

May 3, 2021



Similarweb Announces Launch of Initial Public Offering

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb Ltd. today announced that it has launched the roadshow for the initial public offering of its ordinary shares. Similarweb will be offering 7.5 million ordinary shares, and a selling shareholder will be offering 500,000 ordinary shares. The initial public offering price is expected to be between \$19 and \$21 per share, before underwriting discounts and commissions. Similarweb will not receive any proceeds from the sale of shares by the selling shareholder. In addition, Similarweb expects to grant the underwriters a 30-day option to purchase up to an additional 1.125 million ordinary shares at the initial public offering price, less underwriting discounts and commissions. The shares are expected to trade on the New York Stock Exchange under the ticker symbol "[SMWB](#)."

J.P. Morgan, Citigroup, Barclays and Jefferies are acting as joint book-running managers. JMP Securities, Oppenheimer & Co. and William Blair will act as co-managers for the proposed offering. The offering will be made only by means of a prospectus. Copies of the preliminary prospectus related to the offering may be obtained, when available, from: J.P. Morgan Securities LLC, c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, by telephone at (866) 803-9204, or by email at prospectus-eq_fi@jpmchase.com, Citigroup Global Markets Inc., c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, by telephone at (800) 831-9146, or by email at prospectus@citi.com, Barclays Capital Inc., c/o Broadridge Financial Solutions, 1155 Long Island Avenue, Edgewood, NY 11717, by telephone at (888) 603-5847 or by emailing Barclaysprospectus@broadridge.com, or Jefferies LLC, Attention: Equity Syndicate Prospectus Department, 520 Madison Avenue, 2nd Floor, New York, NY 10022, by telephone at (877) 821-7388 or by e-mailing prospectus_department@jefferies.com.

A registration statement relating to the proposed sale of these securities has been filed with the SEC but has not yet become effective. These securities may not be sold, nor may offers to buy be accepted, prior to the time the registration statement becomes effective. This press release shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or jurisdiction in which such offer, solicitation, or sale would be unlawful prior to registration or qualification under the securities laws of any such state or jurisdiction.

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Press Contact:

Maayan Weiss

Similarweb

press@similarweb.com

Investors:

Alex Wellins

The Blueshirt Group, for Similarweb
alex@blueshirtgroup.com

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