



# Investor Presentation

Q4 2024



# Safe Harbor Statement

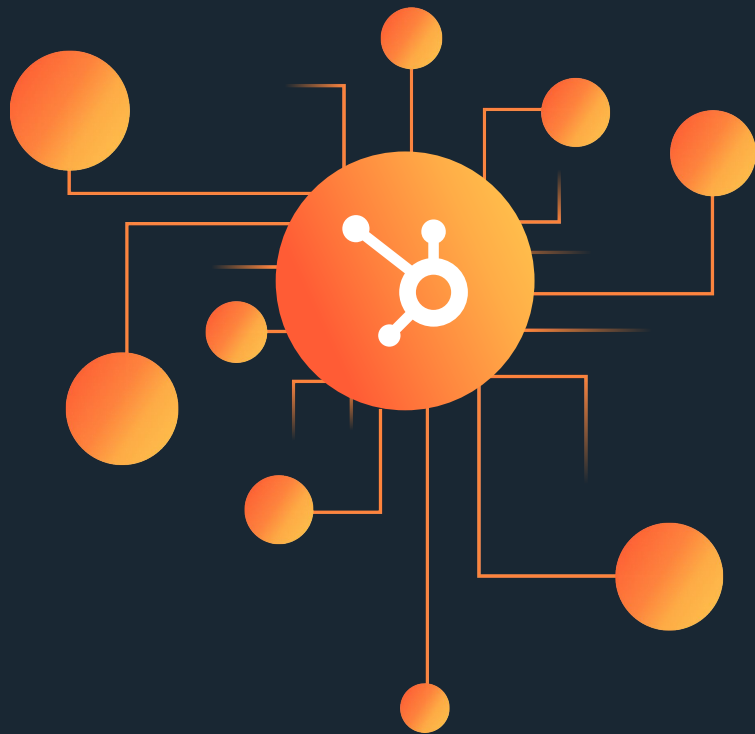
This presentation includes certain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995, including statements regarding management’s expectations of future financial and operational performance and operational expenditures, expected growth, foreign currency movement, and business outlook, including our financial guidance for the first fiscal quarter of and full year 2025 and our long-term financial framework; statements regarding our positioning for future growth and market leadership; statements regarding the economic environment; and statements regarding expected market trends, future priorities, and related investments, and market opportunities (including with respect to our expanding Total Addressable Market). These forward-looking statements include, but are not limited to, plans, objectives, expectations and intentions and other statements contained in this press release that are not historical facts and statements identified by words such as “expects,” “anticipates,” “intends,” “plans,” “believes,” “seeks,” “estimates” or 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. Although we believe that our plans, intentions, expectations, strategies and prospects as reflected in or suggested by those forward-looking statements are reasonable, we can give no assurance that the plans, intentions, expectations or strategies will be attained or achieved. Furthermore, 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, without limitation, risks associated with our history of losses; our ability to retain existing customers and add new customers; the continued growth of the market for a CRM platform; our ability to develop new products and technologies and differentiate our platform from competing products and technologies, including artificial intelligence and machine learning technologies; our ability to manage our growth effectively over the long-term to maintain our high level of service; our ability to maintain and expand relationships with our solutions partners; the impact of general economic conditions on the spending patterns of our customers and potential customers; the impact of our pricing and partnership referral strategies on our ability to attract new customers; the price volatility of our common stock; the impact of geopolitical conflicts, inflation, foreign currency movement, and macroeconomic instability on our business, the broader economy, our workforce and operations, the markets in which we and our partners and customers operate, and our ability to forecast our future financial performance; regulatory and legislative developments on the use of artificial intelligence and machine learning; and other risks set forth under the caption “Risk Factors” in our 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.

