.6.1) Does your organization use this unique identifier?
Select from:

☑ Yes

(1.6.2) Provide your unique identifier

HUBS

SEDOL code

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ No

LEI number

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ No

D-U-N-S number

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ No

Other unique identifier

(1.6.1) Does your organization use this unique identifier?

Select from:
☑ No

(1.7) Select the countries/areas in which you operate.

Select all that apply
☑ Japan ☑ Germany
☑ Spain ☑ Ireland
☑ Canada ☑ Colombia
☑ France ☑ Australia
☑ Belgium ☑ Singapore
☑ Netherlands
☑ United States of America
☑ United Kingdom of Great Britain and Northern Ireland

(1.24) Has your organization mapped its value chain?

(1.24.1) Value chain mapped

Select from:
☑ Yes, we have mapped or are currently in the process of mapping our value chain

(1.24.2) Value chain stages covered in mapping

Select all that apply
☑ Upstream value chain
☑ Downstream value chain

(1.24.3) Highest supplier tier mapped

Select from:
☑ Tier 1 suppliers

(1.24.4) Highest supplier tier known but not mapped

Select from:
☑ All supplier tiers known have been mapped

(1.24.7) Description of mapping process and coverage

HubSpot's Sustainability team reviewed information on the company's supply chain, business activities, organizational functions, geographics, customers and end users, and outputs to generate a map of the HubSpot value chain. This exercise included consideration of natural capital, manufactured capital, human capital, financial capital, intellectual capital, and social/relationship capital. The Sustainability team consulted with key business functions to obtain input and feedback on the value chain mapping.

C2. Identification, assessment, and management of dependencies, impacts, risks, and opportunities

(2.1) How does your organization define short-, medium-, and long-term time horizons in relation to the identification, assessment, and management of your environmental dependencies, impacts, risks, and opportunities?

Short-term

(2.1.1) From (years)

0

(2.1.3) To (years)

5

(2.1.4) How this time horizon is linked to strategic and/or financial planning

Our overall Enterprise Risk Management system considers risks on a timescale of 5 years, however we expanded our timescales for the consideration of climate risks and opportunities due to its longer timeline.

Medium-term

(2.1.1) From (years)

5

(2.1.3) To (years)

10

(2.1.4) How this time horizon is linked to strategic and/or financial planning

Our overall Enterprise Risk Management system considers risks on a timescale of 5 years, however we expanded our timescales for the consideration of climate risks and opportunities due to its longer timeline.

Long-term

(2.1.1) From (years)

10

(2.1.2) Is your long-term time horizon open ended?

Select from:
☑ Yes

(2.1.4) How this time horizon is linked to strategic and/or financial planning

Our overall Enterprise Risk Management system considers risks on a timescale of 5 years, however we expanded our timescales for the consideration of climate risks and opportunities due to its longer timeline.

(2.2) Does your organization have a process for identifying, assessing, and managing environmental dependencies and/or impacts?

(2.2.1) Process in place

Select from:
☑ Yes

(2.2.2) Dependencies and/or impacts evaluated in this process

Select from:
☑ Dependencies only

(2.2.4) Primary reason for not evaluating dependencies and/or impacts

Select from:
☑ Not an immediate strategic priority

(2.2.5) Explain why you do not evaluate dependencies and/or impacts and describe any plans to do so in the future

HubSpot is working on evaluating impacts.

(2.2.1) Does your organization have a process for identifying, assessing, and managing environmental risks and/or opportunities?

	Process in place	Risks and/or opportunities evaluated in this process	Is this process informed by the dependencies and/or impacts process?
	Select from: ☑ Yes	*Select from:* ☑ Both risks and opportunities	*Select from:* ☑ Yes

(2.2.2) Provide details of your organization's process for identifying, assessing, and managing environmental dependencies, impacts, risks, and/or opportunities.

Row 1

(2.2.2.1) Environmental issue

Select all that apply
☑ Climate change

(2.2.2.2) Indicate which of dependencies, impacts, risks, and opportunities are covered by the process for this environmental issue

Select all that apply
☑ Risks

☑ Opportunities

(2.2.2.3) Value chain stages covered

Select all that apply
☑ Direct operations
☑ Upstream value chain
☑ Downstream value chain

(2.2.2.4) Coverage

Select from:
☑ Full

(2.2.2.5) Supplier tiers covered

Select all that apply
☑ Tier 1 suppliers

(2.2.2.7) Type of assessment

Select from:
☑ Qualitative and quantitative

(2.2.2.8) Frequency of assessment

Select from:
☑ Annually

(2.2.2.9) Time horizons covered

Select all that apply
☑ Short-term
☑ Medium-term
☑ Long-term

(2.2.2.10) Integration of risk management process

Select from:
☑ Integrated into multi-disciplinary organization-wide risk management process

(2.2.2.11) Location-specificity used

Select all that apply
☑ Site-specific

(2.2.2.12) Tools and methods used

Enterprise Risk Management

International methodologies and standards

Other

(2.2.2.13) Risk types and criteria considered

Acute physical

Chronic physical

Policy

Market

Reputation

Technology

Liability

(2.2.2.14) Partners and stakeholders considered

Select all that apply
☑ Customers
☑ Employees
☑ Investors
☑ Regulators
☑ Suppliers

(2.2.2.15) Has this process changed since the previous reporting year?

Select from:
☑ No

(2.2.2.16) Further details of process

To manage our risks on a variety of topic areas that may threaten business activities or achieving objectives, we have an enterprise-wide risk management process that involves an annual evaluation of risks facing HubSpot. In 2022, we conducted our first TCFD-aligned assessment of climate-related risks and opportunities facing the company.This assessment involved the evaluation of risks and opportunities that exist in the short, medium, and long-term through three separate climate change scenarios. We evaluated impacts on our direct operations, on our upstream suppliers, and on our downstream consumers. We intend to conduct this assessment on an annual basis.Over the past year, we have continued to make progress in our governance arrangements, internal management processes, and strategic plans. Our focus in 2023 was on digging into the details of quantitative climate scenario analysis and working towards integration of climate risk into our existing enterprise risk management system.

(2.2.7) Are the interconnections between environmental dependencies, impacts, risks and/or opportunities assessed?

(2.2.7.1) Interconnections between environmental dependencies, impacts, risks and/or opportunities assessed

Select from:
☑ No

(2.2.7.3) Primary reason for not assessing interconnections between environmental dependencies, impacts, risks and/or opportunities

Select from:

☑ Other, please specify :We are currently in the process of conducting a double materiality assessment which will help us assess interconnections between environmental dependencies, impacts, risks and/or opportunities.

(2.2.7.4) Explain why you do not assess the interconnections between environmental dependencies, impacts, risks and/or opportunities

We are currently in the process of conducting a double materiality assessment which will help us assess interconnections between environmental dependencies, impacts, risks and/or opportunities.

(2.4) How does your organization define substantive effects on your organization?

Risks

(2.4.1) Type of definition

Select all that apply
☑ Qualitative
☑ Quantitative

(2.4.2) Indicator used to define substantive effect

Select from:
☑ Shareholder value

(2.4.6) Metrics considered in definition

Select all that apply
☑ Likelihood of effect occurring

(2.4.7) Application of definition

When evaluating risk, HubSpot considers both the magnitude of potential impact that a risk may pose to a number of business activities and objectives, as well as the likelihood that those consequences will be realized. Some risk impacts considered include increased operating costs, increased legal liability, decreased employee morale, and decreased stakeholder trust. Those risks that are seen to have a high negative impact on the organization and have a high likelihood of occurring would pose a substantive financial or strategic impact on our business.

Opportunities

(2.4.1) Type of definition

Select all that apply
☑ Qualitative
☑ Quantitative

(2.4.2) Indicator used to define substantive effect

Select from:
☑ Revenue

(2.4.6) Metrics considered in definition

Select all that apply
☑ Likelihood of effect occurring

(2.4.7) Application of definition

When evaluating opportunity, HubSpot considers both the magnitude of potential impact that an opportunity may have to a number of business activities and objectives.

C3. Disclosure of risks and opportunities

(3.1) Have you identified any environmental risks which have had a substantive effect on your organization in the reporting year, or are anticipated to have a substantive effect on your organization in the future?

	Environmental risks identified
Climate change	*Select from:* ☑ Yes, both in direct operations and upstream/downstream value chain

(3.1.1) Provide details of the environmental risks identified which have had a substantive effect on your organization in the reporting year, or are anticipated to have a substantive effect on your organization in the future.

Climate change

(3.1.1.1) Risk identifier

Select from:
☑ Risk1

(3.1.1.3) Risk types and primary environmental risk driver

Acute physical

(3.1.1.4) Value chain stage where the risk occurs

Select from:
☑ Direct operations

(3.1.1.6) Country/area where the risk occurs

Select all that apply

☑ Japan ☑ Colombia
☑ Canada ☑ Australia
☑ Belgium ☑ Singapore
☑ Germany ☑ Netherlands
☑ Ireland ☑ United States of America
☑ United Kingdom of Great Britain and Northern Ireland

(3.1.1.9) Organization-specific description of risk

The majority of HubSpot's offices are located near bodies of water or coastlines that might be prone to flooding and this could require the relocation of these offices. This risk is considered short-medium term due to lease commitments which require advance planning for relocation or closure of offices. In addition, office operational costs for all locations are expected to rise due to increased energy demand from a larger number of cooling degree days and mitigation measures needed for extreme weather impacts. In tandem infrastructure and assets instability caused by severe weather events will have severe financial implications as workforce migration will lead to increased operational overheads while insurance premiums are expected to rise.

(3.1.1.11) Primary financial effect of the risk

Select from:

☑ Increased indirect [operating] costs

(3.1.1.12) Time horizon over which the risk is anticipated to have a substantive effect on the organization

Select all that apply

☑ Short-term
☑ Medium-term

(3.1.1.13) Likelihood of the risk having an effect within the anticipated time horizon

Select from:

☑ Likely

(3.1.1.14) Magnitude

Select from:
☑ Medium-high

(3.1.1.16) Anticipated effect of the risk on the financial position, financial performance and cash flows of the organization in the selected future time horizons

HubSpot expect the following impacts:Increased costs from site damages/office closures and follow up maintenance due to extreme weather eventsIncreased costs for high risk sites retrofit / additional operational costs for high energy/ AC usageEmployee productivity drop in climate sensitive areas • Increased insurance costs

(3.1.1.17) Are you able to quantify the financial effect of the risk?

Select from:
☑ No

(3.1.1.26) Primary response to risk

Infrastructure, technology and spending

(3.1.1.28) Explanation of cost calculation

HubSpot is working on calculating these figures.

(3.1.1.29) Description of response

HubSpot is working on calculating these figures.

(3.1.2) Provide the amount and proportion of your financial metrics from the reporting year that are vulnerable to the substantive effects of environmental risks.

	Explanation of financial figures
Climate change	*HubSpot is currently working on this.*

(3.5) Are any of your operations or activities regulated by a carbon pricing system (i.e. ETS, Cap & Trade or Carbon Tax)?

Select from:
☑ No, and we do not anticipate being regulated in the next three years

(3.6) Have you identified any environmental opportunities which have had a substantive effect on your organization in the reporting year, or are anticipated to have a substantive effect on your organization in the future?

	Environmental opportunities identified
Climate change	*Select from:* ☑ Yes, we have identified opportunities, and some/all are being realized

(3.6.1) Provide details of the environmental opportunities identified which have had a substantive effect on your organization in the reporting year, or are anticipated to have a substantive effect on your organization in the future.

Climate change

(3.6.1.1) Opportunity identifier

Select from:
☑ Opp1

(3.6.1.3) Opportunity type and primary environmental opportunity driver

Products and services

(3.6.1.4) Value chain stage where the opportunity occurs

Select from:
☑ Downstream value chain

(3.6.1.5) Country/area where the opportunity occurs

Select all that apply
☑ Japan ☑ Germany
☑ Spain ☑ Ireland
☑ Canada ☑ Colombia
☑ France ☑ Australia
☑ Belgium ☑ Singapore
☑ Netherlands
☑ United States of America
☑ United Kingdom of Great Britain and Northern Ireland

(3.6.1.8) Organization specific description

Through its digital business model and reach, HubSpot can influence customers and actively drive change especially for SMEs offering sustainability awareness and knowledge. Providing "Tech as a climate solution" by leveraging its platform model - software as a service (SaaS) as a carbon-efficient and low-energy tool helping companies to achieve their sustainability goals, deploy hardware, and reduce shipping.

(3.6.1.9) Primary financial effect of the opportunity

Select from:
☑ Increased revenues resulting from increased demand for products and services

(3.6.1.10) Time horizon over which the opportunity is anticipated to have a substantive effect on the organization

Select all that apply
☑ Short-term
☑ Medium-term
☑ Long-term

(3.6.1.11) Likelihood of the opportunity having an effect within the anticipated time horizon

Select from:
☑ About as likely as not (33–66%)

(3.6.1.12) Magnitude

Select from:
☑ Medium

(3.6.1.14) Anticipated effect of the opportunity on the financial position, financial performance and cash flows of the organization in the selected future time horizons

HubSpot is working on this analysis.

(3.6.1.15) Are you able to quantify the financial effects of the opportunity?

Select from:
☑ No

(3.6.1.25) Explanation of cost calculation

HubSpot is working on this.

(3.6.1.26) Strategy to realize opportunity

HubSpot is working on this.

(3.6.2) Provide the amount and proportion of your financial metrics in the reporting year that are aligned with the substantive effects of environmental opportunities.

	Explanation of financial figures
Climate change	*HubSpot is currently working on this.*

C4. Governance

(4.1) Does your organization have a board of directors or an equivalent governing body?

(4.1.1) Board of directors or equivalent governing body

Select from:
☑ Yes

(4.1.2) Frequency with which the board or equivalent meets

Select from:
☑ More frequently than quarterly

(4.1.3) Types of directors your board or equivalent is comprised of

Select all that apply
☑ Executive directors or equivalent
☑ Non-executive directors or equivalent
☑ Independent non-executive directors or equivalent

(4.1.4) Board diversity and inclusion policy

Select from:
☑ Yes, and it is publicly available

(4.1.5) Briefly describe what the policy covers

In June 2021, the Board adopted a Board Diversity Policy to set forth the practices and criteria for ensuring that HubSpot maintains a diverseBoard. The Board Diversity Policy sets forth the Board's commitment to making HubSpot an inclusive and diverse company. The Board DiversityPolicy also provides that it is essential to have Board members and nominees representing diversity in many areas, including, but not limited to:gender identity and/or gender expression, sexual orientation, race, ethnic or cultural background, religion, physical, mental, intellectual, orsensory impairments, industry knowledge, educational background, and geographical mindset. Our Board Diversity Policy is available on theInvestor Relations – Leadership and Governance section of our website at https://ir.hubspot.com/leadership.

(4.1.6) Attach the policy (optional)

Board Diversity Policy (June 2021).pdf

(4.1.1) Is there board-level oversight of environmental issues within your organization?

	Board-level oversight of this environmental issue
Climate change	*Select from:* ☑ Yes

(4.1.2) Identify the positions (do not include any names) of the individuals or committees on the board with accountability for environmental issues and provide details of the board's oversight of environmental issues.

Climate change

(4.1.2.1) Positions of individuals or committees with accountability for this environmental issue

Select all that apply
☑ Board-level committee

(4.1.2.2) Positions' accountability for this environmental issue is outlined in policies applicable to the board

Select from:
☑ Yes

(4.1.2.3) Policies which outline the positions' accountability for this environmental issue

Select all that apply
☑ Board mandate

(4.1.2.4) Frequency with which this environmental issue is a scheduled agenda item

(4.1.2.5) Governance mechanisms into which this environmental issue is integrated

Select all that apply
☑ Overseeing the setting of corporate targets
☑ Monitoring progress towards corporate targets
☑ Approving corporate policies and/or commitments
☑ Monitoring the implementation of the business strategy
☑ Overseeing reporting, audit, and verification processes
☑ Overseeing and guiding the development of a business strategy
☑ Reviewing and guiding the assessment process for dependencies, impacts, risks, and opportunities

(4.1.2.7) Please explain

The Nominating, Governance, and Sustainability Committee of our Board of Directors reviews and assesses our sustainability policies, practices, and strategy at least twice a year, and this information is also shared with our Board of Directors.

(4.2) Does your organization's board have competency on environmental issues?

Climate change

(4.2.1) Board-level competency on this environmental issue

Select from:
☑ Yes

(4.2.2) Mechanisms to maintain an environmentally competent board

Select all that apply
☑ Consulting regularly with an internal, permanent, subject-expert working group
☑ Regular training for directors on environmental issues, industry best practice, and standards (e.g., TCFD, SBTi)

(4.3) Is there management-level responsibility for environmental issues within your organization?

	Management-level responsibility for this environmental issue
Climate change	*Select from:* ☑ Yes

(4.3.1) Provide the highest senior management-level positions or committees with responsibility for environmental issues (do not include the names of individuals).

