NOTES REGARDING THIS PRESENTATION

This presentation contains forward-looking statements within the meaning of the federal securities laws. Forward-looking statements include statements relating to the expected performance of our business, future financial results, strategy, the potential impacts of the COVID-19 pandemic and associated global economic uncertainty, long-term growth and overall future prospects and the size and our ability to capitalize on our market opportunity. Forward-looking statements include all statements that are not historical facts. Such statements may be preceded by the words "intends," "may," "will," "plans," "expects," "anticipates," "projects," "predicts," "estimates," "aims," "believes," "hopes," "potential" or similar words. 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. Such risks and uncertainties include, without limitation, risks and uncertainties associated with (i) challenges associated with forecasting our revenue given our recent growth and rapid technological development, (ii) our history of net losses and desire to increase operating expenses, thereby limiting our ability to achieve profitability, (iii) challenges related to effectively managing our growth, (iv) intense competition in the market and services categories in which we participate, (v) potential reductions in participation in our contributory network and/or increase in the volume of opt-out requests from individuals with respect to our collection of their data, or a decrease in our direct measurement dataset, which could lead to a deterioration in the depth, breadth or accuracy of our data, (vi) our inability to attract new customers and expand subscriptions of current customers, (vii) changes in laws, regulations, and public perception concerning data privacy or change in the patterns of enforcement of existing laws and regulations, (viii) our inability to introduce new features or solutions and make enhancements to our existing solutions, (ix) real or perceived errors, failures, vulnerabilities or bugs in our platform, (x) potential security breaches to our systems or to the systems of our third-party service providers, (xi) our inability to obtain and maintain comprehensive and reliable data to generate our insights, (xii) changes in laws and regulations related to the Internet or changes in the Internet infrastructure itself that may diminish the demand for our solutions, and (xiii) failure to effectively develop and expand our direct sales capabilities, which could harm our ability to increase the number of organizations using our platform and achieve broader market acceptance for our solutions. These risks and uncertainties are more fully described in our filings with the Securities and Exchange Commission, including in the section entitled "Risk Factors" in our final prospectus for our initial public offering filed with the SEC on May 12, 2021 in connection with our initial public offering and subsequent reports that we file with the Securities and Exchange Commission. Moreover, we operate in a very competitive and rapidly changing environment. New risks emerge from time to time. It is not possible for our management to predict all risks, nor can we assess the impact of all factors on our business or the extent to which any factor, or combination of factors, may cause actual results to differ materially from those contained in any forward-looking statements we may make. In light of these risks, uncertainties and assumptions, we cannot guarantee future results, levels of activity, performance, achievements, or events and circumstances reflected in the forward-looking statements will occur. Forward-looking statements represent our beliefs and assumptions only as of the date of this presentation. 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. Certain information contained in this presentation relates to or is based on studies, publications, surveys and other data obtained from third-party sources and the Company's own internal estimates and research. While the Company believes these third-party sources to be reliable as of the date of this presentation, it has not independently verified, and makes no representation as to the adequacy, fairness, accuracy or completeness of any information obtained from third-party sources. In addition, all of the market data included in this presentation involves a number of assumptions and limitations, and there can be no guarantee as to the accuracy or reliability of such assumptions. Finally, while we believe our own internal research is reliable, such research has not been verified by any independent source. As a reminder, certain financial measures we use in this presentation and on our call today are expressed on a non-GAAP basis. We use these non-GAAP financial measures internally to facilitate analysis of our financial and business trends and for internal planning and forecasting purposes. We believe these non-GAAP financial measures, when taken collectively, may be helpful to investors because they provide consistency and comparability with past financial performance by excluding certain items that may not be indicative of our business, results of operations, or outlook. However, non-GAAP financial measures have limitations as an analytical tool and are presented for supplemental informational purposes only. They should not be considered in isolation from, or as a substitute for, financial information prepared in accordance with GAAP. In accordance with SEC regulations, you can find the definitions of these non-GAAP measures, as well as reconciliations to the most directly comparable GAAP measures in this presentation and in our earnings press release and supplemental financials, which can be found on our investor relations website at ir.similarweb.com. This presentation is a high-level summary of our Q4 2021 financial results. For more information please refer to our press release dated February 16, 2022 and filings with the SEC.
Similarweb by the numbers

