



2024 Sustainability Report

About this Report

This 2024 Sustainability Report is the fourth annual report sharing our sustainability progress and commitments.

We developed this report in line with industry standards and a healthy dose of our core values of HEART (Humble, Empathetic, Adaptable, Remarkable, Transparent). As we build a sustainable future, we are committed to incorporating feedback from our stakeholders along the way. We welcome your comments and questions: sustainability@hubspot.com.

Reporting period and coverage

Our reporting period is annual and our last report was published in May 2023. Unless otherwise noted, this report covers our global operations for our fiscal year ended December 31, 2023, as well as a few key milestones in the first quarter of 2024.

Reporting frameworks

We are focused on disclosures that are most important to our stakeholders and that allow us to measure and manage where we can grow better in the long-term. Our reporting is informed by the Sustainability Accounting Standards Board's (SASB) Software and IT Services recommendations, the Global Reporting Initiative (GRI), and references The Task Force on Climate-Related Financial Disclosures (TCFD). Please refer to our [data index](#) for a complete disclosure of sustainability metrics. As a global company operating in 14 countries, we are also closely monitoring evolving regulations that could affect our business, employees, and stakeholders, and addressing subsequent reporting requirements. This includes actual and potential new disclosure requirements from regulators such as the EU's European Sustainability Reporting Standards and the U.S. Securities and



Incorporating Sustainability Into Our Platform

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 software industry 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 to increase efficiency while reducing emissions and delivering an optimized, valuable experience for our customers.

- **Data infrastructure:** 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.
- **Server utilization:** 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.

As reporting requirements increase, our customers need a comprehensive view of the carbon impact of using HubSpot. In partnership with our product and engineering teams, we're exploring how we provide our customers with carbon emissions data.

"The scale at which we operate affects not only our own emissions, but also that of our end users. It's critical we manage our environmental impact by finding ways to increase efficiency across our applications, our servers, and the vendors with whom we partner."



Kartik Vishwanath
VP Engineering at HubSpot



Data Index

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

Key Metrics

Environmental				
TOPIC	2023	2022	2021	GRI Indicator
Total energy consumed (GJ) ⁵⁶	32,721	34,693	40,488	302-1
Reduction of energy consumption vs 2019 baseline (%)	43%	-	-	302-4
Renewable energy (MWh) ⁷	5,882	6,484	5,623	302-1
Scope 1 GHG emissions (MT CO ₂ e)	0	0	0	305-1
Scope 2 GHG emissions (market-based) (MT CO ₂ e)	568	689	1,275	305-2
Scope 2 GHG Emissions (location-based) (MT CO ₂ e)	1,928	2,400	2,677	305-2
Total scope 3 GHG emissions (MT CO ₂ e)	62,135	51,285	48,256	305-3

⁵ HubSpot does not operate any data centers and instead relies on cloud service vendors.

⁶ 100% of energy consumed was grid electricity.

⁷ HubSpot purchased renewable energy certificates to match 100% of its office electricity usage in 2021, 2022, and 2023. Upon consultation with RE100, we've been advised that HubSpot isn't eligible to join its campaign because our annual energy usage is well below its minimum threshold of 100GWh.