Climate change

(4.3.1.1) Position of individual or committee with responsibility

Executive level

(4.3.1.2) Environmental responsibilities of this position

Dependencies, impacts, risks and opportunities

Engagement

Policies, commitments, and targets

Strategy and financial planning

(4.3.1.4) Reporting line

Select from:
☑ Reports to the board directly

(4.3.1.5) Frequency of reporting to the board on environmental issues

Select from:
☑ Quarterly

(4.3.1.6) Please explain

Building a sustainable and equitable company is one of HubSpot's corporate objectives for 2024. The overall responsibility for delivering on this rests with our Chief Executive Officer. We have a dedicated Sustainability team responsible for climate change risks and opportunities, which reports to our Chief People Officer and consists of our Vice President of Culture & ESG, Director of ESG, and Senior Program Manager for Environment. The team has professional expertise in ESG and brings with it several decades of experience in sustainability.The work of the Sustainability team, which includes assessing and managing climate-related risk and opportunities, is reported upwards through formal quarterly updates to the CEO, a member of the board, as well as CELT (Company Executive Leadership team), which is our top-level executive team that includes the CEO (who is also a member of our board), and HELM (HubSpot Executive Leadership Meeting), which is our next level executive team and includes direct reports of CELT members who are Vice Presidents and above.In 2024, HubSpot formed the Sustainability Steering Group made up of senior leaders, including members of the Executive Leadership Team, in key functions such as finance, legal, HR, engineering, marketing, and sustainability. This group meets quarterly and drives cross–functional collaboration to support implementation of our company-wide sustainability strategy.The Sustainability team's work is communicated company-wide in quarterly updates as well as one-off communications and sustainability campaigns. At a minimum, climate change is discussed as part of a twice yearly standing item at the Nominating, Governance, and Sustainability Committee of the board.

(4.5) Do you provide monetary incentives for the management of environmental issues, including the attainment of targets?

	Provision of monetary incentives related to this environmental issue	% of total C-suite and board-level monetary incentives linked to the management of this environmental issue	Please explain
Climate change	*Select from:* ☑ Yes	*0*	*HubSpot's sustainability manager receives incentives for achieving our environmental commitments and our emissions reduction targets.*

(4.5.1) Provide further details on the monetary incentives provided for the management of environmental issues (do not include the names of individuals).

Climate change

(4.5.1.1) Position entitled to monetary incentive

Senior-mid management

(4.5.1.2) Incentives

Select all that apply
☑ Salary increase

(4.5.1.3) Performance metrics

Targets

(4.5.1.4) Incentive plan the incentives are linked to

Select from:
☑ Both Short-Term and Long-Term Incentive Plan, or equivalent

(4.5.1.5) Further details of incentives

The position's annual salary increase and stock bonus are contingent on, but not limited to, how well HubSpot has met its emissions reduction targets.

(4.5.1.6) How the position's incentives contribute to the achievement of your environmental commitments and/or climate transition plan

The position's incentives keep HubSpot's sustainability leadership accountable for achieving our environmental commitments and our emissions reduction targets. Some examples of our progress include: - In 2023, we procured renewable electricity for our offices where opportunities arose, and continued to improve workspace

efficiency. This allowed us to maximize utilization while aligning with sustainability goals. - As we continue to evolve our hybrid working model, we recognize that connecting with our customers and partners is a critical part of doing business and that employees want more opportunities for in-person connection. In order to strike a balance between purpose and accountability, we introduced travel guidelines alongside employee engagement campaigns to promote thoughtful travel in 2023.- We've been working with our Procurement Team to embed sustainability criteria into our vendor management process, including suppliers' carbon reduction commitments.

(4.6) Does your organization have an environmental policy that addresses environmental issues?

	Does your organization have any environmental policies?
	Select from: ☑ Yes

(4.6.1) Provide details of your environmental policies.

Row 1

(4.6.1.1) Environmental issues covered

Select all that apply
☑ Climate change

(4.6.1.2) Level of coverage

Select from:
☑ Organization-wide

(4.6.1.3) Value chain stages covered

Select all that apply
☑ Direct operations

☑ Upstream value chain
☑ Downstream value chain

(4.6.1.4) Explain the coverage

HubSpot's environmental policy covers our operations, our employees, our customers, and our suppliers.

(4.6.1.5) Environmental policy content

Environmental commitments

Climate-specific commitments

Social commitments

Additional references/Descriptions

(4.6.1.6) Indicate whether your environmental policy is in line with global environmental treaties or policy goals

Select all that apply
☑ No, but we plan to align in the next two years

(4.6.1.7) Public availability

Select from:
☑ Publicly available

(4.6.1.8) Attach the policy

HubSpot Environmental Policy 2021 (1).pdf

(4.10) Are you a signatory or member of any environmental collaborative frameworks or initiatives?

(4.10.1) Are you a signatory or member of any environmental collaborative frameworks or initiatives?

Select from:
☑ Yes

(4.10.2) Collaborative framework or initiative

Select all that apply
☑ Science-Based Targets Initiative (SBTi)
☑ Task Force on Climate-related Financial Disclosures (TCFD)
☑ UN Global Compact

(4.10.3) Describe your organization's role within each framework or initiative

TCFD:HubSpot supports the Task Force on Climate-Related Financial Disclosures (TCFD) recommendations. Drawing from the TCFD guidelines and examples of emerging good practice identified by regulators, investors, and other stakeholders, we are committed to implementing the TCFD core elements on governance, strategy, risk management, targets and metrics. UN Global Compact: We are a proud member of the United Nations Global Compact, a voluntary corporate sustainability initiative that encourages businesses worldwide to adopt sustainable practices, report on those practices,and track them over time. SBTi:We're proud to be part of a community of peers and leading companies working to accelerate bold climate action through the Science Based Targets initiative (SBTi), which provides a pathway and accountability framework for companies to understand how much and how fast they need to reduce their carbon emissions. In May 2023, SBTi approved our near-term and net-zero targets.

(4.11) In the reporting year, did your organization engage in activities that could directly or indirectly influence policy, law, or regulation that may (positively or negatively) impact the environment?

(4.11.1) External engagement activities that could directly or indirectly influence policy, law, or regulation that may impact the environment

Select all that apply
☑ No, we have assessed our activities, and none could directly or indirectly influence policy, law, or regulation that may impact the environment

(4.11.2) Indicate whether your organization has a public commitment or position statement to conduct your engagement activities in line with global environmental treaties or policy goals

(4.11.5) Indicate whether your organization is registered on a transparency register

Select from:
☑ No

(4.11.8) Describe the process your organization has in place to ensure that your external engagement activities are consistent with your environmental commitments and/or transition plan

To ensure that our external engagement activities are consistent with our climate commitments, we ensure that decisions related to engagement are run by our dedicated Sustainability Team to ensure a consistent approach.

(4.11.9) Primary reason for not engaging in activities that could directly or indirectly influence policy, law, or regulation that may impact the environment

Select from:
☑ Not an immediate strategic priority

(4.11.10) Explain why your organization does not engage in activities that could directly or indirectly influence policy, law, or regulation that may impact the environment

We have not prioritized political engagement at this time as we are focused on further developing and implementing our climate strategy.

(4.12) Have you published information about your organization's response to environmental issues for this reporting year in places other than your CDP response?

Select from:
☑ Yes

(4.12.1) Provide details on the information published about your organization's response to environmental issues for this reporting year in places other than your CDP response. Please attach the publication.

Row 1

(4.12.1.1) Publication

Select from:
☑ In mainstream reports, in line with environmental disclosure standards or frameworks

(4.12.1.2) Standard or framework the report is in line with

Select all that apply
☑ TCFD

(4.12.1.3) Environmental issues covered in publication

Select all that apply
☑ Climate change

(4.12.1.4) Status of the publication

Select from:
☑ Complete

(4.12.1.5) Content elements

Select all that apply
☑ Content of environmental policies
☑ Governance
☑ Risks & Opportunities
☑ Strategy
☑ Emission targets

(4.12.1.6) Page/section reference

1-15

(4.12.1.7) Attach the relevant publication

HubSpot 2024 TCFD Report_4_FINAL (1).pdf

Row 2

(4.12.1.1) Publication

Select from:
☑ In mainstream reports

(4.12.1.3) Environmental issues covered in publication

Select all that apply
☑ Climate change

(4.12.1.4) Status of the publication

Select from:
☑ Complete

(4.12.1.5) Content elements

Select all that apply
☑ Content of environmental policies
☑ Governance
☑ Risks & Opportunities
☑ Strategy
☑ Value chain engagement

(4.12.1.6) Page/section reference

11-14, 16, 18

(4.12.1.7) Attach the relevant publication

2024 HubSpot Proxy.pdf

(4.12.1.8) Comment

Too large to upload, please find at link here https://f.hubspotusercontent00.net/hubfs/53/wt-ir-files/PDF/17439919.pdf

Row 3

(4.12.1.1) Publication

Select from:
☑ In mainstream reports, in line with environmental disclosure standards or frameworks

(4.12.1.2) Standard or framework the report is in line with

Select all that apply
☑ GRI

(4.12.1.3) Environmental issues covered in publication

Select all that apply
☑ Climate change

(4.12.1.4) Status of the publication

Select from:
☑ Complete

(4.12.1.5) Content elements

Select all that apply
☑ Strategy ☑ Value chain engagement
☑ Governance ☑ Public policy engagement
☑ Emission targets ☑ Content of environmental policies
☑ Emissions figures
☑ Risks & Opportunities

(4.12.1.6) Page/section reference

1-45

(4.12.1.7) Attach the relevant publication

HubSpot 2024 Sustainability Report_16_FINAL (2).pdf

Row 4

(4.12.1.1) Publication

Select from:
☑ In voluntary communications

(4.12.1.3) Environmental issues covered in publication

Select all that apply
☑ Climate change

(4.12.1.4) Status of the publication

Select from:
☑ Complete

(4.12.1.5) Content elements

Select all that apply

☑ Strategy ☑ Content of environmental policies
☑ Governance
☑ Emission targets
☑ Risks & Opportunities
☑ Value chain engagement

(4.12.1.6) Page/section reference

Entire webpage

(4.12.1.8) Comment

See link https://www.hubspot.com/sustainability

C5. Business strategy

(5.1) Does your organization use scenario analysis to identify environmental outcomes?

Climate change

(5.1.1) Use of scenario analysis

Select from:
☑ Yes

(5.1.2) Frequency of analysis

Select from:
☑ Annually

(5.1.1) Provide details of the scenarios used in your organization's scenario analysis.

Climate change

(5.1.1.1) Scenario used

Physical climate scenarios

(5.1.1.2) Scenario used   SSPs used in conjunction with scenario

Select from:
☑ SSP1

(5.1.1.3) Approach to scenario

Select from:

☑ Qualitative and quantitative

(5.1.1.4) Scenario coverage

Select from:

☑ Organization-wide

(5.1.1.5) Risk types considered in scenario

Select all that apply

☑ Policy ☑ Chronic physical

☑ Market

☑ Reputation

☑ Technology

☑ Acute physical

(5.1.1.6) Temperature alignment of scenario

Select from:

☑ 1.5°C or lower

(5.1.1.7) Reference year

2023

(5.1.1.8) Timeframes covered

Select all that apply

☑ 2030

☑ 2040

☑ 2050

☑ 2100

(5.1.1.9) Driving forces in scenario

Local ecosystem asset interactions, dependencies and impacts

Finance and insurance

Stakeholder and customer demands

Regulators, legal and policy regimes

Relevant technology and science

Direct interaction with climate

Macro and microeconomy

(5.1.1.10) Assumptions, uncertainties and constraints in scenario

In 2022, HubSpot undertook its first high level TCFD aligned climate change risk and opportunity analysis and since then further analysis and additional research towards quantification has been conducted to complement and improve previous iterations. We considered three climate scenarios to identify and assess resilience followed by scenario analysis informing how the impact and likelihood of the material risks and opportunities might change under each scenario over the short, medium, and long term. We used external resources reflecting the latest climate science when considering relevant climate drivers and internal insights from colleagues across business functions with regards to our business activities to define potential impacts and their relevant materiality, financial and operational implications under each scenario. We are also closely working with our Enterprise Risk Management team to better integrate those considerations into our Enterprise Risk Management system aligning climate-related risks to wider risk mitigation processes and strategic business decisions. An exercise of this nature cannot provide detailed predictions of future events but does offer valuable insights into the possible nature, projections and scale of the challenges that could confront the company and impact the business strategy and operations.

(5.1.1.11) Rationale for choice of scenario

The 1.5C scenario was considered with the context of the strengthened global response to the threat of climate change which may hold the increase in global average temperature to well below 2C above pre-industrial levels and ongoing efforts to limit the temperature increase to 1.5C above pre-industrial levels in line with the Paris Agreement.

Climate change

(5.1.1.1) Scenario used

Physical climate scenarios

(5.1.1.2) Scenario used   SSPs used in conjunction with scenario

Select from:
☑ SSP2

(5.1.1.3) Approach to scenario

Select from:
☑ Qualitative and quantitative

(5.1.1.4) Scenario coverage

Select from:
☑ Organization-wide

(5.1.1.5) Risk types considered in scenario

Select all that apply
☑ Acute physical
☑ Chronic physical
☑ Market
☑ Reputation

(5.1.1.6) Temperature alignment of scenario

Select from:
☑ 2.0°C - 2.4°C

(5.1.1.7) Reference year

2023

(5.1.1.8) Timeframes covered

Select all that apply

☑ 2030
☑ 2040
☑ 2050
☑ 2100

(5.1.1.9) Driving forces in scenario

Local ecosystem asset interactions, dependencies and impacts

Finance and insurance

Stakeholder and customer demands

Regulators, legal and policy regimes

Relevant technology and science

Direct interaction with climate

Macro and microeconomy

(5.1.1.10) Assumptions, uncertainties and constraints in scenario

TCFD aligned climate change risk and opportunity analysis and since then further analysis and additional research towards quantification has been conducted to complement and improve previous iterations. We considered three climate scenarios to identify and assess resilience followed by scenario analysis informing how the impact and likelihood of the material risks and opportunities might change under each scenario over the short, medium, and long term. We used external resources reflecting the latest climate science when considering relevant climate drivers and internal insights from colleagues across business functions with regards to our business activities to define potential impacts and their relevant materiality, financial and operational implications under each scenario. We are also closely working with our Enterprise Risk Management team to better integrate those considerations into our Enterprise Risk Management system aligning climate-related risks to wider risk mitigation processes and strategic business decisions. An exercise of this nature cannot provide detailed predictions of future events but does offer valuable insights into the possible nature, projections and scale of the challenges that could confront the company and impact the business strategy and operations.

(5.1.1.11) Rationale for choice of scenario

The 2C scenario was considered in line with TCFD reporting recommendations and guidance. It provides a common reference point that is generally aligned with the objectives of the Paris Agreement and will support investors' evaluation of the potential magnitude and timing of transition-related implications for individual organizations.

Climate change

(5.1.1.1) Scenario used

Physical climate scenarios

(5.1.1.2) Scenario used   SSPs used in conjunction with scenario

Select from:
☑ SSP3

(5.1.1.3) Approach to scenario

Select from:
☑ Qualitative and quantitative

(5.1.1.4) Scenario coverage

Select from:
☑ Organization-wide

(5.1.1.5) Risk types considered in scenario

Select all that apply
☑ Acute physical
☑ Chronic physical
☑ Reputation

(5.1.1.6) Temperature alignment of scenario

Select from:
☑ 3.0ºC - 3.4ºC

(5.1.1.7) Reference year

2023

(5.1.1.8) Timeframes covered

Select all that apply
☑ 2030
☑ 2040
☑ 2050
☑ 2100

(5.1.1.9) Driving forces in scenario

Local ecosystem asset interactions, dependencies and impacts

Finance and insurance

Stakeholder and customer demands

Regulators, legal and policy regimes

Relevant technology and science

Direct interaction with climate

Macro and microeconomy

(5.1.1.10) Assumptions, uncertainties and constraints in scenario

TCFD aligned climate change risk and opportunity analysis and since then further analysis and additional research towards quantification has been conducted to complement and improve previous iterations. We considered three climate scenarios to identify and assess resilience followed by scenario analysis informing how the impact and likelihood of the material risks and opportunities might change under each scenario over the short, medium, and long term. We used external resources reflecting the latest climate science when considering relevant climate drivers and internal insights from colleagues across business functions with regards to our business activities to define potential impacts and their relevant materiality, financial and operational implications under each scenario. We are also closely working with our Enterprise Risk Management team to better integrate those considerations into our Enterprise Risk Management system aligning climate-related risks to wider risk mitigation processes and strategic business decisions. An exercise of this nature cannot provide detailed predictions of future events but does offer valuable insights into the possible nature, projections and scale of the challenges that could confront the company and impact the business strategy and operations.

(5.1.1.11) Rationale for choice of scenario

The 3C scenario was considered in line with scientific consensus but with a more "extreme" lens, representing what might occur in the case of inadequate action and policy implementation. Such a scenario is very useful for extensive risk analysis and strategic long-term future projections.

