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# Similarweb Appoints Rami Myerson to Lead Investor Relations

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb Ltd. (NYSE: SMWB), a leading digital data and web analytics company, announced the appointment of Rami Myerson as Vice President, Investor Relations, effective immediately.

Myerson joins Similarweb from Elbit Systems, a \$9 billion defense technology company, where since 2019 he had served as Head of Investor Relations. Before that, he spent 12 years as a sell-side equity research analyst in London and Tel-Aviv, covering Aerospace and Defense and Israeli companies.

He will report to Jason Schwartz, Chief Financial Officer. "We are delighted to welcome Rami to the team as part of our efforts to ramp up our engagement with investors and analysts and realize our potential," Schwartz said.

Myerson holds a BA in Economics and Middle Eastern Studies from the Hebrew University and is a CFA Charterholder. He also volunteers as a director of the Israeli CFA Society and member of the steering committee of the Israeli IR Forum.

## About Similarweb

Similarweb powers businesses to win their market with leading Digital Data. Similarweb reveals what is happening online and provides businesses with the essential digital data & analytics needed to build strategy, optimize customer acquisition and increase monetization. We empower our users to be the first to discover and capture the best business opportunities and stay alert to react instantly to emerging threats to their business. Similarweb products are easy to use and integrated into users' workflow, powered by advanced technology, and based on comprehensive digital data.

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