



Expanding access to Breeze Customer Agent with HubSpot Credits

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Existing credits-based pricing system extends to Breeze Customer Agent, available to all Pro and Enterprise customers of HubSpot starting June 2, 2025.

At HubSpot, we moved fast to build AI into our platform, giving customers immediate value with Breeze embedded features, tools, and agents. And in just one year, our Breeze Customer Agent has gained strong traction. For thousands of Service Hub customers, Breeze Customer Agent is now resolving more than 50% of support conversations—and in some cases 80%.

In addition, customers have naturally extended its use beyond post-purchase support. Whether answering marketing questions like "When's your next webinar?" or sales inquiries such as "How does your pricing work?" Breeze Customer Agent is now delivering value at every touchpoint.

Given this product market fit, we are expanding access to Breeze Customer Agent. **On June 2, 2025, all Pro and Enterprise customers of Marketing, Sales, Service, Content, and Operations Hubs will be able to activate Breeze Customer Agent through HubSpot Credits.** This is an evolution of the credits-based system customers already use to purchase Breeze Intelligence, our data enrichment solution, and will become the standardized model for our AI products.

Making Breeze Customer Agent available through HubSpot Credits is the first step in our broader strategy to monetize AI on our platform with hybrid pricing using seats and credits. Over time, we'll consider credits-based pricing for other AI agents and features as they demonstrate clear, consistent usage and results for customers. This aligns with our philosophy of providing value before monetizing it.

Here's how HubSpot Credits will work for Breeze Customer Agent:

- Every Pro and Enterprise Hub subscription using seats will include a monthly package of credits to try Breeze Customer Agent:
 - Pro customers will receive 3,000 credits per month
 - Enterprise customers will receive 5,000 credits per month
- Pro and Enterprise Hub customers can purchase additional credits for Breeze Customer Agent in easy-to-choose capacity packages, starting at \$10 per 1,000 credits.

This system provides HubSpot customers with predictability over their spend and allows them to pay as they grow.

All existing Pro and Enterprise Service Hub customers* will transition to the monetized credits-based system for Customer Agent on August 4, 2025.

About HubSpot

HubSpot (NYSE: HUBS) is the customer platform that helps businesses connect and grow better. HubSpot delivers seamless connection for customer-facing teams with a unified platform that includes AI-powered engagement hubs, a Smart CRM, and a connected ecosystem with over 1,800 App Marketplace integrations, a community network, and educational content. Learn more at www.hubspot.com.

*This group is defined by being an Pro or Enterprise Service Hub customer by May 30, 2025.