Climate change

(5.1.1.1) Scenario used

Climate transition scenarios

(5.1.1.3) Approach to scenario

Select from:
☑ Qualitative and quantitative

(5.1.1.4) Scenario coverage

Select from:
☑ Organization-wide

(5.1.1.5) Risk types considered in scenario

Select all that apply
☑ Acute physical

☑ Chronic physical
☑ Policy
☑ Market

(5.1.1.6) Temperature alignment of scenario

Select from:
☑ 1.5°C or lower

(5.1.1.7) Reference year

2023

(5.1.1.8) Timeframes covered

Select all that apply
☑ 2030
☑ 2040
☑ 2050
☑ 2100

(5.1.1.9) Driving forces in scenario

Stakeholder and customer demands

Regulators, legal and policy regimes

(5.1.1.10) Assumptions, uncertainties and constraints in scenario

In 2022, we conducted our first assessment of climate-related risks and opportunities. We applied the same approach through three separate scenarios, which examined the short-term, medium-term, and long-term impacts of climate-related risks and opportunities posed to the company's operations, supply chain, and consumers. The analysis was a mix of quantitative and qualitative.

(5.1.1.11) Rationale for choice of scenario

Our 1.5 degree scenario draws on RCP2.6, SSP1, and PRI IPR: 1.5C Required Policy Scenario. This temperature alignment of 1.5 degrees represents a scenario in which action taken around the world has achieved the aims set out in the 2015 Paris Agreement and global temperatures have been limited to 1.5C compared to pre-industrial levels.

(5.1.2) Provide details of the outcomes of your organization's scenario analysis.

Climate change

(5.1.2.1) Business processes influenced by your analysis of the reported scenarios

Select all that apply

☑ Risk and opportunities identification, assessment and management
☑ Strategy and financial planning

(5.1.2.2) Coverage of analysis

Select from:

☑ Organization-wide

(5.1.2.3) Summarize the outcomes of the scenario analysis and any implications for other environmental issues

Following a scenario analysis exercise that was completed in 2022 across different business units and using the above timescales, HubSpot has identified various climate-related risks and opportunities. In 2023, this scenario analysis was updated and expanded through engagement with different parts of the business to improve the overall understanding of these risks and opportunities and their respective impacts as well as to assess their materiality to the business, a key step towards prioritizing risks and obtaining detailed quantitative input associated with each risk.Action informed by scenario analysis: In 2023, HubSpot's Nominating, Governance, and Sustainability Committee continued to closely monitor the changing regulatory landscape surrounding climate change and sustainability issues as well as broader climate-related business strategies and its impact on the company. The Nominating, Governance, and Sustainability Committee also ensured HubSpot's Board and other committees of the Board were regularly briefed and kept updated on climate-related risks and opportunities. One example of the Nominating, Governance, and Sustainability Committee addressing climate risks and opportunities was their decision to transition some of our office footprint to green energy which addresses overall climate risk and supports the opportunity associated with the green energy transition.

(5.2) Does your organization's strategy include a climate transition plan?

(5.2.1) Transition plan

Select from:
☑ No, but we are developing a climate transition plan within the next two years

(5.2.15) Primary reason for not having a climate transition plan that aligns with a 1.5°C world

Select from:
☑ Not an immediate strategic priority

(5.2.16) Explain why your organization does not have a climate transition plan that aligns with a 1.5°C world

While we do not have an official climate transition plan, as defined by CDP, we have many of the components in place already. In setting our Science Based Targets, we consulted with an external consultant to help us build a climate reduction roadmap that would help us meet our eventual target reduction goals. This roadmap includes the organizational change required to drive these emissions reductions and the approximate cost the change would incur, and we have already begun putting these initiatives into action to lower our emissions. Beyond this roadmap, we have a strong governance structure in place with our leadership invested in the progress being made and ask for feedback on our sustainability strategy from our shareholders at our annual meeting. We continue to formalize financing and accountability for these actions and hope to have a climate transition plan in place within the next two years.

(5.3) Have environmental risks and opportunities affected your strategy and/or financial planning?

(5.3.1) Environmental risks and/or opportunities have affected your strategy and/or financial planning

Select from:
☑ Yes, both strategy and financial planning

(5.3.2) Business areas where environmental risks and/or opportunities have affected your strategy

Select all that apply
☑ Products and services
☑ Upstream/downstream value chain
☑ Investment in R&D

☑ Operations

(5.3.1) Describe where and how environmental risks and opportunities have affected your strategy.

Products and services

(5.3.1.1) Effect type

Select all that apply
☑ Risks
☑ Opportunities

(5.3.1.2) Environmental issues relevant to the risks and/or opportunities that have affected your strategy in this area

Select all that apply
☑ Climate change

(5.3.1.3) Describe how environmental risks and/or opportunities have affected your strategy in this area

In 2022, we conducted our first assessment of climate-related risks and opportunities. Over the past year, we have continued to make progress in our governance arrangements, internal management processes, and strategic plans. Our focus in 2023 was on digging into the details of quantitative climate scenario analysis and working towards integration of climate risk into our existing enterprise risk management system. Our 2024 TCFD report identified that through its digital business model and reach, HubSpot can influence customers and actively drive change especially for SMEs offering sustainability awareness and knowledge. Providing "Tech as a climate solution" by leveraging its platform model - software as a service (SaaS) as a carbon-efficient and low-energy tool helping companies to achieve their sustainability goals, deploy hardware, and reduce shipping.

Upstream/downstream value chain

(5.3.1.1) Effect type

Select all that apply
☑ Risks
☑ Opportunities

(5.3.1.2) Environmental issues relevant to the risks and/or opportunities that have affected your strategy in this area

Select all that apply
☑ Climate change

(5.3.1.3) Describe how environmental risks and/or opportunities have affected your strategy in this area

Vendors play a crucial role in how we deliver an efficient experience for our customers, so it's important they align with our governance principles. We invested in a more robust Vendor Risk Management system and successfully completed the system migration and launch in April 2023. Alongside this launch, we revamped our vendor security and privacy risk review process, and continued to build an efficient, global end-to-end procure-to-pay process, with the goal of systematizing our approach to our value chain, minimizing risk, and better tracking sustainability into how we operate as a company.

Investment in R&D

(5.3.1.1) Effect type

Select all that apply
☑ Risks
☑ Opportunities

(5.3.1.2) Environmental issues relevant to the risks and/or opportunities that have affected your strategy in this area

Select all that apply
☑ Climate change

(5.3.1.3) Describe how environmental risks and/or opportunities have affected your strategy in this area

In 2022, we conducted our first assessment of climate-related risks and opportunities. Over the past year, we have continued to make progress in our governance arrangements, internal management processes, and strategic plans. Our focus in 2023 was on digging into the details of quantitative climate scenario analysis and working towards integration of climate risk into our existing enterprise risk management system.

Operations

(5.3.1.1) Effect type

(5.3.1.2) Environmental issues relevant to the risks and/or opportunities that have affected your strategy in this area

Select all that apply

☑ Climate change

(5.3.1.3) Describe how environmental risks and/or opportunities have affected your strategy in this area

In 2022, we conducted our first assessment of climate-related risks and opportunities. Over the past year, we have continued to make progress in our governance arrangements, internal management processes, and strategic plans. Our focus in 2023 was on digging into the details of quantitative climate scenario analysis and working towards integration of climate risk into our existing enterprise risk management system. In recognition of our responsibility to directly reduce our carbon footprint, we have already begun to pursue initiatives to decrease the carbon footprint across our operations.

(5.3.2) Describe where and how environmental risks and opportunities have affected your financial planning.

Row 1

(5.3.2.1) Financial planning elements that have been affected

Select all that apply

☑ Capital expenditures

(5.3.2.2) Effect type

Select all that apply

☑ Risks

☑ Opportunities

(5.3.2.3) Environmental issues relevant to the risks and/or opportunities that have affected these financial planning elements

☑ Climate change

(5.3.2.4) Describe how environmental risks and/or opportunities have affected these financial planning elements

As a part of our commitment to achieve net zero emissions, we have begun prioritizing capital expenditures that will lead to decreased emissions across our organization, such as the investment into our office spaces to minimize energy usage and the investment into renewable energy sources to minimize emissions associated with our energy usage.

(5.4) In your organization's financial accounting, do you identify spending/revenue that is aligned with your organization's climate transition?

	Identification of spending/revenue that is aligned with your organization's climate transition
	Select from: ☑ No, but we plan to in the next two years

(5.10) Does your organization use an internal price on environmental externalities?

(5.10.1) Use of internal pricing of environmental externalities

Select from:
☑ No, and we do not plan to in the next two years

(5.10.3) Primary reason for not pricing environmental externalities

Select from:
☑ Not an immediate strategic priority

(5.10.4) Explain why your organization does not price environmental externalities

Hubspot does not use internal pricing for its environmental externalities but instead we incentivize the consideration of environmental risks by integrating climate risk assessments into our existing risk management system.

(5.11) Do you engage with your value chain on environmental issues?

Suppliers

(5.11.1) Engaging with this stakeholder on environmental issues

Select from:
☑ Yes

(5.11.2) Environmental issues covered

Select all that apply
☑ Climate change

Customers

(5.11.1) Engaging with this stakeholder on environmental issues

Select from:
☑ No, but we plan to within the next two years

(5.11.3) Primary reason for not engaging with this stakeholder on environmental issues

Select from:
☑ Other, please specify **:** We are currently working on an emissions calculator for customers.

(5.11.4) Explain why you do not engage with this stakeholder on environmental issues

We are currently working on an emissions calculator for customers

Investors and shareholders

(5.11.1) Engaging with this stakeholder on environmental issues

Select from:
☑ Yes

(5.11.2) Environmental issues covered

Select all that apply
☑ Climate change

Other value chain stakeholders

(5.11.1) Engaging with this stakeholder on environmental issues

Select from:
☑ No, but we plan to within the next two years

(5.11.3) Primary reason for not engaging with this stakeholder on environmental issues

Select from:
☑ Not an immediate strategic priority

(5.11.4) Explain why you do not engage with this stakeholder on environmental issues

Not an immediate strategic priority.

(5.11.1) Does your organization assess and classify suppliers according to their dependencies and/or impacts on the environment?

	Assessment of supplier dependencies and/or impacts on the environment
Climate change	*Select from:* ☑ No, we do not assess the dependencies and/or impacts of our suppliers, and have no plans to do so within two years

(5.11.2) Does your organization prioritize which suppliers to engage with on environmental issues?

Climate change

(5.11.2.1) Supplier engagement prioritization on this environmental issue

Select from:
☑ Yes, we prioritize which suppliers to engage with on this environmental issue

(5.11.2.2) Criteria informing which suppliers are prioritized for engagement on this environmental issue

Select all that apply
☑ Procurement spend

(5.11.2.4) Please explain

At HubSpot, we are committed to good governance and achieving the highest ethical and environmental standards for all our employees, and we expect the same from our suppliers. As a SaaS company, the majority of our suppliers are established service providers and consultants with strong supply chain programs of their own.We have an established Procurement team whomanages supplier engagement. This team is in the process of implementing new technology solutions for vendor management and onboarding which will allow greater visibility into sustainability in our supply chain. The Procurement team is also collaborating with our Sustainability team to embed sustainability criteria into our vendor managementprocess, starting with carbon reduction commitments, but eventually expanding to other sustainability factors.

(5.11.5) Do your suppliers have to meet environmental requirements as part of your organization's purchasing process?

Climate change

(5.11.5.1) Suppliers have to meet specific environmental requirements related to this environmental issue as part of the purchasing process

Select from:
☑ Yes, suppliers have to meet environmental requirements related to this environmental issue, but they are not included in our supplier contracts

(5.11.5.2) Policy in place for addressing supplier non-compliance

Select from:
☑ No, we do not have a policy in place for addressing non-compliance

(5.11.5.3) Comment

HubSpot suppliers in PG&S and capital goods categories with annual contract values over 500,000 are evaluated for their commitment to SBTi during the RFP process and prior to contract renewals.

(5.11.6) Provide details of the environmental requirements that suppliers have to meet as part of your organization's purchasing process, and the compliance measures in place.

Climate change

(5.11.6.1) Environmental requirement

Select from:
☑ Setting a science-based emissions reduction target

(5.11.6.2) Mechanisms for monitoring compliance with this environmental requirement

Select all that apply
☑ Other, please specify :Supplier commitments to SBTi are reviewed by HubSpot's Sustainability Team on an annual basis.

(5.11.6.3) % tier 1 suppliers by procurement spend required to comply with this environmental requirement

Select from:
☑ 51-75%

(5.11.6.4) % tier 1 suppliers by procurement spend in compliance with this environmental requirement

Select from:
☑ 1-25%

(5.11.6.7) % tier 1 supplier-related scope 3 emissions attributable to the suppliers required to comply with this environmental requirement

Select from:
☑ 51-75%

(5.11.6.8) % tier 1 supplier-related scope 3 emissions attributable to the suppliers in compliance with this environmental requirement

Select from:
☑ 1-25%

(5.11.6.9) Response to supplier non-compliance with this environmental requirement

Select from:
☑ Retain and engage

(5.11.6.10) % of non-compliant suppliers engaged

Select from:
☑ 1-25%

(5.11.6.11) Procedures to engage non-compliant suppliers

Select all that apply
☑ Assessing the efficacy and efforts of non-compliant supplier actions through consistent and quantified metrics

☑ Providing information on appropriate actions that can be taken to address non-compliance

(5.11.7) Provide further details of your organization's supplier engagement on environmental issues.

Climate change

(5.11.7.2) Action driven by supplier engagement

Select from:
☑ Emissions reduction

(5.11.7.3) Type and details of engagement

Capacity building

(5.11.7.4) Upstream value chain coverage

Select all that apply
☑ Tier 1 suppliers

(5.11.7.5) % of tier 1 suppliers by procurement spend covered by engagement

Select from:
☑ 1-25%

(5.11.7.6) % of tier 1 supplier-related scope 3 emissions covered by engagement

Select from:
☑ 1-25%

(5.11.7.9) Describe the engagement and explain the effect of your engagement on the selected environmental action

HubSpot's Sustainability Team has been working with our Procurement Team to embed sustainability criteria into our vendor management process, including suppliers' carbon reduction commitments. We identified our top suppliers by spend and are actively engaging with them. This includes educating and encouraging those who have not set SBTi aligned targets to do so, discussing verification timelines with those that are committed to SBTi, and working with those that are validated to improve the quality of carbon emissions data. Additionally, we have scheduled an educational webinar for suppliers early in their carbon journey, led by an external GHG expert, to provide tailored support on measuring emissions and setting science-based carbon targets.

(5.11.7.10) Engagement is helping your tier 1 suppliers meet an environmental requirement related to this environmental issue

Select from:
☑ Yes, please specify the environmental requirement **:**Educating and encouraging those who have not set SBTi aligned targets to do so.

(5.11.7.11) Engagement is helping your tier 1 suppliers engage with their own suppliers on the selected action

Select from:
☑ Yes

(5.11.9) Provide details of any environmental engagement activity with other stakeholders in the value chain.

Climate change

(5.11.9.1) Type of stakeholder

Select from:
☑ Investors and shareholders

(5.11.9.2) Type and details of engagement

Education/Information sharing

(5.11.9.3) % of stakeholder type engaged

Select from:

☑ 1-25%

(5.11.9.4) % stakeholder-associated scope 3 emissions

Select from:
☑ None

(5.11.9.5) Rationale for engaging these stakeholders and scope of engagement

Each fall HubSpot engages our top investors on environmental and other sustainability topics. We provide a summary of our progress on environmental and climate initiatives for the year and allow investors a forum to ask questions and flag areas of concerns. Engaging these top investors provides a representative cross section of our investors ensuring any emerging environmental concerns are identified.

(5.11.9.6) Effect of engagement and measures of success

Each year we aim to have a call with 100% of our top investors. In 2023 we reached this goal. Engaging these top investors provides a representative cross section of our investors ensuring any emerging environmental concerns are identified. The Sustainability Team can then integrate any issues raised into strategy and planning efforts to continuously improve our sustainability performance.

(5.12) Indicate any mutually beneficial environmental initiatives you could collaborate on with specific CDP Supply Chain members.

Row 1

(5.12.1) Requesting member

Select from:

(5.12.2) Environmental issues the initiative relates to

Select all that apply
☑ Climate change

(5.12.4) Initiative category and type

Relationship sustainability assessment

(5.12.5) Details of initiative

HubSpot has invested heavily to improve our platform. This included measures toincrease efficiency while reducing emissions and delivering an optimized, valuable experience for our customers. In 2023, we undertook a significant upgrade of our data stores to the latest versions, focusing on our core data infrastructure technologies like HBase, Elasticsearch, SQL/Vitess, and Kafka. These upgrades have led to substantial improvements in compute and storage efficiencies and overall performance, which in turn have reduced our operational costs and enhanced our energy efficiency. By optimizing our data processing and storage capabilities, we have not only accelerated our data access and management but also lowered our energy consumption. We're also focused on optimizing our CPU (central processing unit) and memory usage in order to utilize our servers as efficiently as possible. By migrating our system to AWS Graviton-based EC2 instances, we optimized costs and performance while significantly lowering our energy footprint. These instances use up to 60% less energy than comparable EC2 options. HubSpot is open to collaborating with our customers on ways we can improve our platform's efficiency to improve customer sustainability performance.

(5.12.6) Expected benefits

Select all that apply
☑ Improved resource use and efficiency
☑ Lower price per unit
☑ Reduction of customers' operational emissions (customer scope 1 & 2)
☑ Reduction of own operational emissions (own scope 1 & 2)

(5.12.7) Estimated timeframe for realization of benefits

Select from:
☑ 1-3 years

(5.12.8) Are you able to estimate the lifetime CO2e and/or water savings of this initiative?

