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**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D.C. 20549

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**SCHEDULE 14A**

Proxy Statement Pursuant to Section 14(a) of the  
Securities Exchange Act of 1934  
(Amendment No. )

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Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

- Preliminary Proxy Statement
- Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))**
- Definitive Proxy Statement
- Definitive Additional Materials
- Soliciting Material under §240.14a-12

**HUBSPOT, INC.**

(Name of Registrant as Specified In Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check all boxes that apply):

- No fee required.
  - Fee paid previously with preliminary materials.
  - Fee computed on table in exhibit required by Item 25(b) per Exchange Act Rules 14a-6(i)(1) and 0-11.
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HUBSPOT, INC.  
2 CANAL PARK  
CAMBRIDGE, MA 02141

V96399-P49056

# Your **Vote** Counts!

**HUBSPOT, INC.**

2026 Annual Meeting of Stockholders  
Vote by June 14, 2026  
11:59 PM Eastern Time



## You invested in HUBSPOT, INC. and it's time to vote!

You have the right to vote on proposals being presented at the 2026 Annual Meeting of Stockholders. **This is an important notice regarding the availability of proxy materials for the stockholder meeting to be held on June 15, 2026.**

### Get informed before you vote

View the Notice and Proxy Statement and Annual Report online OR you can receive a free paper or email copy of the material(s) by requesting prior to June 1, 2026. If you would like to request a copy of the material(s) for this and/or future stockholder meetings, you may (1) visit [www.ProxyVote.com](http://www.ProxyVote.com), (2) call 1-800-579-1639 or (3) send an email to [sendmaterial@proxyvote.com](mailto:sendmaterial@proxyvote.com). If sending an email, please include your control number (indicated below) in the subject line. Unless requested, you will not otherwise receive a paper or email copy.



For complete information and to vote, visit [www.ProxyVote.com](http://www.ProxyVote.com)

Control #

#### Smartphone users

Point your camera here and vote without entering a control number



#### Vote Virtually at the Meeting\*

June 15, 2026  
9:00 AM Eastern Time

Virtually at:  
[www.virtualshareholdermeeting.com/HUBS2026](http://www.virtualshareholdermeeting.com/HUBS2026)

\*Please check the meeting materials for any special requirements for meeting attendance.  
\*No personal information, other than the control above, is necessary to execute a proxy.

## THIS IS NOT A VOTABLE BALLOT

This is an overview of the proposals being presented at the upcoming stockholder meeting. Please follow the instructions on the reverse side to vote these important matters.

Voting Items	Board Recommends
1. Elect five Class III directors to hold office until the 2027 annual meeting of stockholders and until their successors are duly elected and qualified, subject to their earlier resignation or removal: <b>Nominees:</b>	
1a. Mike Berry;	✔ For
1b. Claire Hughes Johnson;	✔ For
1c. Yamini Rangan;	✔ For
1d. Clara Shih; and	✔ For
1e. Jay Simons.	✔ For
2. Ratify the appointment of PricewaterhouseCoopers LLP as HubSpot, Inc.'s (the "Company's") independent registered public accounting firm for the fiscal year ending December 31, 2026;	✔ For
3. Non-binding advisory vote to approve the compensation of the Company's named executive officers;	✔ For
4. Approve an amendment to the Company's 2024 Stock Option and Incentive Plan;	✔ For
5. A stockholder proposal to change the Company's Sixth Amended and Restated Bylaws to allow 10% holders of the Company's stock the ability to call a special meeting; and	✘ Against
6. Approve the adjournment of the 2026 Annual Meeting of Stockholders (the "Annual Meeting") to a later date or dates, if necessary or appropriate, to solicit additional proxies if there are insufficient votes for the approval of Proposals One through Four.	✔ For
<b>NOTE:</b> To transact such other business that properly comes before the Annual Meeting (including adjournments or postponements thereof).	

Prefer to receive an email instead? While voting on [www.ProxyVote.com](http://www.ProxyVote.com), be sure to click "Delivery Settings".