Q4 2021

- $40.2M Q4 revenue
- 51% Q4 2021 YoY revenue growth
- $165M Q4 ARR
- 125% Dollar-based net retention rate (for $100K+ customers)

Efficient & Predictable Business Model

- 99% Revenue are SaaS
- 78% 2021 gross margin
- 33% Of ARR is multi year deals
- 51% ARR from $100K+ customers

~1,000 employees & 12 offices

Tel Aviv - New York - London - Tokyo - Sao Paulo - Boston - Paris
San Francisco - Sydney - Munich - Northern Virginia - Kyiv

* All financial metrics are as of or for the period ended December 31, 2021.
We are in the early stages of a very large opportunity

We provide powerful insights to help companies win online and accelerate their growth.
Growth is a top-of-mind objective for every executive

In 2022, CEOs are looking to digital touch points as a #1 strategic driver.

* Source: EY CEO Survey 2022.
Digital has massively expanded the potential for rapid market penetration.

Growth potential in digital is nearly unlimited.

- Reach millions instantly
- Easy expansion across borders
- Minimal capital needed
- On-demand production and logistics

<table>
<thead>
<tr>
<th>Time to reach 50 million users</th>
</tr>
</thead>
</table>

- Youtube: 4 years
- Facebook: 3 years
- Twitter: 2 years
- Pokemon Go: 19 days

Data is a decisive advantage in the digital economy

To drive growth, companies want to see the complete landscape of their markets:

1. Their own data
2. Competitor data
3. Other market data
Companies are spending billions to be more data-driven

But the operational systems they’re investing in only show them a small slice of the terrain – data about themselves.
Similarweb reveals the full digital landscape with comprehensive market insights

We give companies visibility that enables them to optimize their strategies and accelerate growth.
The Similarweb Digital Growth Platform

- Understand market trends and dynamics
- Monitor competitors and react instantly
- Benchmark performance to enable continuous improvement
- Improve customer conversion rates and loyalty
- Discover new markets, prospects, revenue streams
- Be the **first to react** to change and opportunity
Our Growth Platform complements operational systems to deliver competitive advantage

<table>
<thead>
<tr>
<th>How is my company operating?</th>
<th>What is my next step to grow?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>similarweb</td>
</tr>
<tr>
<td>Marketing</td>
<td>similarweb</td>
</tr>
<tr>
<td>Analytics</td>
<td>similarweb</td>
</tr>
<tr>
<td>E-commerce</td>
<td>similarweb</td>
</tr>
</tbody>
</table>

- **Sales**: Salesforce
- **Marketing**: Adobe
- **Analytics**: Google Analytics
- **E-commerce**: Magento
Similarweb is an engine that empowers every role, in any organization, to accelerate growth.

**Marketing**
- More keywords
- More affiliates
- More campaign
- More channels
- Better targeting

**e-Commerce**
- More purchases
- More consumer insights
- More volume
- Better conversion

**Sales**
- More leads
- More wins
- Better proposals
- Better customer relationships

**Strategy & Business**
- More markets & product lines
- More market share
- Better optimization
- Better visibility
The reason that we use **Similarweb** is because it gives us something we don’t have. With Google Analytics or PowerBI, we know what’s happening with us. It’s what’s happening with our competitors, our affiliates, our partners, that’s what we need to know. And there’s nothing like that. For MGM Resorts, if we were to lose Similarweb we would lose the ability to know what our partners, what our competitors, and what the industry was doing. And I don’t think a company can afford to do that in this day and age.