Select from:
☑ No

Row 2

(5.12.1) Requesting member

Select from:

(5.12.2) Environmental issues the initiative relates to

Select all that apply
☑ Climate change

(5.12.4) Initiative category and type

Relationship sustainability assessment

(5.12.5) Details of initiative

HubSpot has invested heavily to improve our platform. This included measures to increase efficiency while reducing emissions and delivering an optimized, valuable experience for our customers. In 2023, we undertook a significant upgrade of our data stores to the latest versions, focusing on our core data infrastructure technologies like HBase, Elasticsearch, SQL/Vitess, and Kafka. These upgrades have led to substantial improvements in compute and storage efficiencies and overall performance, which in turn have reduced our operational costs and enhanced our energy efficiency. By optimizing our data processing and storage capabilities, we have not only accelerated our data access and management but also lowered our energy consumption. We're also focused on optimizing our CPU (central processing unit) and memory usage in order to utilize our servers as efficiently as possible. By migrating our system to AWS Graviton-based EC2 instances, we optimized costs and performance while significantly lowering our energy footprint. These instances use up to 60% less energy than comparable EC2 options. HubSpot is open to collaborating with our customers on ways we can improve our platform's efficiency to improve customer sustainability performance.

(5.12.6) Expected benefits

Select all that apply
☑ Improved resource use and efficiency
☑ Lower price per unit
☑ Reduction of customers' operational emissions (customer scope 1 & 2)
☑ Reduction of own operational emissions (own scope 1 & 2)

(5.12.7) Estimated timeframe for realization of benefits

(5.12.8) Are you able to estimate the lifetime CO2e and/or water savings of this initiative?

Select from:
☑ No

Row 3

(5.12.1) Requesting member

Select from:

(5.12.2) Environmental issues the initiative relates to

Select all that apply
☑ Climate change

(5.12.4) Initiative category and type

Relationship sustainability assessment

(5.12.5) Details of initiative

HubSpot has invested heavily to improve our platform. This included measures to increase efficiency while reducing emissions and delivering an optimized, valuable experience for our customers. In 2023, we undertook a significant upgrade of our data stores to the latest versions, focusing on our core data infrastructure technologies like HBase, Elasticsearch, SQL/Vitess, and Kafka. These upgrades have led to substantial improvements in compute and storage efficiencies and overall performance, which in turn have reduced our operational costs and enhanced our energy efficiency. By optimizing our data processing and storage capabilities, we have not only accelerated our data access and management but also lowered our energy consumption. We're also focused on optimizing our CPU (central processing unit) and memory usage in order to utilize our servers as efficiently as possible. By migrating our system to AWS Graviton-based EC2 instances, we optimized costs and performance while significantly lowering our energy footprint. These instances use up to 60% less energy than comparable EC2 options. HubSpot is open to collaborating with our customers on ways we can improve our platform's efficiency to improve customer sustainability performance.

(5.12.6) Expected benefits

Select all that apply

☑ Improved resource use and efficiency

☑ Lower price per unit

☑ Reduction of customers' operational emissions (customer scope 1 & 2)

☑ Reduction of own operational emissions (own scope 1 & 2)

(5.12.7) Estimated timeframe for realization of benefits

Select from:

☑ 1-3 years

(5.12.8) Are you able to estimate the lifetime CO2e and/or water savings of this initiative?

Select from:

☑ No

(5.13) Has your organization already implemented any mutually beneficial environmental initiatives due to CDP Supply Chain member engagement?

(5.13.1) Environmental initiatives implemented due to CDP Supply Chain member engagement

Select from:

☑ No, and we do not plan to within the next two years

(5.13.2) Primary reason for not implementing environmental initiatives

Select from:

☑ Not an immediate strategic priority

(5.13.3) Explain why your organization has not implemented any environmental initiatives

Like most SaaS companies, our emissions are concentrated in Scope 2 and 3, with the latter making up the majority due to our supply chain. That said, we recognize the softwareindustry has a responsibility to explore the full scope of our footprint, which includes how we build and run our product.In 2023, we invested heavily to improve HubSpot's platform. This included measures toincrease efficiency while reducing emissions and delivering an optimized, valuable experience for our customers.

C6. Environmental Performance - Consolidation Approach

(6.1) Provide details on your chosen consolidation approach for the calculation of environmental performance data.

	Consolidation approach used	Provide the rationale for the choice of consolidation approach
Climate change	*Select from:* ☑ Operational control	*This consolidation approach best suits HubSpot's operations.*
Water	*Select from:* ☑ Operational control	*This consolidation approach best suits HubSpot's operations.*

C7. Environmental performance - Climate Change

(7.1) Is this your first year of reporting emissions data to CDP?

Select from:
☑ No

(7.1.1) Has your organization undergone any structural changes in the reporting year, or are any previous structural changes being accounted for in this disclosure of emissions data?

	Has there been a structural change?
	Select all that apply ☑ No

(7.1.2) Has your emissions accounting methodology, boundary, and/or reporting year definition changed in the reporting year?

(7.1.2.1) Change(s) in methodology, boundary, and/or reporting year definition?

Select all that apply
☑ Yes, a change in methodology

(7.1.2.2) Details of methodology, boundary, and/or reporting year definition change(s)

Employee commute: The previous years employee commute emissions were calculated based on the fact that HubSpot has three different categorisations for employee working patterns (office, flex, home). • "Office" employees come into the office 3 or more days per week. • "Flex" employees come into the office 2 or fewer days per week. • "Home" employees only work remotely. Historically, employee commuting statistics for both United States and Ireland (main HubSpot office

66

locations) were used as reference for the different modes of commuting. The relevant "US EPA 2022" emission factors were then used in the emissions calculation. In contrast, for the FY23 GHG inventory, HubSpot completed an employee survey to determine specific employee working patterns, types of energy used and commuting distance. The employee commute emissions were calculated for all the responders of the survey, which was then extrapolated for the entire company. The survey was deemed to be statistically representative with regards to country of work and response rate. Updated emission factors were applied from BEIS and EPA.

(7.1.3) Have your organization's base year emissions and past years' emissions been recalculated as a result of any changes or errors reported in 7.1.1 and/or 7.1.2?

(7.1.3.1) Base year recalculation

Select from:
☑ No, because the impact does not meet our significance threshold

(7.1.3.3) Base year emissions recalculation policy, including significance threshold

HubSpot will follow the guidelines of the WRI/WBCSD GHG Protocol for adjusting the base year GHG inventory. The base year inventory will be adjusted in response to any structural or methodology changes if the resulting adjustment is more than 10% of base year emissions. Adjustments less than this threshold are considered insignificant and will be decided case by case.

(7.1.3.4) Past years' recalculation

Select from:
☑ Yes

(7.2) Select the name of the standard, protocol, or methodology you have used to collect activity data and calculate emissions.

Select all that apply
☑ The Greenhouse Gas Protocol: A Corporate Accounting and Reporting Standard (Revised Edition)

☑ The Greenhouse Gas Protocol: Scope 2 Guidance
☑ The Greenhouse Gas Protocol: Corporate Value Chain (Scope 3) Standard

(7.3) Describe your organization's approach to reporting Scope 2 emissions.

Scope 2, location-based	Scope 2, market-based	Comment
Select from: ☑ We are reporting a Scope 2, location-based figure	*Select from:* ☑ We are reporting a Scope 2, market-based figure	

(7.4) Are there any sources (e.g. facilities, specific GHGs, activities, geographies, etc.) of Scope 1, Scope 2 or Scope 3 emissions that are within your selected reporting boundary which are not included in your disclosure?

Select from:
☑ No

(7.5) Provide your base year and base year emissions.

Scope 1

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

0

(7.5.3) Methodological details

HubSpot operations does not have Scope 1 emissions. HubSpot does not own nor operate natural gas combustion equipment, systems or vehicles. Same comment for fugitive emissions. All offices and facilities are leased from a third party and HubSpot pays for electricity, heating and cooling through the rental agreement with the building and facility owners. Associated energy usage emissions and fugitive gas leakage emissions (cooling) are therefore captured within Scope 2.

Scope 2 (location-based)

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

4471

(7.5.3) Methodological details

All offices and facilities are leased from a third party and HubSpot pays for electricity, heating and cooling through the rental agreement with the building and facility owners. Associated energy usage emissions and fugitive gas leakage emissions are therefore captured within Scope 2. Carbon emissions were calculated using IEA 2019 factors.

Scope 2 (market-based)

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

1430

(7.5.3) Methodological details

All offices and facilities are leased from a third party and HubSpot is paying for electricity, heating and cooling through the rental agreement with the building and facility owners. Associated energy usage emissions and fugitive gas leakage emissions are therefore captured within Scope 2. Carbon emissions were calculated using IEA 2019 factors or, wherever available, supplier-specific emission factors.

Scope 3 category 1: Purchased goods and services

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

20828

(7.5.3) Methodological details

Purchased Goods and Services (PG&S) covers emissions related to the purchase of goods and services by HubSpot. Spend data is requested annually from HubSpot Finance. Emissions are calculated through environmentally extended input-output EEIO spend-based analysis.Spend categories are assessed whether they have met the company's capitalization policy. Those that do not meet the criteria are classified in Scope 3 Purchased Goods and Services while purchased goods that have met the capitalization criteria are reported in Scope 3 Capital Goods as described in the following section. In addition, HubSpot has separate emission data from our third-party data centre provider. This data contains the Scope 1 and 2 emissions of our third party data centre provider from providing their service to HubSpot. This emission is added to the total amount of emission for purchased goods and services and hence emission factors mapped to their spend related to our data centre provider's services are adjusted.

Scope 3 category 2: Capital goods

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

469

(7.5.3) Methodological details

Capital Goods covers all upstream (i.e., cradle-to-gate) emissions from the production of capital goods purchased or acquired by HubSpot in the reporting year. Data collected for this category is included in HubSpot' spend data. Spend categories that meet the capitalization policy of the company are classified in this category. Emissions from Capital Goods are calculated through EEIO spend analysis.

Scope 3 category 3: Fuel-and-energy-related activities (not included in Scope 1 or 2)

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

554

(7.5.3) Methodological details

These are the upstream lifecycle emissions associated with the fuel and energy consumed by HubSpot. Emissions are automatically calculated using our GHG software. FERA emissions for fuel are calculated using a WTT (well-to-tank) emissions factor for each fuel type consumed by HubSpot. FERA emissions for electricity are calculated using a WTT emission factor and T&D (transmission & distribution) loss factor based on the total kWh electricity consumed in each country. For Market-based emissions calculation, a custom factor of zero-emission per kilowatt-hour is applied to all facilities that have RECs.Where subnational data is available, ratios from the International Energy Agency (IEA) are used to create subnational factors for FERA. This approach is used on residual factors for market-based where available. For countries without subnational data, IEA data is used for location-based. And for countries with a residual factor, ratios from IEA are applied to the residual factor to create market-based FERA factors.

Scope 3 category 4: Upstream transportation and distribution

(7.5.1) Base year end

12/31/2019

(7.5.3) Methodological details

This category is not relevant to HubSpot operations.

Scope 3 category 5: Waste generated in operations

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

(7.5.3) Methodological details

HubSpot provides operational waste stream data. Where waste data is not provided, we estimate it using the average waste weight per facility area intensity. Those streams are waste-to-energy (WTE), waste to landfill, waste to recycling, and waste to compost.

Scope 3 category 6: Business travel

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

3713

(7.5.3) Methodological details

Scope 3 emissions from business travel (Category 6) are included from the following sources of travel: Rail Transport: HubSpot provides data on the total mileage for their rail transport for business travel. These are calculated using BEIS 2019 emission factors. • Air Travel: Emissions from air travel are calculated from the CTM platform where they have two main sources since air travel is either booked through the CTM platform or not. The CTM platform allows to capture key details associated with each trip such depart and return dates, haul type, cabin class, and total air mileage. • Rental Car: HubSpot provides spend data for each of its rented vehicles. Emissions from rental cars are calculated through EEIO spend analysis.• Accommodation Emissions: HubSpot provides check-in and check-out data for all of their employee's hotel stays. Hotel stays night is estimated with the dates provided and emissions are calculated using the BEIS 2019 emission factor.

Scope 3 category 7: Employee commuting

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

3688

(7.5.3) Methodological details

Employee commute emissions were calculated based on the fact that HubSpot has three different categorisations for employee working patterns (office, flex, home). • "Office" employees come into the office 3 or more days per week. • "Flex" employees come into the office 2 or fewer days per week. • "Home" employees only work remotely. Historically, employee commuting statistics for both United States and Ireland (main HubSpot office locations) were used as reference for the different modes of commuting. The relevant "US EPA 2020" emission factors were used in the emissions calculation.

Scope 3 category 8: Upstream leased assets

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

0

(7.5.3) Methodological details

This category was not relevant to HubSpot operations at this time.

Scope 3 category 9: Downstream transportation and distribution

(7.5.1) Base year end

12/31/2019

(7.5.3) Methodological details

This category is not relevant to HubSpot operations.

Scope 3 category 10: Processing of sold products

(7.5.1) Base year end

12/31/2019

(7.5.3) Methodological details

This category is not relevant to HubSpot operations.

Scope 3 category 11: Use of sold products

(7.5.1) Base year end

12/31/2019

(7.5.3) Methodological details

This category is not relevant to HubSpot operations.

Scope 3 category 12: End of life treatment of sold products

(7.5.1) Base year end

12/31/2019

(7.5.3) Methodological details

This category is not relevant to HubSpot operations.

Scope 3 category 13: Downstream leased assets

(7.5.1) Base year end

12/31/2019

(7.5.2) Base year emissions (metric tons CO2e)

0

(7.5.3) Methodological details

This category was not relevant to HubSpot operations at this time.

Scope 3 category 14: Franchises

(7.5.1) Base year end

12/31/2019

(7.5.3) Methodological details

This category is not relevant to HubSpot operations.

Scope 3 category 15: Investments

(7.5.1) Base year end

12/31/2019

(7.5.3) Methodological details

This category is not relevant to HubSpot operations.

Scope 3: Other (upstream)

(7.5.1) Base year end

12/31/2019

(7.5.3) Methodological details

This category is not relevant to HubSpot operations.

Scope 3: Other (downstream)

(7.5.1) Base year end

12/31/2019

(7.5.3) Methodological details

This category is not relevant to HubSpot operations.

(7.6) What were your organization's gross global Scope 1 emissions in metric tons CO2e?

	Gross global Scope 1 emissions (metric tons CO2e)	Methodological details
Reporting year	*0*	*HubSpot does not have any Scope 1 emissions.*

(7.7) What were your organization's gross global Scope 2 emissions in metric tons CO2e?

Reporting year

(7.7.1) Gross global Scope 2, location-based emissions (metric tons CO2e)

1928

(7.7.2) Gross global Scope 2, market-based emissions (metric tons CO2e) (if applicable)

568

(7.7.4) Methodological details

All offices and facilities are leased from a third party and HubSpot pays for electricity, heating and cooling through the rental agreement with the building and facility owners. Associated energy usage emissions and fugitive gas leakage emissions are therefore captured within Scope 2.

Past year 1

(7.7.1) Gross global Scope 2, location-based emissions (metric tons CO2e)

2400

(7.7.2) Gross global Scope 2, market-based emissions (metric tons CO2e) (if applicable)

689

(7.7.3) End date

12/31/2022

(7.7.4) Methodological details

All offices and facilities are leased from a third party and HubSpot pays for electricity, heating and cooling through the rental agreement with the building and facility owners. Associated energy usage emissions and fugitive gas leakage emissions are therefore captured within Scope 2.

Past year 2
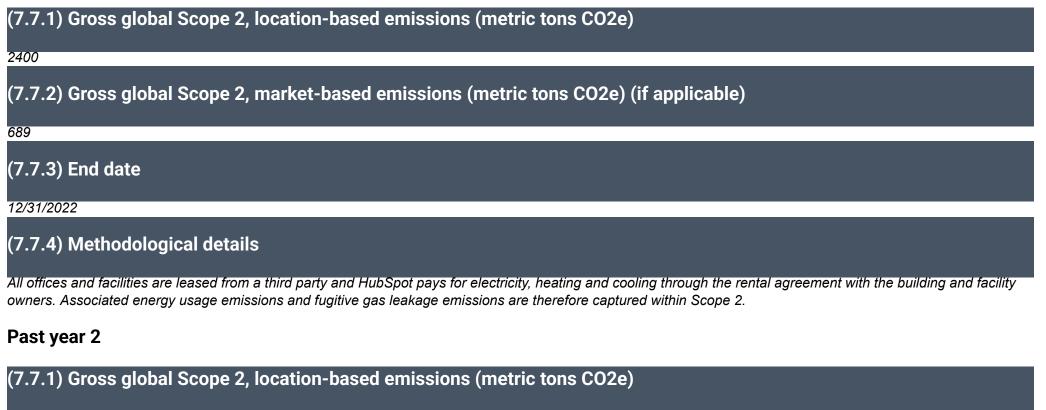
(7.7.1) Gross global Scope 2, location-based emissions (metric tons CO2e)

2677

(7.7.2) Gross global Scope 2, market-based emissions (metric tons CO2e) (if applicable)

1275

(7.7.3) End date

12/31/2021

(7.7.4) Methodological details

All offices and facilities are leased from 3rd party and HubSpot is paying for electricity, heating and cooling through the rental agreement with the building and facility owners. Associated energy usage emissions and fugitive gas leakage emissions are captured as Scope 2.