✦ **Our Mission**

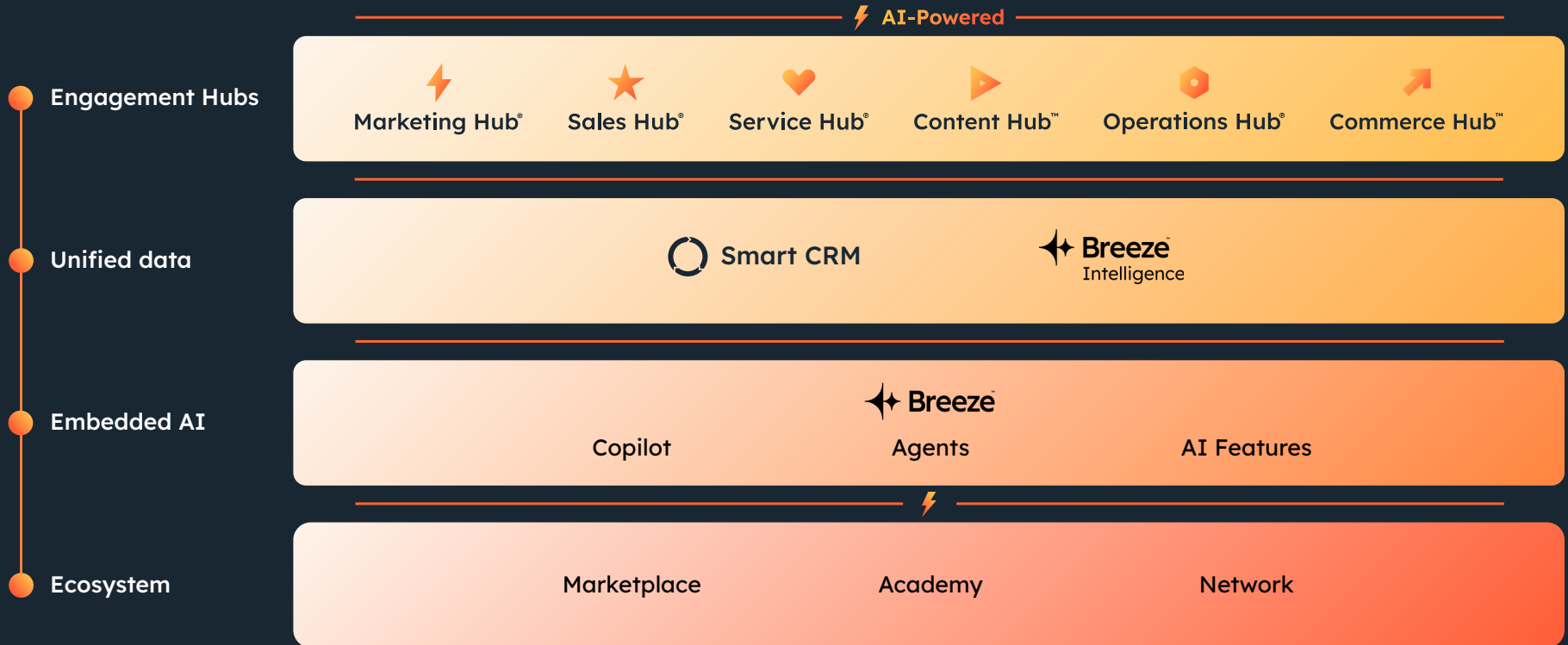
Help millions of organizations grow better

✦ **Our Aspiration**

Be the #1 AI-powered customer platform for scaling companies



# Fueling Growth for Scaling Businesses with HubSpot's AI-Powered Customer Platform



# Building a System of Engagement for the Entire Front-Office

Use cases



## Marketing Hub

Generate leads  
Automate marketing



## Sales Hub

Build pipeline  
Close deals



## Service Hub

Scale support  
Drive retention



## Content Hub

Create content  
Manage content



## Operations Hub

Manage data  
Activate data



## Commerce Hub

Collect payments and subscriptions  
Automate billing and invoicing

Innovation

- Lead Scoring
- Dynamic Forms & Form shortening
- Campaign Impact Reporting
- Audiences

- AI-Powered Guided Selling
- Dynamic Sequences
- Prospecting Agent
- Lead Management

- Help Desk Workspace
- Customer Agent
- Customer Success Workspace
- Knowledge base

- Content Agent
- Context Remix
- Brand Voice
- Adobe Integration

- AI-assisted reporting, lists, and automation
- Improved data quality tools
- Data warehouse integrations & data sharing

- Two-way accounting sync for Quickbooks
- Local payment methods
- Subscriptions management
- Line-item tax

# Sitting On Top of a Unified and Enriched Data Layer

## Smart CRM

Unifies data, your team  
and tech stack.



Flexible  
Custom  
objects



Sensitive  
data



Smart  
features

## Breeze Intelligence

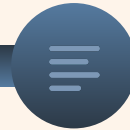
Provides customers the best possible  
data about their customers.