Andrew Smith  
Marketing Manager / Travel Industry Sales,  
MGM Resorts
Our comprehensive, timely, and actionable data is a significant barrier to entry

1. Data Sources
   We collect billions of signals from four categories of sources:
   - **Contributor Network**: We aggregate anonymous behavioral data from opt-in participants across devices.
   - **First Party Direct Measurement**: Millions of websites and apps share their first-party analytics with us.
   - **Public Data**: Our engine that captures and indexes public data from the open web on millions of websites and apps.
   - **Partnerships**: Our global network of partners helps us collect "digital signals" across the digital world.

2. Intelligence Engine
   Our AI engine refines raw data into a unified and comprehensive picture of the digital world.
   - **Machine Learning**
   - **Predictive Models**

3. Measure of Digital World
   We deliver actionable intelligence on a huge variety of digital behaviors:
   - **Entities**
     - Stocks
     - Companies
     - Product lines
     - Industries
     - Competitors
   - **Search & Content**
     - Keywords
     - Topics
     - On-site search
     - SERP insights
     - Landing pages
   - **Behavior**
     - Traffic
     - Traffic sources
     - Engagement
     - Conversion
   - **Advertising**
     - PPC spend
     - Text Ads & PLAs
     - Display & video ads
     - Ad networks
     - Publishers
   - **eCommerce**
     - Brands
     - Categories
     - SKUs
     - Cross-shopping
   - **Audience**
     - Demographics
     - Interests
     - Loyalty
     - TAM
   - **Leads**
     - Contacts
     - Firmographics
     - Technographics
   - **Marketing channels**
     - Search
     - Referrals
     - Direct
     - Email
     - Social
     - Display
Our proprietary data allows us to address a variety of valuable use cases across many different market segments.
We are in the early innings of a massive market opportunity

**TOP-DOWN TAM**

$67 bn
+$32 bn

$35 bn
+$28 bn

$7 bn

**Market Research** ($32B) ¹

**Sales Intelligence** ($26B) ²

**Alternative Data** ($2B) ³

**Audience Analytics** ($6B) ⁴

**SEO & PPC Software** ($1B) ⁵

$137M Q4 2021 Annualized Revenue

1. Statista Research Department, Revenue of the leading U.S. market research firms by region 2001-2020, Jan 2022
4. Reports and Data, Audience Analytics Market By Component Type, By Application Type, And By End Users, 2016-2026, February 2020.
Approximately 3,500 customers rely on us to deliver game-changing insights

<table>
<thead>
<tr>
<th>Consumer Goods</th>
<th>Retail</th>
<th>Financial Services</th>
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<tbody>
<tr>
<td>ABInBev</td>
<td>Carrefour</td>
<td>Allianz</td>
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<tr>
<td>Beam Suntory</td>
<td>Walgreens Boots Alliance</td>
<td>Scotiabank</td>
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<tr>
<td>dyson</td>
<td>Rakuten</td>
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<tr>
<td>Levi's</td>
<td>Walmart</td>
<td>Binance</td>
</tr>
<tr>
<td>Panasonic</td>
<td>adidas</td>
<td>Wells Fargo</td>
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<tr>
<td>Amway</td>
<td>zalando</td>
<td>JPMorgan</td>
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<tr>
<th>Pharma</th>
<th>Media</th>
<th>Travel</th>
</tr>
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<tbody>
<tr>
<td>gsk</td>
<td>The Economist</td>
<td>Booking.com</td>
</tr>
<tr>
<td>Roche</td>
<td>CNN</td>
<td>easyJet</td>
</tr>
<tr>
<td>SANOFI</td>
<td>WebMD</td>
<td>Virgin</td>
</tr>
<tr>
<td>MERCK</td>
<td>NBC Universal</td>
<td>TUI</td>
</tr>
<tr>
<td>Novartis</td>
<td>HEARST</td>
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<tr>
<td>Google</td>
<td>Ogilvy</td>
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<tr>
<td>Adobe</td>
<td>BBDO</td>
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<tr>
<td>Taboola</td>
<td>DHL</td>
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<td>Lenovo</td>
<td>Omnicom Mediacroup</td>
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<td>Dentsu</td>
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<thead>
<tr>
<th>Technology</th>
<th>Agencies &amp; Consulting</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>Ogilvy</td>
<td>DHL</td>
</tr>
<tr>
<td>Adobe</td>
<td>BBDO</td>
<td>Honda</td>
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<tr>
<td>Taboola</td>
<td>pwc</td>
<td>Honda</td>
</tr>
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<tr>
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<tr>
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<td></td>
</tr>
<tr>
<td></td>
<td>PwC</td>
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</tbody>
</table>
Driving strong revenue growth