(7.8) Account for your organization's gross global Scope 3 emissions, disclosing and explaining any exclusions.

Purchased goods and services

(7.8.1) Evaluation status

Select from:
☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

54273

(7.8.3) Emissions calculation methodology

Select all that apply
☑ Supplier-specific method
☑ Spend-based method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0.1

(7.8.5) Please explain

Purchased Goods and Services (PG&S) covers emissions related to the purchase of goods and services by HubSpot. Spend data is requested annually from HubSpot Finance. Emissions are calculated through environmentally extended input-output EEIO spend-based analysis.Spend categories are assessed whether they have met the company's capitalization policy. Those that do not meet the criteria are classified in Scope 3 Purchased Goods and Services while purchased goods that have met the capitalization criteria are reported in Scope 3 Capital Goods as described in the following section. In addition, HubSpot has separate emission data from our third-party data centre provider. This data contains the Scope 1 and 2 emissions of the data centre from providing their service to HubSpot. These emissions are added to the total amount of emission for purchased goods and services and hence emission factors mapped to their spend related to the data centre's services are adjusted.

Capital goods

(7.8.1) Evaluation status

Select from:
☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

61

(7.8.3) Emissions calculation methodology

Select all that apply
☑ Spend-based method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

Capital Goods covers all upstream (i.e., cradle-to-gate) emissions from the production of capital goods purchased or acquired by HubSpot in the reporting year. Data collected for this category is included in HubSpot' spend data. Spend categories that meet the capitalization policy of the company are classified in this category. Emissions from Capital Goods are calculated through EEIO spend analysis.

Fuel-and-energy-related activities (not included in Scope 1 or 2)

(7.8.1) Evaluation status

Select from:
☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

299

(7.8.3) Emissions calculation methodology

Select all that apply
☑ Fuel-based method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

These are the upstream lifecycle emissions associated with the fuel and energy consumed by HubSpot. Emissions are automatically calculated using our GHG software. FERA emissions for fuel are calculated using a WTT (well-to-tank) emissions factor for each fuel type consumed by HubSpot. FERA emissions for electricity are calculated using a WTT emission factor and T&D (transmission & distribution) loss factor based on the total kWh electricity consumed in each country. For Market-based emissions calculation, a custom factor of zero-emission per kilowatt-hour is applied to all facilities that have RECs.Where subnational data is available, ratios from the International Energy Agency (IEA) are used to create subnational factors for FERA. This approach is used on residual factors for market-based where available. For countries without subnational data, IEA data is used for location-based. And for countries with a residual factor, ratios from IEA are applied to the residual factor to create market-based FERA factors.

Upstream transportation and distribution

(7.8.1) Evaluation status

Select from:
☑ Not relevant, explanation provided

(7.8.5) Please explain

This category is not relevant to HubSpot operations.

Waste generated in operations

(7.8.1) Evaluation status

Select from:
☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

12.6

(7.8.3) Emissions calculation methodology

Select all that apply
☑ Waste-type-specific method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

HubSpot provides operational waste stream data. Where waste data is not provided, we estimate it using the average waste weight per facility area intensity. Those streams are waste-to-energy (WTE), waste to landfill, waste to recycling, and waste to compost.

Business travel

(7.8.1) Evaluation status

Select from:

☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

2676

(7.8.3) Emissions calculation methodology

Select all that apply
☑ Distance-based method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

18

(7.8.5) Please explain

Scope 3 emissions from business travel (Category 6) are included from the following sources of travel: Rail Transport: HubSpot provides data on the total mileage for their rail transport for business travel. The emission factor used comes from Defra 2023.Air Travel: Emissions from air travel are calculated from the CTM platform where they have two main sources since air travel is either booked through the CTM platform or not. The CTM platform allows to capture key details associated with each trip such depart and return dates, haul type, cabin class, and total air mileage.

Employee commuting

(7.8.1) Evaluation status

Select from:
☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

4531

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Distance-based method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

For FY23 GHG inventory, HubSpot completed an employee survey to determine specific employee working patterns, types of energy used and commuting distance. The employee commute emissions were calculated for all the responders of the survey, which was then extrapolated for the entire company. The survey was deemed to be representative of the workforce population with regards to country of work, and a statistically significant response rate was achieved.

Upstream leased assets

(7.8.1) Evaluation status

Select from:

☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

249

(7.8.3) Emissions calculation methodology

Select all that apply

☑ Site-specific method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

HubSpot has optimised it's office space in 2023 resulting in the accounting of some facilities emissions in Scope 3 Category 8 Upstream Leased Assets.

Downstream transportation and distribution

(7.8.1) Evaluation status

Select from:
☑ Not relevant, explanation provided

(7.8.5) Please explain

This category is not relevant to HubSpot operations.

Processing of sold products

(7.8.1) Evaluation status

Select from:
☑ Not relevant, explanation provided

(7.8.5) Please explain

This category is not relevant to HubSpot operations.

Use of sold products

(7.8.1) Evaluation status

Select from:
☑ Not relevant, explanation provided

(7.8.5) Please explain

This category is not relevant to HubSpot operations.

End of life treatment of sold products

(7.8.1) Evaluation status

Select from:
☑ Not relevant, explanation provided

(7.8.5) Please explain

This category is not relevant to HubSpot operations.

Downstream leased assets

(7.8.1) Evaluation status

Select from:
☑ Relevant, calculated

(7.8.2) Emissions in reporting year (metric tons CO2e)

34

(7.8.3) Emissions calculation methodology

Select all that apply
☑ Supplier-specific method

(7.8.4) Percentage of emissions calculated using data obtained from suppliers or value chain partners

0

(7.8.5) Please explain

Emissions from our downstream leased assets are calculated using the same methodology as our Scope 2 emissions.

Franchises

(7.8.1) Evaluation status

Select from:

☑ Not relevant, explanation provided

(7.8.5) Please explain

This category is not relevant to HubSpot operations.

Investments

(7.8.1) Evaluation status

Select from:

☑ Not relevant, explanation provided

(7.8.5) Please explain

This category is not relevant to HubSpot operations.

(7.8.1) Disclose or restate your Scope 3 emissions data for previous years.

Past year 1

(7.8.1.1) End date

12/31/2022

(7.8.1.2) Scope 3: Purchased goods and services (metric tons CO2e)

41690

(7.8.1.3) Scope 3: Capital goods (metric tons CO2e)

1610

(7.8.1.4) Scope 3: Fuel and energy-related activities (not included in Scopes 1 or 2) (metric tons CO2e)

212

(7.8.1.6) Scope 3: Waste generated in operations (metric tons CO2e)

32

(7.8.1.7) Scope 3: Business travel (metric tons CO2e)

1784

(7.8.1.8) Scope 3: Employee commuting (metric tons CO2e)

5957

Past year 2

(7.8.1.1) End date

12/31/2021

(7.8.1.2) Scope 3: Purchased goods and services (metric tons CO2e)

41630

(7.8.1.3) Scope 3: Capital goods (metric tons CO2e)

1221

(7.8.1.4) Scope 3: Fuel and energy-related activities (not included in Scopes 1 or 2) (metric tons CO2e)

(7.8.1.6) Scope 3: Waste generated in operations (metric tons CO2e)

39

(7.8.1.7) Scope 3: Business travel (metric tons CO2e)

175

(7.8.1.8) Scope 3: Employee commuting (metric tons CO2e)

4697

(7.9) Indicate the verification/assurance status that applies to your reported emissions.

	Verification/assurance status
Scope 1	*Select from:* ☑ Third-party verification or assurance process in place
Scope 2 (location-based or market-based)	*Select from:* ☑ Third-party verification or assurance process in place
Scope 3	*Select from:* ☑ Third-party verification or assurance process in place

(7.9.1) Provide further details of the verification/assurance undertaken for your Scope 1 emissions, and attach the relevant statements.

Row 1

(7.9.1.1) Verification or assurance cycle in place

☑ Annual process

(7.9.1.2) Status in the current reporting year

Select from:
☑ Complete

(7.9.1.3) Type of verification or assurance

Select from:
☑ Limited assurance

(7.9.1.4) Attach the statement

HubSpot 2023 GHG Assurance Statement_FINAL.pdf

(7.9.1.5) Page/section reference

1-3

(7.9.1.6) Relevant standard

Select from:
☑ ISO14064-3

(7.9.1.7) Proportion of reported emissions verified (%)

100

(7.9.2) Provide further details of the verification/assurance undertaken for your Scope 2 emissions and attach the relevant statements.

Row 1

(7.9.2.1) Scope 2 approach

Select from:
☑ Scope 2 location-based

(7.9.2.2) Verification or assurance cycle in place

Select from:
☑ Annual process

(7.9.2.3) Status in the current reporting year

Select from:
☑ Complete

(7.9.2.4) Type of verification or assurance

Select from:
☑ Limited assurance

(7.9.2.5) Attach the statement

HubSpot 2023 GHG Assurance Statement_FINAL.pdf

(7.9.2.6) Page/ section reference

1-3

(7.9.2.7) Relevant standard

Select from:
☑ ISO14064-3

(7.9.2.8) Proportion of reported emissions verified (%)

100

Row 2

(7.9.2.1) Scope 2 approach

Select from:
☑ Scope 2 market-based

(7.9.2.2) Verification or assurance cycle in place

Select from:
☑ Annual process

(7.9.2.3) Status in the current reporting year

Select from:
☑ Complete

(7.9.2.4) Type of verification or assurance

Select from:
☑ Limited assurance

(7.9.2.5) Attach the statement

HubSpot 2023 GHG Assurance Statement_FINAL.pdf

(7.9.2.6) Page/ section reference

1-3

(7.9.2.7) Relevant standard

Select from:
☑ ISO14064-3

(7.9.2.8) Proportion of reported emissions verified (%)

100

(7.9.3) Provide further details of the verification/assurance undertaken for your Scope 3 emissions and attach the relevant statements.

Row 1

(7.9.3.1) Scope 3 category

Select all that apply
☑ Scope 3: Capital goods ☑ Scope 3: Purchased goods and services
☑ Scope 3: Business travel ☑ Scope 3: Waste generated in operations
☑ Scope 3: Employee commuting ☑ Scope 3: Fuel and energy-related activities (not included in Scopes 1 or 2)
☑ Scope 3: Upstream leased assets
☑ Scope 3: Downstream leased assets

(7.9.3.2) Verification or assurance cycle in place

Select from:
☑ Annual process

(7.9.3.3) Status in the current reporting year

Select from:
☑ Complete

(7.9.3.4) Type of verification or assurance

Select from:
☑ Limited assurance

(7.9.3.5) Attach the statement

HubSpot 2023 GHG Assurance Statement_FINAL.pdf

(7.9.3.6) Page/section reference

1-3

(7.9.3.7) Relevant standard

Select from:
☑ ISO14064-3

(7.9.3.8) Proportion of reported emissions verified (%)

100

(7.10) How do your gross global emissions (Scope 1 and 2 combined) for the reporting year compare to those of the previous reporting year?

Select from:
☑ Decreased

(7.10.1) Identify the reasons for any change in your gross global emissions (Scope 1 and 2 combined), and for each of them specify how your emissions compare to the previous year.

Change in renewable energy consumption

(7.10.1.1) Change in emissions (metric tons CO2e)

121

(7.10.1.2) Direction of change in emissions

Select from:
☑ Decreased

(7.10.1.3) Emissions value (percentage)

9.9

(7.10.1.4) Please explain calculation

Total renewable electricity purchased in FY2022 1,474.8 MWhTotal renewable electricity purchased in FY2023 1,327.5 MWh There was a decrease of 147.3 MWh (9.9%) in renewable electricity usage from FY2022 to FY2023. The reduction is because HubSpot has optimised office space and implemented energy-savings initiatives.

(7.10.2) Are your emissions performance calculations in 7.10 and 7.10.1 based on a location-based Scope 2 emissions figure or a market-based Scope 2 emissions figure?

Select from:
☑ Market-based

(7.12) Are carbon dioxide emissions from biogenic carbon relevant to your organization?

Select from:
☑ No

(7.15) Does your organization break down its Scope 1 emissions by greenhouse gas type?

Select from:
☑ No

(7.16) Break down your total gross global Scope 1 and 2 emissions by country/area.

Australia

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

117

(7.16.3) Scope 2, market-based (metric tons CO2e)

0

Belgium

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

14

(7.16.3) Scope 2, market-based (metric tons CO2e)

9

Canada

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

0.2

(7.16.3) Scope 2, market-based (metric tons CO2e)

0

Colombia

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

30

(7.16.3) Scope 2, market-based (metric tons CO2e)

0

France

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

2

(7.16.3) Scope 2, market-based (metric tons CO2e)

0

Germany

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

39

(7.16.3) Scope 2, market-based (metric tons CO2e)

0

Ireland

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

549

(7.16.3) Scope 2, market-based (metric tons CO2e)

217

Japan

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

33

(7.16.3) Scope 2, market-based (metric tons CO2e)

7

Netherlands

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

8

(7.16.3) Scope 2, market-based (metric tons CO2e)

4

Singapore

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

61

(7.16.3) Scope 2, market-based (metric tons CO2e)

0

Spain

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

3

(7.16.3) Scope 2, market-based (metric tons CO2e)

1

United Kingdom of Great Britain and Northern Ireland

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

4

(7.16.3) Scope 2, market-based (metric tons CO2e)

0

United States of America

(7.16.1) Scope 1 emissions (metric tons CO2e)

0

(7.16.2) Scope 2, location-based (metric tons CO2e)

1066

(7.16.3) Scope 2, market-based (metric tons CO2e)

329

(7.17) Indicate which gross global Scope 1 emissions breakdowns you are able to provide.

Select all that apply

☑ By activity

(7.17.3) Break down your total gross global Scope 1 emissions by business activity.

	Activity	Scope 1 emissions (metric tons CO2e)
Row 1	*We do not currently have Scope 1 emissions at HubSpot.*	*0*

(7.20) Indicate which gross global Scope 2 emissions breakdowns you are able to provide.

Select all that apply

☑ By activity

(7.20.3) Break down your total gross global Scope 2 emissions by business activity.

	Activity	Scope 2, location-based (metric tons CO2e)	Scope 2, market-based (metric tons CO2e)
Row 1	*Purchased Electricity*	*1361*	*0*
Row 2	*Purchased Cooling*	*5*	*5*

	Activity	Scope 2, location-based (metric tons CO2e)	Scope 2, market-based (metric tons CO2e)
Row 3	*Purchased Heating*	*563*	*563*

(7.22) Break down your gross Scope 1 and Scope 2 emissions between your consolidated accounting group and other entities included in your response.

Consolidated accounting group

(7.22.1) Scope 1 emissions (metric tons CO2e)

0

(7.22.2) Scope 2, location-based emissions (metric tons CO2e)

1928

(7.22.3) Scope 2, market-based emissions (metric tons CO2e)

568

(7.22.4) Please explain

Like most SaaS companies, our emissions are concentrated in Scope 2 and 3, with the latter making up the majority due to our supply chain.

All other entities

(7.22.1) Scope 1 emissions (metric tons CO2e)

0

(7.22.2) Scope 2, location-based emissions (metric tons CO2e)

0

(7.22.3) Scope 2, market-based emissions (metric tons CO2e)

0

(7.22.4) Please explain

Not applicable

(7.23) Is your organization able to break down your emissions data for any of the subsidiaries included in your CDP response?

Select from:
☑ No

(7.26) Allocate your emissions to your customers listed below according to the goods or services you have sold them in this reporting period.

Row 1

(7.26.1) Requesting member

Select from:

(7.26.2) Scope of emissions

Select from:
☑ Scope 1

(7.26.4) Allocation level

Select from:

☑ Company wide

(7.26.6) Allocation method

Select from:
☑ Other allocation method, please specify :Customer usage of our third-party data centres as a proportion of total server usage.

(7.26.7) Unit for market value or quantity of goods/services supplied

Select from:
☑ Currency

(7.26.9) Emissions in metric tonnes of CO2e

0

(7.26.10) Uncertainty (±%)

2

(7.26.11) Major sources of emissions

The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary.

(7.26.12) Allocation verified by a third party?

Select from:
☑ No

(7.26.13) Please explain how you have identified the GHG source, including major limitations to this process and assumptions made

The customer emissions allocation methodology was developed in alignment with industry best practice that includes the following standards and criteria: - GHG Protocol - A Corporate Accounting and Reporting Standard - Corporate Value Chain (Scope 3) Accounting and Reporting Standard- Technical Guidance for

Calculating Scope 3 Emissions The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. The third-party server usage data is reliable and therefore, HubSpot does not perform any gap filling, estimates or adjustments to the data. With the server usage emissions, HubSpot is also able to obtain total corporate server usage emissions to define a ratio (%) of customer server usage to the total server usage. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary. The allocation of customer emissions aligns with the most recent third-party assured HubSpot reporting period (calendar year 2023). For customers that have only used HubSpot for a portion of the most recent reporting period, the allocation has been scaled accordingly based on the timeline of customer use during the period. For example, if a customer signed on in March of the most recent reporting period, their allocation of emissions will only apply to their usage of HubSpot from March until the end of the reporting period.

