Hubspot Inc.

HUBS

NYSE; business equipment; SIC 7372, Services-Prepackaged Software; CIK 0001404655

A/B

on the A/B boundary of 498 graded peers in business equipm...

rank 93 of 498; percentile 18.5; sampling error 2.2 points; lower is stronger

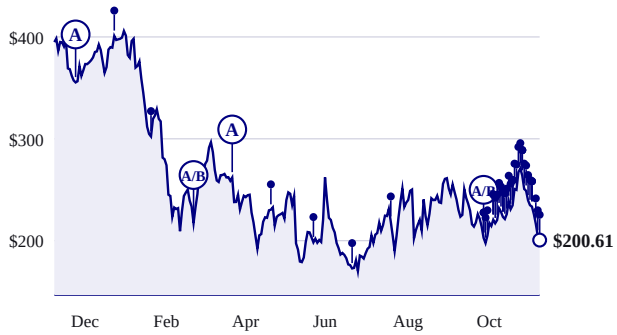
A B C D E

A/B, the bull



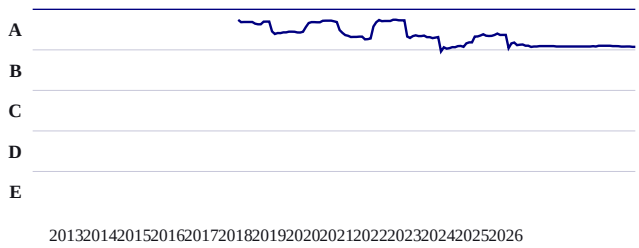
Scoreboard	
Profitability	B percentile 22.4
Solvency	C percentile 50.7
Growth and financing	C percentile 43.2
Reliability	0.94 AUC filers with over $2.67B assets; 95% interval 0.88 to 0.97; 61 events, 2020 to 2025
Peer failure rate	0.52% a year Item 1.03 bankruptcies, same asset band, 2012 to 2025
Size band	over $2.67B assets total assets $3.9B
Standard universe	inside revenue above $1M and assets above $10M
Warnings	none triggered not computable: distress, fortress balance sheet
Inputs computable	10 of 14
Graded from	filings received through Feb 11, 2026 269 days before the rescan; latest periodic filing 10-Q received Nov 4, 2026
Last close	$200.77 2026-11-06; market equity $9.8B; no price enters the letter

Share price, twelve months to the rescan



Split-adjusted close. Each lollipop is a rescan and carries the letter held then.

Letter at every rescan, 2012 to 2026



Sector percentile at each rescan, stronger toward the top; facts filed by each date only.

Business, in the company's words

opening of Item 1 of the 10-K received Feb 11, 2026

We provide an agentic customer platform that helps marketing, sales, and customer service teams drive business growth. We deliver seamless connection for customer-facing teams with a unified platform that includes three layers: Artificial Intelligence ("AI")-powered agents and engagement hubs, a Smart customer relationship management product ("CRM"), and a connected ecosystem supporting the customer platform with a marketplace of integrations, templates, expert partners, a community network, and an academy of educational content.

The fourteen inputs

lower percentile is stronger; sleeves and inputs within a sleeve carry equal weight

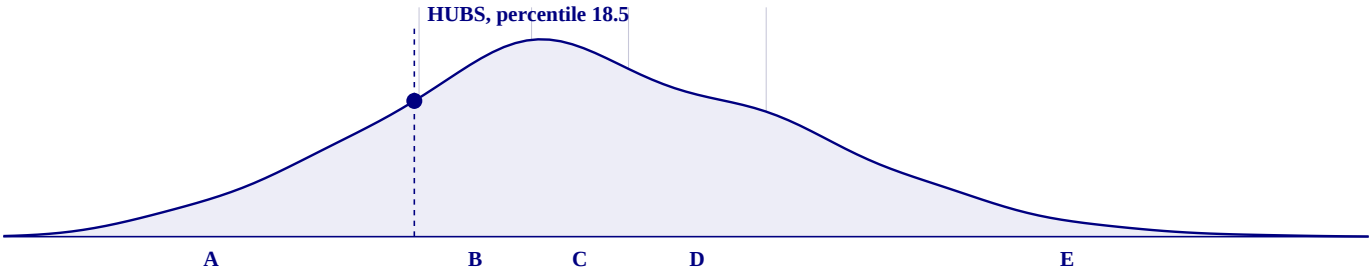
Input	Value	Peer median	Percentile, 0 to 100	Pct	Peers	Period end
Profitability, sleeve percentile 22.4						
Gross profitability	68.1%	28.7%		6.7	555	2025-12-31
Return on invested capital	not computable	11.4%				
one or more required annual facts are missing						

Not investment advice. Informational and educational only. Data from SEC EDGAR, may contain errors, is not warranted. The grade ranks reported financial condition and is not a return forecast.