Our large addressable opportunity and efficient business model have led to rapidly growing revenue quarter-over-quarter.
Strong and growing NRR

We have significantly improved our dollar-based net retention rate (NRR) over time. In our largest and most strategic customer segment, customers that generate over $100K in ARR, our ability to retain and grow our business is especially strong.

Note: We calculate our NRR as of a period end by starting with the ARR from the cohort of all customers as of 12 months prior to such period-end, or the Prior Period ARR. We then calculate the ARR from these same customers as of the current period-end, or the Current Period ARR. Current Period ARR includes any expansion and is net of contraction or attrition over the last 12 months, but excludes ARR from new customers in the current period. We then divide the Current Period ARR by the Prior Period ARR to arrive at the point-in-time NRR. We then calculate the average of the trailing four quarter point-in-time NRR to arrive at the NRR.
Accelerating customer acquisition

As we continue to strengthen our value proposition and expand our platform, we are not only rapidly scaling new customer acquisition, but also increasing average deal sizes.
Strength of our revenue base

Note: We define ARR as the annualized subscription revenue we would contractually expect to receive from customers assuming no increases or reductions in their subscriptions.
Margin and cash flow performance

<table>
<thead>
<tr>
<th></th>
<th>FY’19</th>
<th>FY’20</th>
<th>FY’21</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Gross Margin</strong></td>
<td>71%</td>
<td>77%</td>
<td>78%</td>
</tr>
<tr>
<td>(Margin %, USD mil.)</td>
<td>$50.1</td>
<td>$72.1</td>
<td>$106.7</td>
</tr>
<tr>
<td><strong>Operating Loss</strong></td>
<td>($14.1)</td>
<td>($14.9)</td>
<td>($51.7)</td>
</tr>
<tr>
<td>(Margin %, USD mil.)</td>
<td>(20%)</td>
<td>(16%)</td>
<td>(38%)</td>
</tr>
<tr>
<td><strong>Free Cash Flow</strong></td>
<td>($11.5)</td>
<td>($4.9)</td>
<td>($30.4)</td>
</tr>
<tr>
<td>(Margin %, USD mil.)</td>
<td>(16%)</td>
<td>(5%)</td>
<td>(22%)</td>
</tr>
</tbody>
</table>

*Non-GAAP*

In accordance with SEC regulations, you can find the definitions of these non-GAAP measures, as well as reconciliations to the most directly comparable GAAP measures in this presentation and in our earnings press release and supplemental financials, which can be found on our investor relations website at ir.similarweb.com.
A solid growth strategy

We see a rapidly expanding market ahead with immense potential and multiple entry points to further expand our business opportunity.
Led by a focused and experienced team

Or Offer
Co-Founder & Chief Executive Officer

Benjamin Seror
Co-Founder & Chief Product Officer

Jason Schwartz
Chief Financial Officer

Lior Degani
Chief Operation Officer

Maoz Lakovski
Chief Business Officer

Kevin Spurway
Chief Marketing Officer

Sigal Gill More
Chief People Officer

Carrie Lazorchak
Chief Revenue Officer

Ron Asher
Chief Technology Officer

Uri Perelman
Chief M&A and Corporate Development Officer
We are just getting started