Row 2

(7.26.1) Requesting member

Select from:

(7.26.2) Scope of emissions

Select from:
☑ Scope 2: market-based

(7.26.4) Allocation level

Select from:
☑ Company wide

(7.26.6) Allocation method

Select from:
☑ Other allocation method, please specify **:**Customer usage of our third-party data centres as a proportion of total server usage.

(7.26.7) Unit for market value or quantity of goods/services supplied

Select from:
☑ Currency

(7.26.9) Emissions in metric tonnes of CO2e

0.0026

(7.26.10) Uncertainty (±%)

2

(7.26.11) Major sources of emissions

The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary.

(7.26.12) Allocation verified by a third party?

Select from:
☑ No

(7.26.13) Please explain how you have identified the GHG source, including major limitations to this process and assumptions made

The customer emissions allocation methodology was developed in alignment with industry best practice that includes the following standards and criteria: - GHG Protocol - A Corporate Accounting and Reporting Standard - Corporate Value Chain (Scope 3) Accounting and Reporting Standard- Technical Guidance for Calculating Scope 3 Emissions The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. The third-party server usage data is reliable and therefore, HubSpot does not perform any gap filling, estimates or adjustments to the data. With the server usage emissions, HubSpot is also able to obtain total corporate server usage emissions to define a ratio (%) of customer server usage to the total server usage. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary. The allocation of customer emissions aligns with the most recent third-party assured HubSpot reporting period (calendar year 2023). For customers that have only used HubSpot for a portion of the most recent reporting period, the allocation has been scaled accordingly based on the timeline of customer use during the period. For example, if a customer signed on in March of the most recent reporting period, their allocation of emissions will only apply to their usage of HubSpot from March until the end of the reporting period.

Row 3

(7.26.1) Requesting member

Select from:

(7.26.2) Scope of emissions

Select from:

☑ Scope 3

(7.26.3) Scope 3 category(ies)

Select all that apply

☑ Category 2: Capital goods ☑ Category 5: Waste generated in operations

☑ Category 6: Business travel ☑ Category 3: Fuel-and-energy-related activities (not included in Scopes 1 or 2)

☑ Category 7: Employee commuting

☑ Category 8: Upstream leased assets

☑ Category 1: Purchased goods and services

(7.26.4) Allocation level

Select from:

☑ Company wide

(7.26.6) Allocation method

Select from:

☑ Other allocation method, please specify **:**Customer usage of our third-party data centres as a proportion of total server usage.

(7.26.7) Unit for market value or quantity of goods/services supplied

Select from:

☑ Currency

(7.26.9) Emissions in metric tonnes of CO2e

0.2145

(7.26.10) Uncertainty (±%)

2

(7.26.11) Major sources of emissions

The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary.

(7.26.12) Allocation verified by a third party?

Select from:
☑ No

(7.26.13) Please explain how you have identified the GHG source, including major limitations to this process and assumptions made

The customer emissions allocation methodology was developed in alignment with industry best practice that includes the following standards and criteria: - GHG Protocol - A Corporate Accounting and Reporting Standard - Corporate Value Chain (Scope 3) Accounting and Reporting Standard- Technical Guidance for Calculating Scope 3 Emissions The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. The third-party server usage data is reliable and therefore, HubSpot does not perform any gap filling, estimates or adjustments to the data. With the server usage emissions, HubSpot is also able to obtain total corporate server usage emissions to define a ratio (%) of customer server usage to the total server usage. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary. The allocation of customer emissions aligns with the most recent third-party assured HubSpot reporting period (calendar year 2023). For customers that have only used HubSpot for a portion of the most recent reporting period, the allocation has been scaled accordingly based on the timeline of customer use during the period. For example, if a customer signed on in March of the most recent reporting period, their allocation of emissions will only apply to their usage of HubSpot from March until the end of the reporting period.

Row 4

(7.26.1) Requesting member

Select from:

(7.26.2) Scope of emissions

Select from:

☑ Scope 1

(7.26.4) Allocation level

Select from:

☑ Company wide

(7.26.6) Allocation method

Select from:

☑ Other allocation method, please specify **:**Customer usage of our third-party data centres as a proportion of total server usage.

(7.26.7) Unit for market value or quantity of goods/services supplied

Select from:

☑ Currency

(7.26.9) Emissions in metric tonnes of CO2e

0

(7.26.10) Uncertainty (±%)

2

(7.26.11) Major sources of emissions

The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary.

(7.26.12) Allocation verified by a third party?

Select from:

☑ No

(7.26.13) Please explain how you have identified the GHG source, including major limitations to this process and assumptions made

The customer emissions allocation methodology was developed in alignment with industry best practice that includes the following standards and criteria: - GHG Protocol - A Corporate Accounting and Reporting Standard - Corporate Value Chain (Scope 3) Accounting and Reporting Standard- Technical Guidance for Calculating Scope 3 Emissions The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. The third-party server usage data is reliable and therefore, HubSpot does not perform any gap filling, estimates or adjustments to the data. With the server usage emissions, HubSpot is also able to obtain total corporate server usage emissions to define a ratio (%) of customer server usage to the total server usage. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary. The allocation of customer emissions aligns with the most recent third-party assured HubSpot reporting period (calendar year 2023). For customers that have only used HubSpot for a portion of the most recent reporting period, the allocation has been scaled accordingly based on the timeline of customer use during the period. For example, if a customer signed on in March of the most recent reporting period, their allocation of emissions will only apply to their usage of HubSpot from March until the end of the reporting period.

Row 5

(7.26.1) Requesting member

Select from:

(7.26.2) Scope of emissions

Select from:
☑ Scope 2: market-based

(7.26.4) Allocation level

Select from:
☑ Company wide

(7.26.6) Allocation method

Select from:
☑ Other allocation method, please specify **:**Customer usage of our third-party data centres as a proportion of total server usage.

(7.26.7) Unit for market value or quantity of goods/services supplied

Select from:
☑ Currency

(7.26.9) Emissions in metric tonnes of CO2e

0.0007

(7.26.10) Uncertainty (±%)

2

(7.26.11) Major sources of emissions

The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary.

(7.26.12) Allocation verified by a third party?

Select from:
☑ No

(7.26.13) Please explain how you have identified the GHG source, including major limitations to this process and assumptions made

The customer emissions allocation methodology was developed in alignment with industry best practice that includes the following standards and criteria: - GHG Protocol - A Corporate Accounting and Reporting Standard - Corporate Value Chain (Scope 3) Accounting and Reporting Standard- Technical Guidance for Calculating Scope 3 Emissions The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. The third-party server usage data is reliable and therefore, HubSpot does not perform any gap filling, estimates or adjustments to the data. With the server usage emissions, HubSpot is also able to obtain total corporate server usage emissions to define a ratio (%) of customer server usage to the total server usage. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary. The allocation of customer emissions aligns with the most recent third-party assured HubSpot reporting period (calendar year 2023). For customers that have only used HubSpot for a portion of the most recent reporting period, the allocation has been scaled accordingly based on the timeline of customer use during the

period. For example, if a customer signed on in March of the most recent reporting period, their allocation of emissions will only apply to their usage of HubSpot from March until the end of the reporting period.

Row 6

(7.26.1) Requesting member

Select from:

(7.26.2) Scope of emissions

Select from:
☑ Scope 3

(7.26.3) Scope 3 category(ies)

Select all that apply
☑ Category 2: Capital goods ☑ Category 5: Waste generated in operations
☑ Category 6: Business travel ☑ Category 3: Fuel-and-energy-related activities (not included in Scopes 1 or 2)
☑ Category 7: Employee commuting
☑ Category 8: Upstream leased assets
☑ Category 1: Purchased goods and services

(7.26.4) Allocation level

Select from:
☑ Company wide

(7.26.6) Allocation method

Select from:
☑ Other allocation method, please specify **:**Customer usage of our third-party data centres as a proportion of total server usage.

(7.26.7) Unit for market value or quantity of goods/services supplied

Select from:
☑ Currency

(7.26.9) Emissions in metric tonnes of CO2e

0.0543

(7.26.10) Uncertainty (±%)

2

(7.26.11) Major sources of emissions

The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary.

(7.26.12) Allocation verified by a third party?

Select from:
☑ No

(7.26.13) Please explain how you have identified the GHG source, including major limitations to this process and assumptions made

The customer emissions allocation methodology was developed in alignment with industry best practice that includes the following standards and criteria: - GHG Protocol - A Corporate Accounting and Reporting Standard - Corporate Value Chain (Scope 3) Accounting and Reporting Standard- Technical Guidance for Calculating Scope 3 Emissions The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. The third-party server usage data is reliable and therefore, HubSpot does not perform any gap filling, estimates or adjustments to the data. With the server usage emissions, HubSpot is also able to obtain total corporate server usage emissions to define a ratio (%) of customer server usage to the total server usage. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary. The allocation of customer emissions aligns with the most recent third-party assured HubSpot reporting period (calendar year 2023). For customers that have only used HubSpot for a portion of the most recent reporting period, the allocation has been scaled accordingly based on the timeline of customer use during the period. For example, if a customer signed on in March of the most recent reporting period, their allocation of emissions will only apply to their usage of HubSpot from March until the end of the reporting period.

Row 7

(7.26.1) Requesting member

Select from:

(7.26.2) Scope of emissions

Select from:
☑ Scope 1

(7.26.4) Allocation level

Select from:
☑ Company wide

(7.26.6) Allocation method

Select from:
☑ Other allocation method, please specify :Customer usage of our third-party data centres as a proportion of total server usage.

(7.26.7) Unit for market value or quantity of goods/services supplied

Select from:
☑ Currency

(7.26.9) Emissions in metric tonnes of CO2e

0

(7.26.10) Uncertainty (±%)

2

(7.26.11) Major sources of emissions

The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary.

(7.26.12) Allocation verified by a third party?

Select from:
☑ No

(7.26.13) Please explain how you have identified the GHG source, including major limitations to this process and assumptions made

The customer emissions allocation methodology was developed in alignment with industry best practice that includes the following standards and criteria: - GHG Protocol - A Corporate Accounting and Reporting Standard - Corporate Value Chain (Scope 3) Accounting and Reporting Standard- Technical Guidance for Calculating Scope 3 Emissions The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. The third-party server usage data is reliable and therefore, HubSpot does not perform any gap filling, estimates or adjustments to the data. With the server usage emissions, HubSpot is also able to obtain total corporate server usage emissions to define a ratio (%) of customer server usage to the total server usage. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary. The allocation of customer emissions aligns with the most recent third-party assured HubSpot reporting period (calendar year 2023). For customers that have only used HubSpot for a portion of the most recent reporting period, the allocation has been scaled accordingly based on the timeline of customer use during the period. For example, if a customer signed on in March of the most recent reporting period, their allocation of emissions will only apply to their usage of HubSpot from March until the end of the reporting period.

Row 8

(7.26.1) Requesting member

Select from:

(7.26.2) Scope of emissions

Select from:
☑ Scope 2: market-based

(7.26.4) Allocation level

Select from:
☑ Company wide

(7.26.6) Allocation method

Select from:
☑ Other allocation method, please specify **:**Customer usage of our third-party data centres as a proportion of total server usage.

(7.26.7) Unit for market value or quantity of goods/services supplied

Select from:
☑ Currency

(7.26.9) Emissions in metric tonnes of CO2e

0

(7.26.10) Uncertainty (±%)

2

(7.26.11) Major sources of emissions

The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary.

(7.26.12) Allocation verified by a third party?

Select from:
☑ No

(7.26.13) Please explain how you have identified the GHG source, including major limitations to this process and assumptions made

The customer emissions allocation methodology was developed in alignment with industry best practice that includes the following standards and criteria: - GHG Protocol - A Corporate Accounting and Reporting Standard - Corporate Value Chain (Scope 3) Accounting and Reporting Standard- Technical Guidance for Calculating Scope 3 Emissions The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. The third-party server usage data is reliable and therefore, HubSpot does not perform any gap filling, estimates or adjustments to the data. With the server usage emissions, HubSpot is also able to obtain total corporate server usage emissions to define a ratio (%) of customer server usage to the total server usage. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary. The allocation of customer emissions aligns with the most recent third-party assured HubSpot reporting period (calendar year 2023). For customers that have only used HubSpot for a portion of the most recent reporting period, the allocation has been scaled accordingly based on the timeline of customer use during the period. For example, if a customer signed on in March of the most recent reporting period, their allocation of emissions will only apply to their usage of HubSpot from March until the end of the reporting period.

Row 9

(7.26.1) Requesting member

Select from:

(7.26.2) Scope of emissions

Select from:
☑ Scope 3

(7.26.3) Scope 3 category(ies)

Select all that apply
☑ Category 2: Capital goods☑ Category 5: Waste generated in operations
☑ Category 6: Business travel☑ Category 3: Fuel-and-energy-related activities (not included in Scopes 1 or 2)
☑ Category 7: Employee commuting
☑ Category 8: Upstream leased assets
☑ Category 1: Purchased goods and services

(7.26.4) Allocation level

Select from:

☑ Company wide

(7.26.6) Allocation method

Select from:

☑ Other allocation method, please specify **:**Customer usage of our third-party data centres as a proportion of total server usage.

(7.26.7) Unit for market value or quantity of goods/services supplied

Select from:

☑ Currency

(7.26.9) Emissions in metric tonnes of CO2e

0

(7.26.10) Uncertainty (±%)

2

(7.26.11) Major sources of emissions

The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary.

(7.26.12) Allocation verified by a third party?

Select from:

☑ No

(7.26.13) Please explain how you have identified the GHG source, including major limitations to this process and assumptions made

The customer emissions allocation methodology was developed in alignment with industry best practice that includes the following standards and criteria: - GHG Protocol - A Corporate Accounting and Reporting Standard - Corporate Value Chain (Scope 3) Accounting and Reporting Standard- Technical Guidance for Calculating Scope 3 Emissions The customer server usage emissions are based on third-party server supplied emissions data that is based on daily use of HubSpot. The third-party server usage data is reliable and therefore, HubSpot does not perform any gap filling, estimates or adjustments to the data. With the server usage emissions, HubSpot is also able to obtain total corporate server usage emissions to define a ratio (%) of customer server usage to the total server usage. HubSpot's total reported and assured GHG inventory emissions are also incorporated to ensure holistic application of customer emissions across HubSpot's organizational boundary. The allocation of customer emissions aligns with the most recent third-party assured HubSpot reporting period (calendar year 2023). For customers that have only used HubSpot for a portion of the most recent reporting period, the allocation has been scaled accordingly based on the timeline of customer use during the period. For example, if a customer signed on in March of the most recent reporting period, their allocation of emissions will only apply to their usage of HubSpot from March until the end of the reporting period.

(7.27) What are the challenges in allocating emissions to different customers, and what would help you to overcome these challenges?

Row 1

(7.27.1) Allocation challenges

Select from:
☑ We face no challenges

(7.27.2) Please explain what would help you overcome these challenges

n/a

(7.28) Do you plan to develop your capabilities to allocate emissions to your customers in the future?

Do you plan to develop your capabilities to allocate emissions to your customers in the future?	Describe how you plan to develop your capabilities
Select from: ☑ Yes	*We have developed an emissions calculator for customers, that is available upon request.*

(7.29) What percentage of your total operational spend in the reporting year was on energy?

Select from:
☑ More than 0% but less than or equal to 5%

(7.30) Select which energy-related activities your organization has undertaken.

	Indicate whether your organization undertook this energy-related activity in the reporting year
Consumption of fuel (excluding feedstocks)	*Select from:* ☑ No
Consumption of purchased or acquired electricity	*Select from:* ☑ Yes
Consumption of purchased or acquired heat	*Select from:* ☑ Yes
Consumption of purchased or acquired steam	*Select from:* ☑ Yes
Consumption of purchased or acquired cooling	*Select from:* ☑ Yes
Generation of electricity, heat, steam, or cooling	*Select from:* ☑ No

(7.30.1) Report your organization's energy consumption totals (excluding feedstocks) in MWh.

Consumption of purchased or acquired electricity

(7.30.1.1) Heating value

Select from:
☑ Unable to confirm heating value

(7.30.1.2) MWh from renewable sources

5882

(7.30.1.3) MWh from non-renewable sources

0

(7.30.1.4) Total (renewable and non-renewable) MWh

5882

Consumption of purchased or acquired heat

(7.30.1.1) Heating value

Select from:
☑ Unable to confirm heating value

(7.30.1.2) MWh from renewable sources

0

(7.30.1.3) MWh from non-renewable sources

3208

(7.30.1.4) Total (renewable and non-renewable) MWh

3208

Consumption of purchased or acquired steam

(7.30.1.1) Heating value

Select from:
☑ Unable to confirm heating value

(7.30.1.2) MWh from renewable sources

0

(7.30.1.3) MWh from non-renewable sources

0

(7.30.1.4) Total (renewable and non-renewable) MWh

0

Consumption of purchased or acquired cooling

(7.30.1.1) Heating value

Select from:
☑ Unable to confirm heating value

(7.30.1.2) MWh from renewable sources

0

(7.30.1.3) MWh from non-renewable sources

0

(7.30.1.4) Total (renewable and non-renewable) MWh

0

Total energy consumption

(7.30.1.1) Heating value

Select from:
☑ Unable to confirm heating value

(7.30.1.2) MWh from renewable sources

5882

(7.30.1.3) MWh from non-renewable sources

3208

(7.30.1.4) Total (renewable and non-renewable) MWh

9090

(7.30.14) Provide details on the electricity, heat, steam, and/or cooling amounts that were accounted for at a zero or near-zero emission factor in the market-based Scope 2 figure reported in 7.7.

