



HubSpot Completes Acquisition of AI-Powered Conversation Intelligence Platform, Frame AI

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CAMBRIDGE, Mass.--(BUSINESS WIRE)--Jan. 6, 2025-- HubSpot, the leading customer platform for scaling businesses, announced today that it has successfully finalized its acquisition of Frame AI, an AI-powered conversation intelligence platform. Frame AI is now a wholly owned subsidiary of HubSpot and will be integrated into Breeze, HubSpot's AI that powers the customer platform, over time.

With the acquisition of Frame AI, HubSpot will accelerate its ability to unify structured and unstructured data across the customer journey at scale. This will empower go-to-market teams to transform conversations into actionable intelligence.

To learn more about the acquisition, view the initial press release announcing HubSpot's agreement to acquire Frame AI [here](#).

Forward-looking statements

This press release includes certain "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding the anticipated benefits of the Frame AI acquisition. These forward-looking statements include all statements that are not historical facts and statements identified by words such as "will," "expects," "anticipates," "intends," "plans," "believes," "seeks," "estimates" and words of similar meaning. These forward-looking statements reflect our current views about our plans, intentions, expectations, strategies, and prospects, which are based on the information currently available to us and on assumptions we have made. Actual results may differ materially from those described in the forward-looking statements and will be affected by a variety of risks and factors that are beyond our control, including risks set forth under the caption "Risk Factors" in our Annual Report on Form 10-K for the fiscal year ended December 31, 2023 and our other SEC filings. We assume no obligation to update any forward-looking statements contained in this document as a result of new information, future events or otherwise.

About HubSpot

HubSpot (NYSE: HUBS) is the customer platform that helps businesses grow better. HubSpot delivers seamless connection for customer-facing teams with an AI-powered platform that includes engagement hubs, a Smart CRM, and a connected ecosystem with over 1,700 [App Marketplace](#) integrations, a community network, and educational content. Learn more at www.hubspot.com.

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HubSpot Communications: media@hubspot.com

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