Company  
& contact  
enrichment



Buyer intent  
data



Form  
shortening

# AI Powering the Entire Customer Platform



- CRM record summaries
- Company research
- Image generation
- Content creation (email, landing pages, blogs, etc)
- Brand voice
- Call analysis
- Search summaries
- Browser extension
- Mobile app



- Social Agent
- Content Agent
- Prospecting Agent
- Customer Agent



- Campaigns analyze tab
- AI image & clip creator
- Engagement scoring
- AI-assisted reporting & automation
- Data quality
- Data entry suggestions
- Translation for email
- Context-driven AI
- Call sentiment

# Growing a Trusted Ecosystem of Partners to Extend our Reach



## Marketplace

1700+ app integrations,  
up 10x over last 5 years



## Academy

500,000+ certifications awarded to  
professionals in 2024

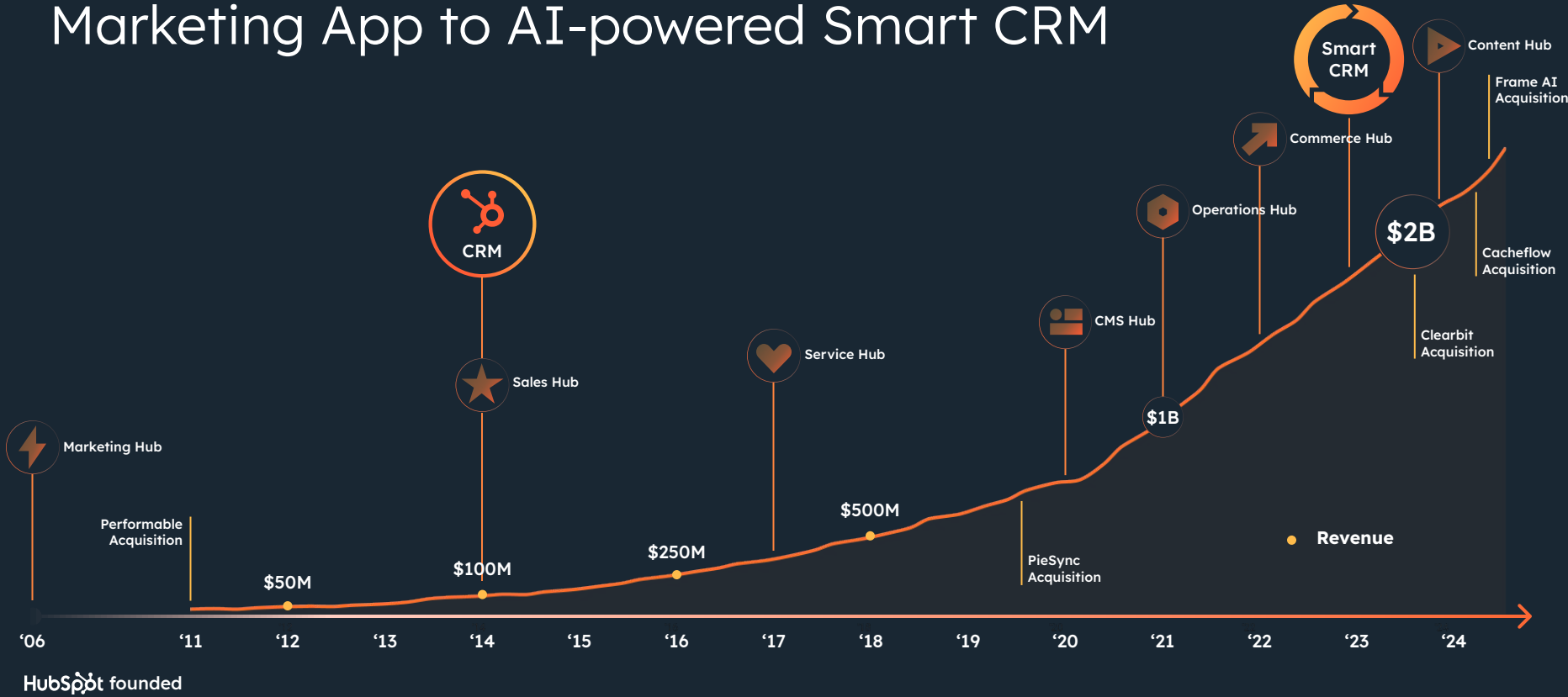


## Network

7000+ solutions partners  
reselling HubSpot



# HubSpot's Platform Journey: Marketing App to AI-powered Smart CRM



# Single Digit Penetration Across All Products in **\$100b+ TAM Opportunity**



Includes Total Addressable Market (TAM) for software in HubSpot's core product groups including Marketing Hub, Sales Hub, Service Hub, Operations Hub, Content Hub, Commerce Hub, and Breeze Intelligence.  
Source: IDC and HubSpot estimates

We are positioned  
for **long-term**  
**durable growth**



Right to win in a large and expanding market



Strong momentum as a platform with fast  
pace of innovation



Scaling distribution and building moats



Balancing growth, efficiency and culture  
with a customer focused and resilient team