Row 1

(7.30.14.1) Country/area

Select from:

☑ Ireland

(7.30.14.2) Sourcing method

Select from:

☑ Retail supply contract with an electricity supplier (retail green electricity)

(7.30.14.3) Energy carrier

Select from:

☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:

☑ Renewable energy mix, please specify **:**Wind and solar.

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

168.77

(7.30.14.6) Tracking instrument used

Select from:

☑ Contract

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:

☑ Ireland

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:

☑ No

(7.30.14.10) Comment

Row 2

(7.30.14.1) Country/area

Select from:
☑ Ireland

(7.30.14.2) Sourcing method

Select from:
☑ Retail supply contract with an electricity supplier (retail green electricity)

(7.30.14.3) Energy carrier

Select from:
☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:
☑ Wind

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

907.48

(7.30.14.6) Tracking instrument used

Select from:

☑ Contract

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:
☑ Ireland

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:
☑ No

(7.30.14.10) Comment

Row 3

(7.30.14.1) Country/area

Select from:
☑ Germany

(7.30.14.2) Sourcing method

Select from:
☑ Retail supply contract with an electricity supplier (retail green electricity)

(7.30.14.3) Energy carrier

Select from:
☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:

☑ Renewable energy mix, please specify :100% renewable energy mix from badenova

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

118.52

(7.30.14.6) Tracking instrument used

Select from:

☑ Contract

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:

☑ Germany

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:

☑ No

(7.30.14.10) Comment

Row 4

(7.30.14.1) Country/area

Select from:

☑ France

(7.30.14.2) Sourcing method

Select from:

☑ Unbundled procurement of energy attribute certificates (EACs)

(7.30.14.3) Energy carrier

Select from:

☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:

☑ Solar

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

51

(7.30.14.6) Tracking instrument used

Select from:

☑ GO

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:

☑ France

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:

☑ No

(7.30.14.10) Comment

Row 5

(7.30.14.1) Country/area

Select from:
☑ Belgium

(7.30.14.2) Sourcing method

Select from:
☑ Retail supply contract with an electricity supplier (retail green electricity)

(7.30.14.3) Energy carrier

Select from:
☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:
☑ Solar

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

28.7

(7.30.14.6) Tracking instrument used

Select from:
☑ Contract

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:

☑ Belgium

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:
☑ No

(7.30.14.10) Comment

Row 6

(7.30.14.1) Country/area

Select from:
☑ United Kingdom of Great Britain and Northern Ireland

(7.30.14.2) Sourcing method

Select from:
☑ Retail supply contract with an electricity supplier (retail green electricity)

(7.30.14.3) Energy carrier

Select from:
☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:
☑ Renewable energy mix, please specify **:**Unknown - 100% renewable

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

21.75

(7.30.14.6) Tracking instrument used

Select from:
☑ Contract

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:
☑ United Kingdom of Great Britain and Northern Ireland

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:
☑ No

(7.30.14.10) Comment

Row 7

(7.30.14.1) Country/area

Select from:
☑ Netherlands

(7.30.14.2) Sourcing method

Select from:
☑ Retail supply contract with an electricity supplier (retail green electricity)

(7.30.14.3) Energy carrier

Select from:
☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:
☑ Wind

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

14.34

(7.30.14.6) Tracking instrument used

Select from:
☑ Contract

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:
☑ Netherlands

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:
☑ No

(7.30.14.10) Comment

Row 8

(7.30.14.1) Country/area

Select from:

☑ Spain

(7.30.14.2) Sourcing method

Select from:

☑ Retail supply contract with an electricity supplier (retail green electricity)

(7.30.14.3) Energy carrier

Select from:

☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:

☑ Renewable energy mix, please specify :Water, Solar, and Wind. Proportions not specified.

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

10.41

(7.30.14.6) Tracking instrument used

Select from:

☑ Contract

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:

☑ Spain

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:

☑ No

(7.30.14.10) Comment

Row 9

(7.30.14.1) Country/area

Select from:
☑ Singapore

(7.30.14.2) Sourcing method

Select from:
☑ Unbundled procurement of energy attribute certificates (EACs)

(7.30.14.3) Energy carrier

Select from:
☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:
☑ Solar

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

182

(7.30.14.6) Tracking instrument used

Select from:

☑ TIGR

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:
☑ Singapore

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:
☑ No

(7.30.14.10) Comment

Row 10

(7.30.14.1) Country/area

Select from:
☑ Australia

(7.30.14.2) Sourcing method

Select from:
☑ Unbundled procurement of energy attribute certificates (EACs)

(7.30.14.3) Energy carrier

Select from:
☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:

☑ Wind

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

193

(7.30.14.6) Tracking instrument used

Select from:

☑ Other, please specify **:**LGC

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:

☑ Australia

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:

☑ No

(7.30.14.10) Comment

Row 11

(7.30.14.1) Country/area

Select from:

☑ Japan

(7.30.14.2) Sourcing method

Select from:

☑ Direct line to an off-site generator owned by a third party with no grid transfers (direct line PPA)

(7.30.14.3) Energy carrier

Select from:

☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:

☑ Renewable energy mix, please specify **:**100% renewable. Sources not available.

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

57.51

(7.30.14.6) Tracking instrument used

Select from:

☑ J-Credit (Renewable)

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:

☑ Japan

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:

☑ No

(7.30.14.10) Comment

Row 12

(7.30.14.1) Country/area

Select from:
☑ United States of America

(7.30.14.2) Sourcing method

Select from:
☑ Unbundled procurement of energy attribute certificates (EACs)

(7.30.14.3) Energy carrier

Select from:
☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:
☑ Wind

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

2990

(7.30.14.6) Tracking instrument used

Select from:
☑ US-REC

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:

☑ United States of America

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:
☑ Yes

(7.30.14.9) Commissioning year of the energy generation facility (e.g. date of first commercial operation or repowering)

2021

(7.30.14.10) Comment

Row 13

(7.30.14.1) Country/area

Select from:
☑ Colombia

(7.30.14.2) Sourcing method

Select from:
☑ Unbundled procurement of energy attribute certificates (EACs)

(7.30.14.3) Energy carrier

Select from:
☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:

☑ Hydropower (capacity unknown)

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

206

(7.30.14.6) Tracking instrument used

Select from:
☑ I-REC

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:
☑ Colombia

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:
☑ Yes

(7.30.14.9) Commissioning year of the energy generation facility (e.g. date of first commercial operation or repowering)

1992

(7.30.14.10) Comment

Row 14

(7.30.14.1) Country/area

Select from:
☑ Canada

(7.30.14.2) Sourcing method

Select from:
☑ Unbundled procurement of energy attribute certificates (EACs)

(7.30.14.3) Energy carrier

Select from:
☑ Electricity

(7.30.14.4) Low-carbon technology type

Select from:
☑ Wind

(7.30.14.5) Low-carbon energy consumed via selected sourcing method in the reporting year (MWh)

7

(7.30.14.6) Tracking instrument used

Select from:
☑ US-REC

(7.30.14.7) Country/area of origin (generation) of the low-carbon energy or energy attribute

Select from:
☑ United States of America

(7.30.14.8) Are you able to report the commissioning or re-powering year of the energy generation facility?

Select from:
☑ Yes

(7.30.14.9) Commissioning year of the energy generation facility (e.g. date of first commercial operation or repowering)

(7.30.14.10) Comment

(7.30.16) Provide a breakdown by country/area of your electricity/heat/steam/cooling consumption in the reporting year.

Australia

(7.30.16.1) Consumption of purchased electricity (MWh)

171.9

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

171.90

Belgium

(7.30.16.1) Consumption of purchased electricity (MWh)

28.7

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

59.1

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

87.80

Canada

(7.30.16.1) Consumption of purchased electricity (MWh)

6.7

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

6.70

Colombia

(7.30.16.1) Consumption of purchased electricity (MWh)

196.9

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

196.90

France

(7.30.16.1) Consumption of purchased electricity (MWh)

42.7

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

42.70

Germany

(7.30.16.1) Consumption of purchased electricity (MWh)

118.5

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

118.50

Ireland

(7.30.16.1) Consumption of purchased electricity (MWh)

1076.2

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

1184

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

2260.20

Japan

(7.30.16.1) Consumption of purchased electricity (MWh)

57.5

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

57.50

Netherlands

(7.30.16.1) Consumption of purchased electricity (MWh)

14.3

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

14.30

Singapore

(7.30.16.1) Consumption of purchased electricity (MWh)

158.6

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

158.60

Spain

(7.30.16.1) Consumption of purchased electricity (MWh)

10.4

(7.30.16.2) Consumption of self-generated electricity (MWh)

7.6

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

18.00

United Kingdom of Great Britain and Northern Ireland

(7.30.16.1) Consumption of purchased electricity (MWh)

21.8

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

0

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

21.80

United States of America

(7.30.16.1) Consumption of purchased electricity (MWh)

3977.5

(7.30.16.2) Consumption of self-generated electricity (MWh)

0

(7.30.16.4) Consumption of purchased heat, steam, and cooling (MWh)

1958.2

(7.30.16.5) Consumption of self-generated heat, steam, and cooling (MWh)

0

(7.30.16.6) Total electricity/heat/steam/cooling energy consumption (MWh)

5935.70

(7.45) Describe your gross global combined Scope 1 and 2 emissions for the reporting year in metric tons CO2e per unit currency total revenue and provide any additional intensity metrics that are appropriate to your business operations.

Row 1

(7.45.1) Intensity figure

2.618e-7

(7.45.2) Metric numerator (Gross global combined Scope 1 and 2 emissions, metric tons CO2e)

568

(7.45.3) Metric denominator

Select from:
☑ unit total revenue

(7.45.4) Metric denominator: Unit total

2170000000

(7.45.5) Scope 2 figure used

Select from:
☑ Market-based

(7.45.6) % change from previous year

65

(7.45.7) Direction of change

Select from:
☑ Decreased

(7.45.8) Reasons for change

Select all that apply
☑ Change in renewable energy consumption
☑ Change in physical operating conditions

(7.45.9) Please explain

Total renewable electricity purchased in FY2022 1,474.8 MWhTotal renewable electricity purchased in FY2023 1,327.5 MWhThere was a decrease of 147.3 MWh (9.9%) in renewable electricity usage from FY2022 to FY2023. The reduction is because HubSpot has optimised office space in our building portfolio and implemented energy-savings initiatives.

(7.53) Did you have an emissions target that was active in the reporting year?

Select all that apply
☑ Absolute target
☑ Intensity target

(7.53.1) Provide details of your absolute emissions targets and progress made against those targets.

Row 1

(7.53.1.1) Target reference number

Select from:
☑ Abs 1

(7.53.1.2) Is this a science-based target?

Select from:
☑ Yes, and this target has been approved by the Science Based Targets initiative

(7.53.1.3) Science Based Targets initiative official validation letter

HubSpot Inc. SBTi Net Zero Approval Letter.pdf

(7.53.1.4) Target ambition

Select from:
☑ 1.5°C aligned

(7.53.1.5) Date target was set

06/22/2023

(7.53.1.6) Target coverage

Select from:
☑ Organization-wide

(7.53.1.7) Greenhouse gases covered by target

☑ Methane (CH4) ☑ Sulphur hexafluoride (SF6)

☑ Nitrous oxide (N2O) ☑ Nitrogen trifluoride (NF3)

☑ Carbon dioxide (CO2)

☑ Perfluorocarbons (PFCs)

☑ Hydrofluorocarbons (HFCs)

(7.53.1.8) Scopes

Select all that apply

☑ Scope 1

☑ Scope 2

(7.53.1.9) Scope 2 accounting method

Select from:

☑ Market-based

(7.53.1.11) End date of base year

12/31/2019

(7.53.1.12) Base year Scope 1 emissions covered by target (metric tons CO2e)

0

(7.53.1.13) Base year Scope 2 emissions covered by target (metric tons CO2e)

2216

(7.53.1.31) Base year total Scope 3 emissions covered by target (metric tons CO2e)

0.000

(7.53.1.32) Total base year emissions covered by target in all selected Scopes (metric tons CO2e)

2216.000

(7.53.1.33) Base year Scope 1 emissions covered by target as % of total base year emissions in Scope 1

100

(7.53.1.34) Base year Scope 2 emissions covered by target as % of total base year emissions in Scope 2

100

(7.53.1.53) Base year emissions covered by target in all selected Scopes as % of total base year emissions in all selected Scopes

100

(7.53.1.54) End date of target

12/31/2030

(7.53.1.55) Targeted reduction from base year (%)

47

(7.53.1.56) Total emissions at end date of target covered by target in all selected Scopes (metric tons CO2e)

1174.480

(7.53.1.57) Scope 1 emissions in reporting year covered by target (metric tons CO2e)

0

(7.53.1.58) Scope 2 emissions in reporting year covered by target (metric tons CO2e)

568

(7.53.1.77) Total emissions in reporting year covered by target in all selected scopes (metric tons CO2e)

568.000

(7.53.1.78) Land-related emissions covered by target

Select from:
☑ No, it does not cover any land-related emissions (e.g. non-FLAG SBT)

(7.53.1.79) % of target achieved relative to base year

158.23

(7.53.1.80) Target status in reporting year

Select from:
☑ Underway

(7.53.1.82) Explain target coverage and identify any exclusions

This target covers our company-wide combined scopes 1 and 2 emissions with no exclusions. As we lease all of our sites and do not own or control any of the heating, ventilation or air conditioning equipment or any other stationary or mobile combustion sources, we do not currently have any scope 1 emissions. While we secure enough energy attribute certificates to match 100% of our electricity, we will not count those purchases towards this goal to incentivize energy efficiency and direct sourcing of renewable energy.

(7.53.1.83) Target objective

HubSpot Inc. commits to reduce absolute scope 1 and 2 GHG emissions by 47% by 2030 from a 2019 base year.

(7.53.1.84) Plan for achieving target, and progress made to the end of the reporting year

As all of our emissions for this target are scope 2, we will focus on increasing efficiency at our current offices, look to increase our direct sourcing of renewable energy, and look to move into new office locations that are more efficient.

(7.53.1.85) Target derived using a sectoral decarbonization approach

Select from:
☑ No

(7.53.2) Provide details of your emissions intensity targets and progress made against those targets.

Row 1

(7.53.2.1) Target reference number

Select from:
☑ Int 1

(7.53.2.2) Is this a science-based target?

Select from:
☑ Yes, and this target has been approved by the Science Based Targets initiative

(7.53.2.3) Science Based Targets initiative official validation letter

HubSpot Inc. SBTi Net Zero Approval Letter.pdf

(7.53.2.4) Target ambition

Select from:
☑ 1.5°C aligned

(7.53.2.5) Date target was set

06/22/2023

(7.53.2.6) Target coverage

Select from:
☑ Organization-wide

(7.53.2.7) Greenhouse gases covered by target

Select all that apply

☑ Methane (CH4) ☑ Nitrogen trifluoride (NF3)

☑ Nitrous oxide (N2O) ☑ Sulphur hexafluoride (SF6)

☑ Carbon dioxide (CO2)

☑ Perfluorocarbons (PFCs)

☑ Hydrofluorocarbons (HFCs)

(7.53.2.8) Scopes

Select all that apply

☑ Scope 3

(7.53.2.10) Scope 3 categories

Select all that apply

☑ Category 6: Business travel

(7.53.2.11) Intensity metric

Select from:

☑ Metric tons CO2e per unit FTE employee

(7.53.2.12) End date of base year

12/31/2019

(7.53.2.20) Intensity figure in base year for Scope 3, Category 6: Business travel (metric tons CO2e per unit of activity)

1.1

(7.53.2.32) Intensity figure in base year for total Scope 3 (metric tons CO2e per unit of activity)

1.1000000000

(7.53.2.33) Intensity figure in base year for all selected Scopes (metric tons CO2e per unit of activity)

1.1000000000

(7.53.2.41) % of total base year emissions in Scope 3, Category 6: Business travel covered by this Scope 3, Category 6: Business travel intensity figure

100

(7.53.2.53) % of total base year emissions in Scope 3 (in all Scope 3 categories) covered by this total Scope 3 intensity figure

13

(7.53.2.54) % of total base year emissions in all selected Scopes covered by this intensity figure

13

(7.53.2.55) End date of target

12/31/2030

(7.53.2.56) Targeted reduction from base year (%)

55

(7.53.2.57) Intensity figure at end date of target for all selected Scopes (metric tons CO2e per unit of activity)

0.4950000000

(7.53.2.59) % change anticipated in absolute Scope 3 emissions

26

(7.53.2.67) Intensity figure in reporting year for Scope 3, Category 6: Business travel (metric tons CO2e per unit of activity)

0.37

(7.53.2.79) Intensity figure in reporting year for total Scope 3 (metric tons CO2e per unit of activity)

0.3700000000

(7.53.2.80) Intensity figure in reporting year for all selected Scopes (metric tons CO2e per unit of activity)

0.3700000000

(7.53.2.81) Land-related emissions covered by target

Select from:
☑ No, it does not cover any land-related emissions (e.g. non-FLAG SBT)

(7.53.2.82) % of target achieved relative to base year

120.66

(7.53.2.83) Target status in reporting year

Select from:
☑ Underway

(7.53.2.85) Explain target coverage and identify any exclusions

This intensity target covers our company-wide business travel emissions and employees.

