

Kinzer John  
Form 4  
April 17, 2018

**FORM 4**

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

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2015  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
Kinzer John

(Last) (First) (Middle)

C/O HUBSPOT, INC., 25 FIRST STREET, 2ND FLOOR

(Street)

CAMBRIDGE, MA 02141

(City) (State) (Zip)

2. Issuer Name and Ticker or Trading Symbol  
HUBSPOT INC [HUBS]

3. Date of Earliest Transaction (Month/Day/Year)  
04/16/2018

4. If Amendment, Date Original Filed(Month/Day/Year)

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

\_\_\_\_ Director \_\_\_\_\_ 10% Owner  
 Officer (give title below) \_\_\_\_\_ Other (specify below)

Chief Financial Officer

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Ownership (Instr. 4)
			Code	V	Amount or Price		
Common Stock	04/16/2018		M <sup>(1)</sup>		4,516 A \$ 34.76	72,505	D
Common Stock	04/16/2018		M <sup>(1)</sup>		11,542 A \$ 40.59	84,047	D
Common Stock	04/16/2018		M <sup>(1)</sup>		3,942 A \$ 52.8	87,989	D
Common Stock	04/16/2018		S <sup>(1)</sup>		6,824 D \$ 109.53	81,165	D
Common Stock	04/16/2018		S <sup>(1)</sup>		6,392 D \$ 110.43	74,773	D

Edgar Filing: Kinzer John - Form 4

Common Stock	04/16/2018	<u>S</u> <sup>(1)</sup>	5,200	D	<u>(3)</u> \$ 111.26	69,573	D
Common Stock	04/16/2018	<u>S</u> <sup>(1)</sup>	1,584	D	<u>(4)</u> \$ 112.21	67,989	D

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	Amount or Number of Shares
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title
Employee Stock Option (right to buy)	\$ 34.76	04/16/2018		<u>M</u> <sup>(1)</sup>	4,516	<u>(6)</u> 02/10/2025	Common Stock	4,516
Employee Stock Option (right to buy)	\$ 40.59	04/16/2018		<u>M</u> <sup>(1)</sup>	11,542	<u>(7)</u> 01/29/2026	Common Stock	11,542
Employee Stock Option (right to buy)	\$ 52.8	04/16/2018		<u>M</u> <sup>(1)</sup>	3,942	<u>(8)</u> 02/01/2027	Common Stock	3,942

## Reporting Owners

Reporting Owner Name / Address

Relationships

Reporting Owners

## Edgar Filing: Kinzer John - Form 4

Director   10% Owner   Officer   Other

Kinzer John  
C/O HUBSPOT, INC.  
25 FIRST STREET, 2ND FLOOR  
CAMBRIDGE, MA 02141

Chief Financial Officer

## Signatures

/s/ John Kelleher,  
attorney-in-fact

04/17/2018

\_\_Signature of Reporting Person

Date

## Explanation of Responses:

- \* If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) This transaction was effected pursuant to a written trading plan adopted by the Reporting Person in accordance with Rule 10b5-1.
- (2) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$108.95 to \$109.90, inclusive.
- (3) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$109.95 to \$110.90, inclusive.
- (4) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$110.95 to \$111.90, inclusive.
- (5) The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$111.95 to \$112.63, inclusive. The reporting person undertakes to provide to HubSpot, Inc., any security holder of HubSpot, Inc., or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the ranges set forth in footnotes (2) - (5).
- (6) The original stock option grant of 10,000 shares underlying the option vests over four (4) years beginning on January 1, 2015 at a rate of 25% after 12 months and in thirty-six (36) equal monthly installments thereafter.
- (7) The original stock option grant of 22,781 shares underlying the option vests over four (4) years beginning on January 1, 2016 at a rate of 25% after 12 months and in thirty-six (36) equal monthly installments thereafter.
- (8) The original stock option grant of 21,949 shares underlying the option vests over four (4) years beginning on January 1, 2017 at a rate of 25% after 12 months and in thirty-six (36) equal monthly installments thereafter.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.