# Financial Overview

Q4 2024



# Q4 2024 Financial Summary

Q4 2024 Actuals	Quarterly Results	Increase (Decrease) Y/Y <sup>2</sup>	Currency Tailwind (Headwind)	Constant Currency Y/Y <sup>3</sup>
Total Revenue	\$703.2M	20.8%	1.2%	19.7%
Subscription Revenue	\$687.3M	20.5%	NA	NA
Professional Services & Other Revenue	\$15.9M	35.6%	NA	NA
Gross Profit	\$609.6M	21.9%	NA	NA
Gross Profit Margin	86.7%	0.8%	NA	NA
Operating Profit <sup>1</sup>	\$133.1M	34.0%	NA	NA
Operating Profit Margin <sup>1</sup>	18.9%	1.9%	0.3%	1.6%
Calculated Billings	\$767.6M	16.4%	(4.5%)	20.9%
Free Cash Flow <sup>1</sup>	\$163.0M	96.5%	NA	NA

<sup>1</sup> Operating profit, operating profit margin, calculated billings and free cash flow are all non-GAAP metrics. Please refer to the appendix for a reconciliation of GAAP to non-GAAP metrics.

<sup>2</sup> Includes the impact of foreign currency. <sup>3</sup> Constant Currency is presented by converting current and comparative prior period operating results for entities reporting in currencies other than USD into USD at constant exchange rates rather than actual exchange rates in effect during the respective period. Constant Currency growth rates might not sum due to rounding.

# Full Year 2024 Financial Summary

Full Year 2024 Actuals	Full Year Results	Increase (Decrease) Y/Y <sup>2</sup>	Currency Tailwind (Headwind)	Constant Currency Y/Y <sup>3</sup>
Total Revenue	\$2,627.5M	21.1%	0.3%	20.8%
Subscription Revenue	\$2,569.5M	21.0%	NA	NA
Professional Services & Other Revenue	\$58.0M	24.1%	NA	NA
Gross Profit	\$2,269.9M	22.6%	NA	NA
Gross Profit Margin	86.4%	1.1%	NA	NA
Operating Profit <sup>1</sup>	\$460.2M	36.4%	NA	NA
Operating Profit Margin <sup>1</sup>	17.5%	2.0%	0.0%	2.0%
Calculated Billings	\$2,737.8M	19.7%	(1.0%)	20.7%
Free Cash Flow <sup>1</sup>	\$488.1M	66.9%	NA	NA

<sup>1</sup> Operating profit, operating profit margin, calculated billings and free cash flow are all non-GAAP metrics. Please refer to the appendix for a reconciliation of GAAP to non-GAAP metrics.

<sup>2</sup> Includes the impact of foreign currency. <sup>3</sup> Constant Currency is presented by converting current and comparative prior period operating results for entities reporting in currencies other than USD into USD at constant exchange rates rather than actual exchange rates in effect during the respective period. Constant Currency growth rates might not sum due to rounding.

# Q1 2025 Guidance Summary

Q1 2025 Guidance	Quarterly Guidance	Increase (Decrease) Y/Y <sup>2</sup>	Currency Tailwind (Headwind)	Constant Currency Y/Y <sup>3</sup>
Total Revenue	\$697M - \$699M	12.9% - 13.2%	(1.8%)	14.7% - 15.0%
Operating Profit <sup>1</sup>	\$98M - \$99M	5.8% - 6.9%	NA	NA
Operating Profit Margin <sup>1</sup>	14.1% - 14.2%	(0.9%) - (0.8%)	(0.6%)	(0.3%) - (0.2%)
Net income per share <sup>1</sup>	\$1.74 - \$1.76	3.6% - 4.8%	NA	NA
Weighted average diluted shares outstanding	54.1m	1.9%	NA	NA

These estimates reflect our current operating plan as of February 12, 2025, and are subject to change as future events and opportunities arise.

<sup>1</sup> Operating profit and operating profit margin are non-GAAP metrics. Please refer to the appendix for a reconciliation of GAAP to non-GAAP metrics. <sup>2</sup> Includes the impact of foreign currency. <sup>3</sup> Constant Currency is presented by converting current and comparative prior period operating results for entities reporting in currencies other than USD into USD at constant exchange rates rather than actual exchange rates in effect during the respective period. Constant Currency growth rates might not sum due to rounding.