Leading platform addressing mission-critical use cases

Strong and accelerating growth

Attractive sales efficiency and CAC payback metrics

Innovative technology based on durable barriers to entry

Early innings of a massive TAM opportunity

Founder-led leadership team and exceptional culture
## Appendix – GAAP to non-GAAP reconciliation (USD thousands)

### Reconciliation of non-GAAP gross profit

<table>
<thead>
<tr>
<th></th>
<th>FY'19</th>
<th>FY'20</th>
<th>FY'21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross profit</td>
<td>50,078</td>
<td>72,069</td>
<td>105,916</td>
</tr>
<tr>
<td>Share-based compensation expense</td>
<td>(38)</td>
<td>(40)</td>
<td>(211)</td>
</tr>
<tr>
<td>Amortization of intangible assets related to business combinations</td>
<td>0</td>
<td>0</td>
<td>(608)</td>
</tr>
<tr>
<td>Non-GAAP gross profit</td>
<td>50,116</td>
<td>72,109</td>
<td>106,735</td>
</tr>
<tr>
<td>Non-GAAP gross margin</td>
<td>71%</td>
<td>77%</td>
<td>78%</td>
</tr>
</tbody>
</table>

### Reconciliation of non-GAAP operating loss

<table>
<thead>
<tr>
<th></th>
<th>FY'19</th>
<th>FY'20</th>
<th>FY'21</th>
<th>Q4'20</th>
<th>Q4'21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating loss</td>
<td>(16,112)</td>
<td>(19,674)</td>
<td>(66,107)</td>
<td>21,013</td>
<td>29,460</td>
</tr>
<tr>
<td>Share-based compensation expense</td>
<td>(2,004)</td>
<td>(4,800)</td>
<td>(11,171)</td>
<td>(15)</td>
<td>(90)</td>
</tr>
<tr>
<td>Non-recurring fees related to initial public offering</td>
<td>0</td>
<td>0</td>
<td>(1,214)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Retention payments related to business combinations</td>
<td>0</td>
<td>0</td>
<td>(1,103)</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Amortization of intangible assets related to business combinations</td>
<td>0</td>
<td>0</td>
<td>(608)</td>
<td>0</td>
<td>(608)</td>
</tr>
<tr>
<td>Non-recurring expenses related to termination of lease and other agreements</td>
<td>0</td>
<td>0</td>
<td>(315)</td>
<td>0</td>
<td>(315)</td>
</tr>
<tr>
<td>Non-GAAP operating loss</td>
<td>(14,108)</td>
<td>(14,874)</td>
<td>(51,696)</td>
<td>21,028</td>
<td>30,158</td>
</tr>
<tr>
<td>Non-GAAP operating margin</td>
<td>-20%</td>
<td>-16%</td>
<td>-38%</td>
<td>79%</td>
<td>75%</td>
</tr>
</tbody>
</table>

### Reconciliation of free cash flow

<table>
<thead>
<tr>
<th></th>
<th>FY'19</th>
<th>FY'20</th>
<th>FY'21</th>
<th>Q4'20</th>
<th>Q4'21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net cash (used in) provided by operating activities</td>
<td>(9,692)</td>
<td>(3,760)</td>
<td>(27,625)</td>
<td>(844)</td>
<td>(10,369)</td>
</tr>
<tr>
<td>Capital expenditures</td>
<td>(285)</td>
<td>(748)</td>
<td>(2,311)</td>
<td>(320)</td>
<td>(896)</td>
</tr>
<tr>
<td>Capitalized internal-use software costs</td>
<td>(1,522)</td>
<td>(387)</td>
<td>(502)</td>
<td>(218)</td>
<td>(274)</td>
</tr>
<tr>
<td>Free cash flow</td>
<td>(11,499)</td>
<td>(4,895)</td>
<td>(30,438)</td>
<td>(1,382)</td>
<td>(11,539)</td>
</tr>
</tbody>
</table>
THANK YOU.