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![Similarweb logo]

Similarweb Wins "Best Cross Border Software 2021" at Yuguo Awards in China

TEL AVIV, Israel--(BUSINESS WIRE)-- Similarweb (NYSE: SMWB), a leading digital intelligence company, has been recognized as Best Cross Border Software 2021 by Yuguo, a leading Chinese media platform. The award takes into consideration both online voting and an esteemed panel of industry experts as judges.

"It is a tremendous honor for Similarweb to be named as Best Cross Border Software by China's Yuguo network," declared Uri Snyder, Similarweb General Manager for APAC. "As more Chinese-based companies are looking to fuel international expansion, this Cross Border award has special meaning to us and underscores our regional strategy. Our data and insights are just as valuable to marketers in China as they are to international brands all over the world," added Snyder.

The Yuguo Prize recognizes software providers for the cross-border industry sales in China. The awards ceremony took place on February 18, 2022 in Shenzhen, China. This latest award comes on the heels of Similarweb being named the Best Alternative Data Provider in the Hedgeweek Americas 2021 Awards, in recognition of its Investor Intelligence solution.

About Similarweb:

As the most trusted platform for understanding online behavior, millions of people use Similarweb's insights daily to strengthen their knowledge of the digital world. We empower anyone — from the curious individual to the enterprise business leader — to make smarter decisions by understanding why things happen across the digital ecosystem. Learn more here: https://www.similarweb.com/corp/about/

This press release may contain certain "forward-looking statements" as defined in Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended. These forward-looking statements reflect our current views regarding our intentions, products, services, plans, expectations, strategies and prospects, which are based on information currently available to us and assumptions we have made. Actual results may differ materially from those described in such forward-looking statements and are subject to a variety of assumptions, uncertainties, risks and factors that are beyond our control, including those described in our Securities and Exchange Commission filings and reports including the final prospectus for our initial public offering filed with the Securities and Exchange Commission on May 11, 2021, as well as subsequent and future filings and reports by us. Except as required by law, we undertake no duty to update any forward-looking statements contained in this release as a result of new information, future events, changes in expectations or otherwise.

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Press Contact:
Richard Krueger

Similarweb
press@similarweb.com

Investor Contact:
Raymond "RJ" Jones
Similarweb
ir@similarweb.com

Source: Similarweb