# Full Year 2025 Guidance Summary

Full Year 2025 Guidance	Full Year Guidance	Increase (Decrease) Y/Y <sup>2</sup>	Currency Tailwind (Headwind)	Constant Currency Y/Y <sup>3</sup>
Total Revenue	\$2,985M - \$2,995M	13.6% - 14.0%	(1.9%)	15.5% - 15.9%
Operating Profit <sup>1</sup>	\$543M - \$547M	18.0% - 18.9%	NA	NA
Operating Profit Margin <sup>1</sup>	18.2% - 18.3%	0.7%	(0.6%)	1.3%
Net income per share	\$9.11 - \$9.19	12.2% - 13.2%	NA	NA
Weighted average diluted shares outstanding	53.9m	0.9%	NA	NA
Free Cash Flow <sup>1</sup>	\$560M	14.7%	NA	NA

These estimates reflect our current operating plan as of February 12, 2025, and are subject to change as future events and opportunities arise.

<sup>1</sup> Operating profit, operating profit margin and free cash flow are non-GAAP metrics. Please refer to the appendix for a reconciliation of GAAP to non-GAAP metrics. <sup>2</sup> Includes the impact of foreign currency. <sup>3</sup> Constant Currency is presented by converting current and comparative prior period operating results for entities reporting in currencies other than USD into USD at constant exchange rates rather than actual exchange rates in effect during the respective period. Constant Currency growth rates might not sum due to rounding.



# Consistent **Revenue** Growth

**31% CAGR<sup>1</sup>**

Q1'19 → Q4'24

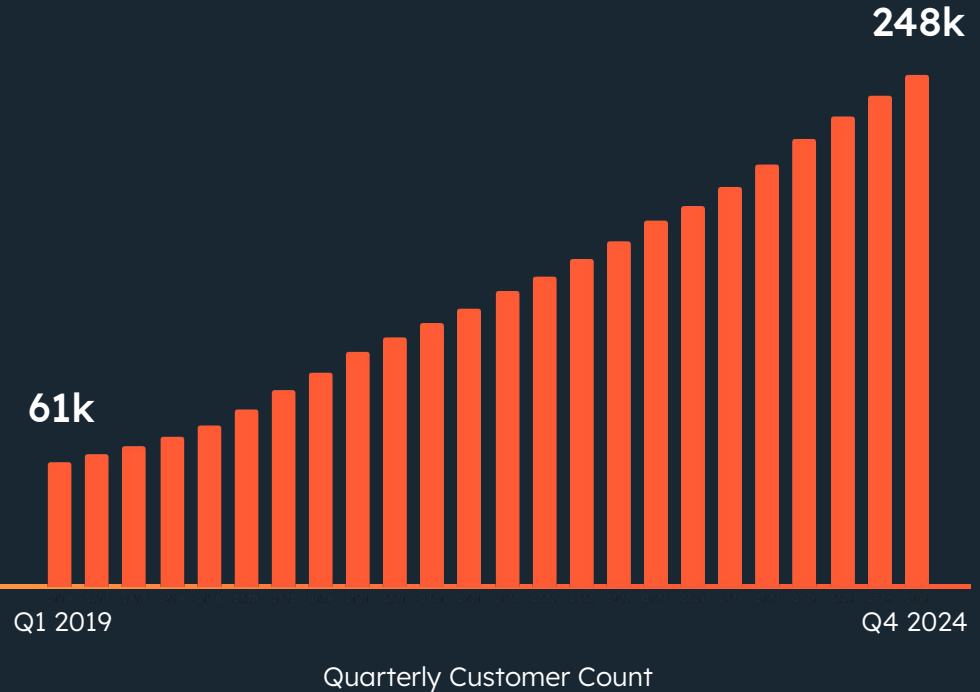


<sup>1</sup> CAGR = Compound Annual Growth Rate. Revenue CAGR based on as-reported results and includes the impact from currency.

# Consistent **Customer** Growth

**26% CAGR<sup>1</sup>**

Q1'19 → Q4'24



<sup>1</sup>CAGR = Compound Annual Growth Rate.

# Substantial **Operating Profit** Growth

**50% CAGR<sup>1</sup>**

Q1'19 → Q4'24



<sup>1</sup>Operating profit and operating profit margin are non-GAAP metrics. Please refer to the appendix for a reconciliation of GAAP to non-GAAP figures. CAGR = Compound Annual Growth Rate.