(7.53.2.86) Target objective

HubSpot Inc. commits to reduce scope 3 GHG emissions from business travel 55% per employee by 2030 from a 2019 base year.

(7.53.2.87) Plan for achieving target, and progress made to the end of the reporting year

While we are showing excellent progress towards this goal, we believe our business travel will continue to return to normal as the business bounces back from the impacts of Covid-19.To achieve this goal in the long term, we aim to improve our tracking of business travel to inform our reduction strategies. We then aim to increase employee communication on modes of transport that emit less carbon and partner with vendors who exhibit strong commitment and performance in this space.

(7.53.2.88) Target derived using a sectoral decarbonization approach

Select from:
☑ No

(7.54) Did you have any other climate-related targets that were active in the reporting year?

Select all that apply
☑ Net-zero targets
☑ Other climate-related targets

(7.54.2) Provide details of any other climate-related targets, including methane reduction targets.

Row 1

(7.54.2.1) Target reference number

Select from:
☑ Oth 1

(7.54.2.2) Date target was set

06/22/2023

(7.54.2.3) Target coverage

Select from:

☑ Suppliers

(7.54.2.4) Target type: absolute or intensity

Select from:
☑ Absolute

(7.54.2.5) Target type: category & Metric (target numerator if reporting an intensity target)

Engagement with suppliers

(7.54.2.7) End date of base year

12/31/2019

(7.54.2.8) Figure or percentage in base year

6

(7.54.2.9) End date of target

12/31/2027

(7.54.2.10) Figure or percentage at end of date of target

70

(7.54.2.11) Figure or percentage in reporting year

14

(7.54.2.12) % of target achieved relative to base year

12.5000000000

(7.54.2.13) Target status in reporting year

Select from:
☑ Underway

(7.54.2.15) Is this target part of an emissions target?

No

(7.54.2.16) Is this target part of an overarching initiative?

Select all that apply
☑ Science Based Targets initiative – approved supplier engagement target

(7.54.2.17) Science Based Targets initiative official validation letter

HubSpot Inc. SBTi Net Zero Approval Letter.pdf

(7.54.2.18) Please explain target coverage and identify any exclusions

We aim to ensure 70% of our suppliers, by spend covering purchased goods and services and capital goods, will have science-based targets by 2027.

(7.54.2.19) Target objective

HubSpot Inc. commits that 70% of its suppliers by spend covering purchased goods and services and capital goods, will have science-based targets by 2027.

(7.54.2.20) Plan for achieving target, and progress made to the end of the reporting year

We've been working with our Procurement Teamto embed sustainability criteria into our vendormanagement process, including suppliers' carbon reduction commitments.We identified our top suppliers by spend and are actively engaging with them. This includes educating and encouraging those who have not set SBTi aligned targets to do so, discussing verification timelines with those that are committed to SBTi, and working with those that are validated to improve the quality of carbon emissions data. We will engage further with our top suppliers who have not committed to SBTi through one on one meetings and educational webinars to support their carbon reduction journeys and encourage them to set targets. In 2023, 14% of our suppliers had validated SBTs in place while another 14% had committed to setting one.

(7.54.3) Provide details of your net-zero target(s).

Row 1

(7.54.3.1) Target reference number

Select from:
☑ NZ1

(7.54.3.2) Date target was set

06/22/2023

(7.54.3.3) Target Coverage

Select from:
☑ Organization-wide

(7.54.3.4) Targets linked to this net zero target

Select all that apply
☑ Abs1
☑ Int1

(7.54.3.5) End date of target for achieving net zero

12/31/2040

(7.54.3.6) Is this a science-based target?

Select from:
☑ Yes, and this target has been approved by the Science Based Targets initiative

(7.54.3.7) Science Based Targets initiative official validation letter

(7.54.3.8) Scopes

Select all that apply

☑ Scope 1

☑ Scope 2

☑ Scope 3

(7.54.3.9) Greenhouse gases covered by target

Select all that apply

☑ Methane (CH4) ☑ Sulphur hexafluoride (SF6)

☑ Nitrous oxide (N2O) ☑ Nitrogen trifluoride (NF3)

☑ Carbon dioxide (CO2)

☑ Perfluorocarbons (PFCs)

☑ Hydrofluorocarbons (HFCs)

(7.54.3.10) Explain target coverage and identify any exclusions

This target covers our entire operations with no exclusions.

(7.54.3.11) Target objective

HubSpot, Inc. commits to reach net-zero GHG emissions across the value chain by 2040.

(7.54.3.12) Do you intend to neutralize any residual emissions with permanent carbon removals at the end of the target?

Select from:

☑ Yes

(7.54.3.13) Do you plan to mitigate emissions beyond your value chain?

Select from:

☑ Yes, and we have already acted on this in the reporting year

(7.54.3.14) Do you intend to purchase and cancel carbon credits for neutralization and/or beyond value chain mitigation?

Select all that apply
☑ Yes, we are currently purchasing and cancelling carbon credits for beyond value chain mitigation

(7.54.3.15) Planned milestones and/or near-term investments for neutralization at the end of the target

In the short term, we will focus on achieving our near term targets through efficiency measures and increasing our use of clean and renewable sources of energy. Over the longer term, we will work to refine and implement our strategy for beyond value chain mitigation measurements on the journey to net zero.

(7.54.3.16) Describe the actions to mitigate emissions beyond your value chain

Making progress on our science-based targets is an important step on our climatejourney. We also want to be more ambitious and reduce carbon beyond our near-termSBT targets to help drive transformation towards a more sustainable world. Investingin climate mitigation outside of our value chain is not only the right thing to do, it's alsoencouraged by the SBTi to drive a green economy.Our carbon credits strategy has been informed by the Oxford Principles, and theVoluntary Carbon Markets Integrity Initiative (VMCI) code. We've prioritized projectsnear HubSpot locations that focus on removing carbon that has entered the atmosphereover those that avoid emissions. These include biochar, mineralization in concrete, andregenerative agriculture projects, among others.

(7.54.3.17) Target status in reporting year

Select from:
☑ Underway

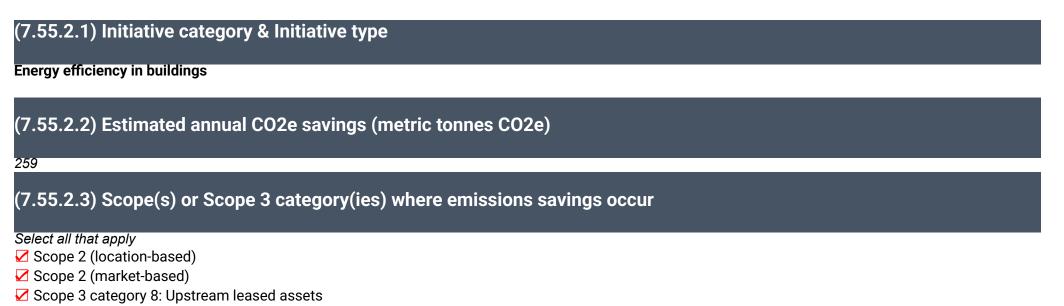### (7.54.3.19) Process for reviewing target

We regularly review progress against our targets and update our strategy as needed.

(7.55) Did you have emissions reduction initiatives that were active within the reporting year? Note that this can include those in the planning and/or implementation phases.

Select from:
☑ Yes

(7.55.1) Identify the total number of initiatives at each stage of development, and for those in the implementation stages, the estimated CO2e savings.

	Number of initiatives	Total estimated annual CO2e savings in metric tonnes CO2e (only for rows marked *)
Under investigation	0	`Numeric input`
To be implemented	0	0
Implementation commenced	0	0
Implemented	1	259
Not to be implemented	0	`Numeric input`

(7.55.2) Provide details on the initiatives implemented in the reporting year in the table below.

Row 1

(7.55.2.1) Initiative category & Initiative type

Energy efficiency in buildings

(7.55.2.2) Estimated annual CO2e savings (metric tonnes CO2e)

259

(7.55.2.3) Scope(s) or Scope 3 category(ies) where emissions savings occur

Select all that apply
☑ Scope 2 (location-based)
☑ Scope 2 (market-based)
☑ Scope 3 category 8: Upstream leased assets

165

(7.55.2.4) Voluntary/Mandatory

Select from:
☑ Voluntary

(7.55.2.5) Annual monetary savings (unit currency – as specified in C0.4)

0

(7.55.2.6) Investment required (unit currency – as specified in C0.4)

0

(7.55.2.7) Payback period

Select from:
☑ No payback

(7.55.2.8) Estimated lifetime of the initiative

Select from:
☑ Ongoing

(7.55.2.9) Comment

In 2023 we focused on optimising our building operations across our entire company. While we have implemented more initiatives and are considering others, we are not able to quantify their estimated savings at this time.

(7.55.3) What methods do you use to drive investment in emissions reduction activities?

Row 1

(7.55.3.1) Method

☑ Dedicated budget for other emissions reduction activities

(7.55.3.2) Comment

We are committed to achieving our emissions reduction goals and have a dedicated budget to implement a variety of building optimization projects.

(7.73) Are you providing product level data for your organization's goods or services?

Select from:
☑ No, I am not providing data

(7.74) Do you classify any of your existing goods and/or services as low-carbon products?

Select from:
☑ No

(7.79) Has your organization canceled any project-based carbon credits within the reporting year?

Select from:
☑ Yes

(7.79.1) Provide details of the project-based carbon credits canceled by your organization in the reporting year.

Row 1

(7.79.1.1) Project type

Select from:
☑ N2O

(7.79.1.2) Type of mitigation activity

Select from:

☑ Emissions reduction

(7.79.1.3) Project description

This carbon avoidance project by Ascend is located at an adipic acid plant for nylon in one of the most polluted counties in Florida. Under existing operations, adipic acid production results in an exhaust that contains nitrous oxides. Nitrous oxide emissions are 300x more potent than CO2. The project involves installing an absorption column at the plant that destroys nitrous oxides in the exhaust by converting them to reusable nitrogen products via high pressure water absorption. Abating nitrous oxides buys more time for broader CO2 strategies to take effect.

(7.79.1.4) Credits canceled by your organization from this project in the reporting year (metric tons CO2e)

1954

(7.79.1.5) Purpose of cancelation

Select from:
☑ Voluntary offsetting

(7.79.1.6) Are you able to report the vintage of the credits at cancelation?

Select from:
☑ Yes

(7.79.1.7) Vintage of credits at cancelation

2022

(7.79.1.8) Were these credits issued to or purchased by your organization?

Select from:
☑ Purchased

(7.79.1.9) Carbon-crediting program by which the credits were issued

Select from:

☑ CAR (The Climate Action Reserve)

(7.79.1.10) Method the program uses to assess additionality for this project

Select all that apply
☑ Consideration of legal requirements
☑ Investment analysis
☑ Barrier analysis
☑ Market penetration assessment

(7.79.1.11) Approaches by which the selected program requires this project to address reversal risk

Select all that apply
☑ No risk of reversal

(7.79.1.12) Potential sources of leakage the selected program requires this project to have assessed

Select all that apply
☑ Market leakage

(7.79.1.13) Provide details of other issues the selected program requires projects to address

n/a

(7.79.1.14) Please explain

n/a

Row 2

(7.79.1.1) Project type

Select from:
☑ HFCs

(7.79.1.2) Type of mitigation activity

Select from:
☑ Emissions reduction

(7.79.1.3) Project description

This project by TradeWater focuses on the collection and destruction of potent non-CO2 greenhouse gases called chlorofluorocarbon (CFC) which are over 10,000 times as potent as carbon dioxide. Project Drawdown has identified refrigerant management as one of the top solutions to prevent climate change. It directly prevents the emissions of harmful GHG from entering the atmosphere & buys more time for broader CO2 strategies to take effect. This purchase will also help the supplier accelerate their work to collect and destroy more of these potent refrigerants around the world because their model reinvests profits from carbon credit purchases directly into scaling their solution. The project has destroyed more than 5M tonnes of CO2e and invested 35M in communities in the US, Central America, and Africa.

(7.79.1.4) Credits canceled by your organization from this project in the reporting year (metric tons CO2e)

1955

(7.79.1.5) Purpose of cancelation

Select from:
☑ Voluntary offsetting

(7.79.1.6) Are you able to report the vintage of the credits at cancelation?

Select from:
☑ Yes

(7.79.1.7) Vintage of credits at cancelation

2023

(7.79.1.8) Were these credits issued to or purchased by your organization?

Select from:
☑ Purchased

(7.79.1.9) Carbon-crediting program by which the credits were issued

Select from:
☑ ACR (American Carbon Registry)

(7.79.1.10) Method the program uses to assess additionality for this project

Select all that apply
☑ Consideration of legal requirements
☑ Investment analysis
☑ Barrier analysis
☑ Market penetration assessment

(7.79.1.11) Approaches by which the selected program requires this project to address reversal risk

Select all that apply
☑ No risk of reversal

(7.79.1.12) Potential sources of leakage the selected program requires this project to have assessed

Select all that apply
☑ Not assessed

(7.79.1.13) Provide details of other issues the selected program requires projects to address

n/a

(7.79.1.14) Please explain

n/a

Row 3

(7.79.1.1) Project type

Select from:

☑ Soil carbon sequestration

(7.79.1.2) Type of mitigation activity

Select from:

☑ Carbon removal

(7.79.1.3) Project description

Indigo Ag catalyzes regenerative agriculture as an immediate and scalable carbon removal solution for 2000 farmers covering 6.5 million acres in the U.S. They pioneered the first verified, registry-issued agricultural carbon credits at scale with 20K credits available in June 2022 and a second crop of 110K credits in Feb 2023. Farmers add cover crops, diversify crop rotation, reduce or eliminate tillage, and/or improve nitrogen timing to improve soil health & increase soil carbon storage. In return, farmers receive 75% of the value of the carbon credits they generate.

(7.79.1.4) Credits canceled by your organization from this project in the reporting year (metric tons CO2e)

2512

(7.79.1.5) Purpose of cancelation

Select from:

☑ Voluntary offsetting

(7.79.1.6) Are you able to report the vintage of the credits at cancelation?

Select from:

☑ Yes

(7.79.1.7) Vintage of credits at cancelation

2021

(7.79.1.8) Were these credits issued to or purchased by your organization?

Select from:

☑ Purchased

(7.79.1.9) Carbon-crediting program by which the credits were issued

Select from:

☑ CAR (The Climate Action Reserve)

(7.79.1.10) Method the program uses to assess additionality for this project

Select all that apply

☑ Consideration of legal requirements

☑ Barrier analysis

(7.79.1.11) Approaches by which the selected program requires this project to address reversal risk

Select all that apply

☑ Monitoring and compensation

(7.79.1.12) Potential sources of leakage the selected program requires this project to have assessed

Select all that apply

☑ Activity-shifting

☑ Market leakage

(7.79.1.13) Provide details of other issues the selected program requires projects to address

n/a

(7.79.1.14) Please explain

n/a

C11. Environmental performance - Biodiversity

(11.2) What actions has your organization taken in the reporting year to progress your biodiversity-related commitments?

Actions taken in the reporting period to progress your biodiversity-related commitments
Select from: ☑ No, and we do not plan to undertake any biodiversity-related actions

(11.3) Does your organization use biodiversity indicators to monitor performance across its activities?

Does your organization use indicators to monitor biodiversity performance?
Select from: ☑ No

C13. Further information & sign off

(13.1) Indicate if any environmental information included in your CDP response (not already reported in 7.9.1/2/3, 8.9.1/2/3/4, and 9.3.2) is verified and/or assured by a third party?

(13.1.1) Other environmental information included in your CDP response is verified and/or assured by a third party

Select from:
☑ No, but we plan to obtain third-party verification/assurance of other environmental information in our CDP response within the next two years

(13.1.2) Primary reason why other environmental information included in your CDP response is not verified and/or assured by a third party

Select from:
☑ Not an immediate strategic priority

(13.1.3) Explain why other environmental information included in your CDP response is not verified and/or assured by a third party

We engaged Apex CompaniesLLC (Apex) as an independent third party to verify our fiscal year 2023 greenhouse gas emissions data. This included verification of Scope 1GHG emissions, Scope 2 GHG emissions (location-based and market-based) and Scope 3 GHG emissions covering Purchased Goods andServices, 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 2023 greenhouse gas emissions data. At this time, we are focused on verifying our GHG inventory and meeting our near-term targets.

(13.3) Provide the following information for the person that has signed off (approved) your CDP response.

(13.3.1) Job title

Chief Financial Officer

(13.3.2) Corresponding job category

Select from:
☑ Chief Financial Officer (CFO)

(13.4) Please indicate your consent for CDP to share contact details with the Pacific Institute to support content for its Water Action Hub website.

Select from:
☑ No