Accruals ratio	(18.7%)	(7.3%)	20.6	618	2025-12-31
Gross margin stability, five years	1.8 pts	2.3 pts	40.0	426	2025-12-31
Solvency, sleeve percentile 50.7					
Twelve-month failure probability	not computable	0.06%			
latest liabilities, cash plus short-term investments, book equity, and shares are required					
Altman Z double-prime	2.26	2.18	42.7	565	2025-12-31
Net debt to EBITDA	not computable	1.08x			
one or more required annual facts are missing					
Interest coverage	not computable	3.77x			
latest aligned inputs end 2023-12-31; latest annual assets end 2025-12-31					
Current ratio	1.67x	2.01x	58.8	663	2025-12-31
Growth and financing, sleeve percentile 43.2					
Revenue growth, three-year compound	21.8%	6.4%	16.9	535	2025-12-31
Free cash flow growth, three-year compound	44.2%	18.0%	19.7	265	2025-12-31
Reinvestment rate	(3,302.6%)	13.5%	98.6	223	2025-12-31
Asset growth, three years	14.8%	5.1%	25.8	560	2025-12-31
Net share issuance, one year	1.1%	0.5%	55.0	408	2026-02-06

Among 498 peers

business equipment; letters are fifths of this list



Composite score of every graded peer, smoothed; vertical rules are the letter band edges; stronger to the left.

Rank	Company	Percentile	Letter	Warnings
88	Mind Technology, Inc. (MIND)	17.5	A	fortress balance sheet
89	Fortinet, Inc. (FTNT)	17.7	A	
90	Viant Technology Inc. (DSP)	17.9	A/B	
91	Vertiv Holdings Co. (VRT)	18.1	A/B	
92	Nextpower Inc. (NXT)	18.3	A/B	
93	Hubspot Inc. (HUBS)	18.5	A/B	
94	Jack Henry & Associates Inc. (JKHY)	18.7	A/B	
95	Amphenol Corp. (APH)	18.9	A/B	
96	Cadence Design Systems Inc. (CDNS)	19.1	A/B	
97	Teradyne, Inc. (TER)	19.3	A/B	fortress balance sheet
98	Paycom Software, Inc. (PAYC)	19.5	A/B	fortress balance sheet

What the price implies

at the 2026-11-06 close; none of these enters the grade

Measure	Value	Peer median	Percentile
Twelve-month price change, skipping the latest month	(58.3%)	(2.0%)	11
Distance from 52-week high	(50.6%)	(36.5%)	34
EBIT to enterprise value	not computable	1.8%	
Free cash flow yield	7.2%	2.9%	77
Book value to price	0.17	0.28	33
Sales to price	0.32	0.33	49

Not investment advice. Informational and educational only. Data from SEC EDGAR, may contain errors, is not warranted. The grade ranks reported financial condition and is not a return forecast.

Composite equity issuance, five years	5.3%	4.2%	51
Relative strength against the sector, log excess return	(1.14)	(0.29)	11

Diagnostics

shown on every report; none enters the grade

Measure	Value
Piotroski F-score None of 9, period end 2025-12-31	
Return on assets above zero	pass
Operating cash flow above zero	pass
Return on assets improved	pass
Operating cash flow exceeds net income	pass
Long-term leverage fell	fail
Current ratio improved	fail
No new shares issued	fail
Gross margin improved	fail
Asset turnover improved	fail
Cash, filings, liquidity	
Cash and equivalents	$1.1B
Operating cash flow, four quarters	$907.0M
Months of runway	not finite
Days since last periodic filing	3 (10-Q received Nov 4, 2026)
Median daily dollar volume, 63 sessions	$295.3M