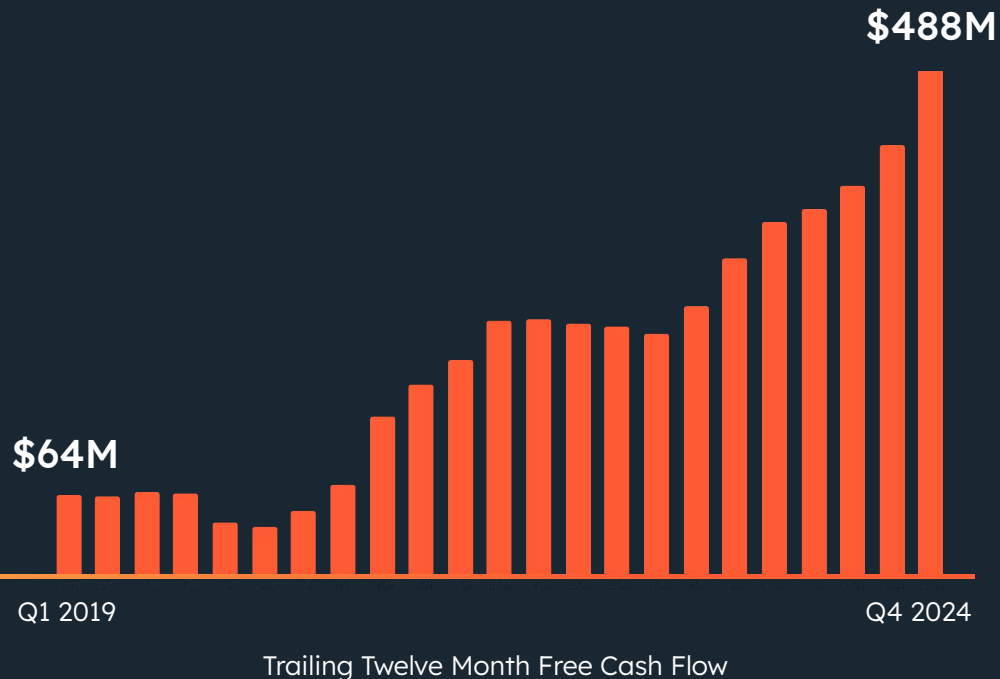
# Strong **Free Cash Flow** & **Balance Sheet** Position

**\$2.2B**

cash position

**19% Margin**

FCF, TTM Q4 2024



<sup>1</sup>Free cash flow (FCF) and free cash flow margin are non-GAAP metric. Please refer to the appendix for a reconciliation of GAAP to non-GAAP figures. TTM = Trailing Twelve Months.

# Confident in Our Ability to Deliver **More Leverage Over Time**

**17.5%**

2024  
Margin

**20-22%**

2027  
Margin Target

**25%**

Long-Term  
Margin Target

# Key Takeaways

1

Platform of choice in  
large and growing TAM

2

Innovation fueling  
durable and diverse  
growth opportunities

3

Delivering strong  
financial results

Thank You



# Appendix



# GAAP to non-GAAP reconciliations

# Non-GAAP Operating Income

	2019		2020		2021		2022		2023		2024	
	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues
<b>Gross Margin</b>												
GAAP gross margin	544,902	80.7%	716,067	81.1%	1,041,801	80.1%	1,422,949	82.2%	1,831,868	84.4%	2,234,278	85.0%
Stock-based compensation	5,956	0.9%	6,944	0.8%	9,389	0.7%	13,469	0.8%	17,610	0.8%	27,952	1.1%
Amortization of acquired intangible assets	3,201	0.5%	2,340	0.3%	662	0.1%	1,203	0.1%	2,123	0.1%	7,525	0.3%
Gain on termination of operating leases	-	0.0%	-	0.0%	(275)	0.0%	-	0.0%	-	0.0%	-	0.0%
Loss on disposal of fixed assets	-	0.0%	-	0.0%	415	0.0%	-	0.0%	-	0.0%	-	0.0%
Non-GAAP gross margin	<u>554,059</u>	82.1%	<u>725,351</u>	82.1%	<u>1,051,992</u>	80.9%	<u>1,437,621</u>	83.1%	<u>1,851,601</u>	85.3%	<u>2,269,755</u>	86.4%
<b>Operating Income</b>												
GAAP operating loss	(46,991)	-7.0%	(50,828)	-5.8%	(54,799)	-4.2%	(109,101)	-6.3%	(200,929)	-9.3%	(67,602)	-2.6%
Stock-based compensation	97,754	14.5%	121,488	13.8%	166,761	12.8%	275,849	15.9%	432,271	19.9%	504,770	19.2%
Amortization of acquired intangible assets	3,201	0.5%	2,419	0.3%	1,326	0.1%	2,629	0.2%	5,311	0.2%	9,557	0.4%
Acquisition related expenses	971	0.1%	1,832	0.2%	2,087	0.2%	(305)	0.0%	3,906	0.2%	9,496	0.4%
Gain on termination of operating leases	-	0.0%	-	0.0%	(4,276)	-0.3%	-	0.0%	-	0.0%	-	0.0%
Loss on disposal of fixed assets	-	0.0%	-	0.0%	6,468	0.5%	-	0.0%	-	0.0%	-	0.0%
Restructuring charges	-	0.0%	-	0.0%	-	0.0%	-	0.0%	96,843	4.5%	3,990	0.2%
Non-GAAP income from operations	<u>54,935</u>	8.1%	<u>74,911</u>	8.5%	<u>117,567</u>	9.0%	<u>169,072</u>	9.8%	<u>337,402</u>	15.5%	<u>460,211</u>	17.5%

