

## HubSpot, Inc.

### Board Diversity Policy

#### Purpose and Scope

At HubSpot, Inc. (“HubSpot”), diversity, inclusion, and belonging (“DI&B”) are core to our mission. HubSpot customers are diverse in their backgrounds, experiences, and needs, and to help them to grow better, we need to be a company that is reflective of that diversity. Our commitment to DI&B starts at the top, with our Board of Directors (the “Board”).

The purpose of this Board Diversity Policy (“Policy”) is to set forth the practices and criteria for ensuring that HubSpot maintains a diverse Board. We believe that in order to build a company that is successful for its shareholders and stakeholders, we need leaders that represent our customers and employees by bringing diverse ideas, skills and backgrounds to the table.

The Policy is applicable to the Board only but sits alongside our [Code of Use Good Judgment](#), [Annual Diversity Report](#), and associated global policies, which sets out HubSpot’s broader commitment to building a more inclusive and diverse community.

#### Policy Statement

Building an organization that is welcoming, inclusive, and diverse is not just a people priority for HubSpot, it is a business priority. Our Board is committed to making HubSpot an inclusive and diverse company, and believes that:

1. It is essential to have Board members and nominees representing diversity in many areas, including but not limited to: gender identity and/or gender expression, sexual orientation, race, ethnic or cultural background, religion, physical, mental, intellectual, or sensory impairments, industry knowledge, educational background, and geographical mindset.
2. A diverse Board with a range of views, insights, perspectives, and opinions will be of benefit to HubSpot’s shareholders and other stakeholders by:
  - a. ensuring a holistic understanding of opportunities and risks;
  - b. considering a range of different concepts, ideas, and relationships;
  - c. improving decision-making and dialogue; and
  - d. increasing the informed capacity and oversight of HubSpot and its governance.

3. All Board appointments should be based on merit and the suitability of the candidate, and considered against appropriate criteria, having due regard for the benefits of having a diverse Board.
4. A culture of DI&B is cultivated through clear tone from the top, with the Board and Executive Committee championing DI&B in alignment with HubSpot's values.

### **Monitoring**

As set forth in its charter, the Nominating & Corporate Governance Committee (the "Committee") is responsible for leading the process for Board appointments and for identifying and recommending, for approval by the Board, candidates for appointment to the Board. In support of this, the Committee will consider the appropriate skills and qualities required of Board members and seek the services of external advisers, where necessary. The Committee will periodically review the director selection process and make recommendations to the Board with regard to any changes.

### **Review**

The Committee will review this Policy from time to time as necessary, and make recommendations on any required changes to the Board for consideration and approval.

Approved by the Board on June 2, 2021