Sources

every fact behind the inputs; each row links to its filing index on sec.gov

#	Concept	XBRL tag	Value	Period end	Received	Form	Accession
1	gross profit	us-gaap:GrossProfit	$2.6B	2025-12-31	2026-02-11	10-K	26-046646
2	assets	us-gaap:Assets	$3.9B	2025-12-31	2026-02-11	10-K	26-046646
3	net income	us-gaap:NetIncomeLoss	$45.9M	2025-12-31	2026-02-11	10-K	26-046646
4	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$760.7M	2025-12-31	2026-02-11	10-K	26-046646
5	assets	us-gaap:Assets	$3.8B	2024-12-31	2026-02-11	10-K	26-046646
6	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$3.1B	2025-12-31	2026-02-11	10-K	26-046646
7	gross profit	us-gaap:GrossProfit	$2.2B	2024-12-31	2026-02-11	10-K	26-046646
8	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$2.6B	2024-12-31	2026-02-11	10-K	26-046646
9	gross profit	us-gaap:GrossProfit	$1.8B	2023-12-31	2026-02-11	10-K	26-046646
10	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$2.2B	2023-12-31	2026-02-11	10-K	26-046646
11	gross profit	us-gaap:GrossProfit	$1.4B	2022-12-31	2025-02-12	10-K	25-018873
12	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$1.7B	2022-12-31	2025-02-12	10-K	25-018873
13	gross profit	us-gaap:GrossProfit	$1.0B	2021-12-31	2024-02-14	10-K	24-015277
14	revenue	us-gaap:RevenueFromContractWithCustomerExcludingA...	$1.3B	2021-12-31	2024-02-14	10-K	24-015277
15	current assets	us-gaap:AssetsCurrent	$2.4B	2025-12-31	2026-02-11	10-K	26-046646
16	current liabilities	us-gaap:LiabilitiesCurrent	$1.5B	2025-12-31	2026-02-11	10-K	26-046646
17	retained earnings	us-gaap:RetainedEarningsAccumulatedDeficit	-$753.9M	2025-12-31	2026-02-11	10-K	26-046646
18	operating income	us-gaap:OperatingIncomeLoss	$7.4M	2025-12-31	2026-02-11	10-K	26-046646
19	book equity	us-gaap:StockholdersEquity	$2.1B	2025-12-31	2026-02-11	10-K	26-046646
20	liabilities	us-gaap:Liabilities	$1.8B	2025-12-31	2026-02-11	10-K	26-046646
21	operating income	us-gaap:OperatingIncomeLoss	-$200.9M	2023-12-31	2026-02-11	10-K	26-046646
22	interest expense	us-gaap:InterestExpense	$3.8M	2023-12-31	2024-02-14	10-K	24-015277
23	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$53.2M	2025-12-31	2026-02-11	10-K	26-046646
24	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$598.6M	2024-12-31	2026-02-11	10-K	26-046646
25	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$37.9M	2024-12-31	2026-02-11	10-K	26-046646
26	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$351.0M	2023-12-31	2026-02-11	10-K	26-046646
27	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$33.7M	2023-12-31	2026-02-11	10-K	26-046646
28	operating cash flow	us-gaap:NetCashProvidedByUsedInOperatingActivities	$273.2M	2022-12-31	2025-02-12	10-K	25-018873
29	capital expenditure	us-gaap:PaymentsToAcquirePropertyPlantAndEquipment	$37.4M	2022-12-31	2025-02-12	10-K	25-018873

Not investment advice. Informational and educational only. Data from SEC EDGAR, may contain errors, is not warranted. The grade ranks reported financial condition and is not a return forecast.

30	depreciation amortization	us-gaap:DepreciationDepletionAndAmortization	$136.3M	2025-12-31	2026-02-11	10-K	26-046646
31	pretax income	us-gaap:IncomeLossFromContinuingOperationsBeforeInc...	$69.5M	2025-12-31	2026-02-11	10-K	26-046646
32	income tax	us-gaap:IncomeTaxExpenseBenefit	$23.6M	2025-12-31	2026-02-11	10-K	26-046646
33	current assets	us-gaap:AssetsCurrent	$2.6B	2024-12-31	2026-02-11	10-K	26-046646
34	current liabilities	us-gaap:LiabilitiesCurrent	$1.6B	2024-12-31	2026-02-11	10-K	26-046646
35	assets	us-gaap:Assets	$3.1B	2023-12-31	2025-02-12	10-K	25-018873
36	assets	us-gaap:Assets	$2.5B	2022-12-31	2025-02-12	10-K	25-018873
37	shares outstanding	dei:EntityCommonStockSharesOutstanding	52,740,536	2026-02-06	2026-02-11	10-K	26-046646
38	shares outstanding	dei:EntityCommonStockSharesOutstanding	52,153,077	2025-02-07	2025-02-12	10-K	25-018873

Not investment advice. Informational and educational only. Data from SEC EDGAR, may contain errors, is not warranted. The grade ranks reported financial condition and is not a return forecast.