# Non-GAAP Operating Income

	March 31, 2019		June 30, 2019		September 30, 2019		December 31, 2019		March 31, 2020		June 30, 2020		September 30, 2020		December 31, 2020	
	% of		% of		% of		% of		% of		% of		% of		% of	
	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues
<b>Operating Income</b>																
GAAP operating loss	(9,056)	-6.0%	(15,725)	-9.6%	(14,072)	-8.1%	(8,158)	-4.4%	(14,102)	-7.1%	(13,625)	-6.7%	(15,461)	-6.8%	(7,641)	-3.0%
Stock-based compensation	21,205	14.0%	28,663	17.6%	23,791	13.7%	24,095	12.9%	27,463	13.8%	31,374	15.4%	31,186	13.7%	31,466	12.5%
Amortization of acquired intangible assets	800	0.5%	800	0.5%	762	0.4%	839	0.5%	900	0.5%	899	0.4%	462	0.2%	159	0.1%
Acquisition related expenses	32	0.0%	32	0.0%	30	0.0%	876	0.5%	333	0.2%	518	0.3%	340	0.1%	640	0.3%
Non-GAAP income from operations	<u>13,001</u>	<u>8.6%</u>	<u>13,770</u>	<u>8.4%</u>	<u>10,511</u>	<u>6.1%</u>	<u>17,652</u>	<u>9.5%</u>	<u>14,594</u>	<u>7.3%</u>	<u>19,166</u>	<u>9.4%</u>	<u>16,527</u>	<u>7.2%</u>	<u>24,624</u>	<u>9.8%</u>
	March 31, 2021		June 30, 2021		September 30, 2021		December 31, 2021		March 31, 2022		June 30, 2022		September 30, 2022		December 31, 2022	
	% of		% of		% of		% of		% of		% of		% of		% of	
	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues
<b>Operating Income</b>																
GAAP operating loss	(15,032)	-5.3%	(16,602)	-5.3%	(14,927)	-4.4%	(8,237)	-2.2%	(11,154)	-2.8%	(52,250)	-12.4%	(32,213)	-7.3%	(13,486)	-2.9%
Stock-based compensation	32,423	11.5%	43,433	14.0%	44,987	13.3%	45,914	12.4%	45,704	11.6%	81,165	19.2%	72,213	16.3%	76,768	16.3%
Amortization of acquired intangible assets	345	0.1%	337	0.1%	326	0.1%	318	0.1%	410	0.1%	752	0.2%	738	0.2%	729	0.2%
Acquisition related expenses	1,195	0.4%	372	0.1%	350	0.1%	170	0.0%	-	0.0%	(281)	-0.1%	-	0.0%	-	0.0%
Gain on termination of operating leases	-	0.0%	-	0.0%	(4,276)	-1.3%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Loss on disposal of fixed assets	-	0.0%	-	0.0%	6,468	1.9%	-	0.0%	-	0.0%	-	0.0%	-	0.0%	-	0.0%
Non-GAAP income from operations	<u>18,931</u>	<u>6.7%</u>	<u>27,540</u>	<u>8.9%</u>	<u>32,928</u>	<u>9.7%</u>	<u>38,165</u>	<u>10.3%</u>	<u>34,960</u>	<u>8.8%</u>	<u>29,386</u>	<u>7.0%</u>	<u>40,738</u>	<u>9.2%</u>	<u>64,011</u>	<u>13.6%</u>
	March 31, 2023		June 30, 2023		September 30, 2023		December 31, 2023		March 31, 2024		June 30, 2024		September 30, 2024		December 31, 2024	
	% of		% of		% of		% of		% of		% of		% of		% of	
	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues	\$ '000s	Revenues
<b>Operating Income</b>																
GAAP operating loss	(43,050)	-8.6%	(116,169)	-22.0%	(18,556)	-3.3%	(23,152)	-4.0%	(23,233)	-3.8%	(23,935)	-3.8%	(9,631)	-1.4%	(10,849)	-1.5%
Stock-based compensation	83,037	16.6%	128,003	24.2%	107,506	19.3%	113,726	19.5%	111,122	18.0%	128,994	20.2%	130,266	19.5%	134,388	19.1%
Amortization of acquired intangible assets	845	0.2%	851	0.2%	2,311	0.4%	1,304	0.2%	2,344	0.4%	2,341	0.4%	2,344	0.3%	2,527	0.4%
Acquisition related expenses	-	0.0%	-	0.0%	-	0.0%	3,906	0.7%	1,552	0.3%	838	0.1%	1,243	0.2%	5,863	0.8%
Restructuring charges	28,570	5.7%	63,880	12.1%	846	0.2%	3,547	0.6%	782	0.1%	1,077	0.2%	987	0.1%	1,143	0.2%
Non-GAAP income from operations	<u>69,402</u>	<u>13.8%</u>	<u>76,565</u>	<u>14.5%</u>	<u>92,107</u>	<u>16.5%</u>	<u>99,331</u>	<u>17.1%</u>	<u>92,567</u>	<u>15.0%</u>	<u>109,315</u>	<u>17.2%</u>	<u>125,209</u>	<u>18.7%</u>	<u>133,072</u>	<u>18.9%</u>

# Free cash flow

	December 31, 2019	December 31, 2020	December 31, 2021	December 31, 2022	December 31, 2023	December 31, 2024
	\$ '000s	\$ '000s	\$ '000s	\$ '000s	\$ '000s	\$ '000s
GAAP net cash and cash equivalents provided by (used in) operating activities	118,972	88,915	238,728	273,177	350,972	598,599
Purchases of property & equipment	(40,372)	(37,318)	(28,726)	(37,426)	(33,718)	(37,939)
Capitalization of software development costs	(13,474)	(21,599)	(33,139)	(44,345)	(66,372)	(89,636)
Repayment of 2022 Convertible Notes attributable to the debt discount	-	49,048	26,428	-	-	-
Payment of restructuring charges	-	-	-	-	41,572	17,027
Free cash flow	65,126	79,044	203,291	191,406	292,454	488,051

# Definitions

Customers: We define our Customers at the end of a particular period as the number of business entities with one or more paid subscriptions to our CRM Platform either purchased directly with us or purchased from a Solutions Partner. We do not include in Customers business entities with one or more paid subscriptions solely for our legacy Sales Hub (\$10) product or any PieSync product. A single Customer may have separate paid subscriptions to our CRM Platform, but we count these as one Customer if certain Customer-provided information such as company name, URL, or email address indicate that these subscriptions are managed by the same business entity.

Install Base: Refer to definition of Annual Recurring Revenue below.

Net Revenue Retention: Net Revenue Retention is a measure of the percentage of recurring revenue retained from Customers over a given period of time. Our Net Revenue Retention for a given period is calculated by first dividing Retained Subscription Revenue by Retention Base Revenue in the given period, calculating the weighted average of these rates using the Retention Base Revenue for the period, and then annualizing the resulting rates. A definition of each of the key terms used to calculate Net Revenue Retention is included below.

Non-GAAP Operating Income: We define as GAAP operating income or loss plus stock-based compensation, amortization of acquired intangible assets, gain on termination of operating leases, loss on disposal of fixed assets, and acquisition-related expenses.

Free Cash Flow: We define “FCF” as cash and cash equivalents provided by or used in operating activities less purchases of property and equipment, capitalization of software development costs, plus repayments of convertible notes attributable to debt discount and payment of restructuring charges.

Annual Recurring Revenue: We define ARR as the annual value of our Customer subscription contracts as of the specified point in time excluding any commissions owed to our partners. For the purposes of this presentation, this excludes payments revenue and Clearbit revenue. For each Hub, this is the sum of Customer ARR for the Starter, Basic, Professional and Enterprise subscriptions, plus applicable contacts (marketing only), Seats, or Add-Ons (e.g., reporting or ads). For multi-product Customers, their ARR would be distributed across based on the value of each SKU/Hub for which they pay. In 2022, we began including our payments revenue run rate, defined as, on an annualized basis, the trailing three months of payments revenue, into the annual value of our Customer subscription contracts. ARR can differ from revenue due to several factors. ARR is converted into U.S. dollars at fixed rates that are held consistent over time and may vary from those used for revenue or deferred revenue. ARR would exclude any impact for bad debt and partner commissions (as noted above) and would also differ from Revenue due to timing of revenue recognition.

Customer Dollar Retention (C\$R): Customer Dollar Retention is a measure of the percentage of the Customers we retain, weighted by ARR dollars. This is calculated by summing the total dollars that were canceled in a given period, divided by the beginning of period ARR Install Base. We then express the calculated churn inversely as retention and annualize it.