

INVESTOR PRESENTATION
Q3 2026

NOTES REGARDING THIS PRESENTATION

This presentation contains "forward-looking statements" within the meaning of Section 27A of the Securities Act of 1933, as amended, or the Securities Act, and Section 21E of the Securities Exchange Act of 1934, as amended. Forward-looking statements include statements relating to the expected performance of our business, future financial results, strategy, long-term growth and overall future prospects, our customers' continued investment in digital transformation and reliance on digital intelligence and the size and our ability to capitalize on our market opportunity, and statements relating to our guidance for 2026. 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 number of known and unknown risks, uncertainties, other factors and assumptions that are beyond our control. Such risks and uncertainties include, without limitation, risks and uncertainties associated with: (i) our expectations regarding our revenue, expenses and other operating results; (ii) our ability to acquire new customers and successfully retain existing customers; (iii) our ability to increase usage of our solutions and upsell and cross-sell additional solutions; (iv) our ability to achieve or sustain profitability; (v) anticipated trends, growth rates, rising interest rates, rising global inflation and current macroeconomic conditions, and challenges in our business and in the markets in which we operate, and the impact of Israel's war with Hamas and other terrorist organizations, and the expansion of direct hostilities and the ongoing conflict with Iran and its proxies in the Middle East (including those in Lebanon and Yemen), on geopolitical and macroeconomic conditions or on our company and business; (vi) future investments in our business, our anticipated capital expenditures and our estimates regarding our capital requirements; (vii) the costs and success of our sales and marketing efforts and our ability to promote our brand; (viii) our reliance on key personnel and our ability to identify, recruit and retain skilled personnel; (ix) our ability to effectively manage our growth, including continued international expansion; (x) our reliance on certain third party platforms and sources for the collection of data necessary for our solutions; (xi) our ability to protect our intellectual property rights and any costs associated therewith; (xii) our ability to identify and complete acquisitions that complement and expand our reach and platform; (xiii) our ability to comply or remain in compliance with laws and regulations that currently apply or become applicable to our business, including in Israel, the United States, the European Union, the United Kingdom and other jurisdictions where we elect to do business; (xiv) our ability to compete effectively with existing competitors and new market entrants; (xv) the growth rates of the markets in which we compete; and (xvi) the evolving role of artificial intelligence and its impact on Internet search engines and related products and services could result in reduced demand 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 Form 20-F filed with the Securities and Exchange Commission on March 2, 2026, 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 presentation 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. Free cash flow represents net cash provided by (used in) operating activities less capital expenditures and capitalized internal-use software costs. Normalized free cash flow represents free cash flow adjusted for exceptional payments outside of the ordinary course of business. Non-GAAP operating income (loss), non-GAAP gross profit, non-GAAP gross margin, non-GAAP operating margin, non-GAAP research and development expenses, non-GAAP sales and marketing expenses and non-GAAP general and administrative expenses represents the comparable GAAP financial figure, less share-based compensation, adjustments and payments related to business combinations, amortization of intangible assets and certain other non-recurring items, as applicable and indicated in the above tables.

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 does not constitute an offer or an agreement, or a solicitation of an offer or an agreement, to enter into any transaction.

Title and full exclusive ownership rights in the information and intellectual property included or referenced herein (including the Similarweb name, logo and other marks) remain solely with Similarweb (except for third party trademarks and logos, which remain the property of their respective owners). The appearance of any third-party names or logos in these materials does not constitute their endorsement of our products or services. All rights not expressly granted herein are reserved.

This presentation is a high-level summary of our Q3 2026 financial results. For more information please refer to our press release dated November 17, 2026 and filings with the SEC.

Similarweb by the numbers

Q3 2026

$83.0M
Revenue

16%
Revenue growth YoY

$10.1M
Non-Gaap Operating profit (12.2% margin)

114%
Net retention rate ("NRR")[2] for $100K+ ARR customers (dollar-based)

EFFICIENT & PREDICTABLE BUSINESS MODEL

$334M
RPO with 69% expected to be recognized over the next 12 months

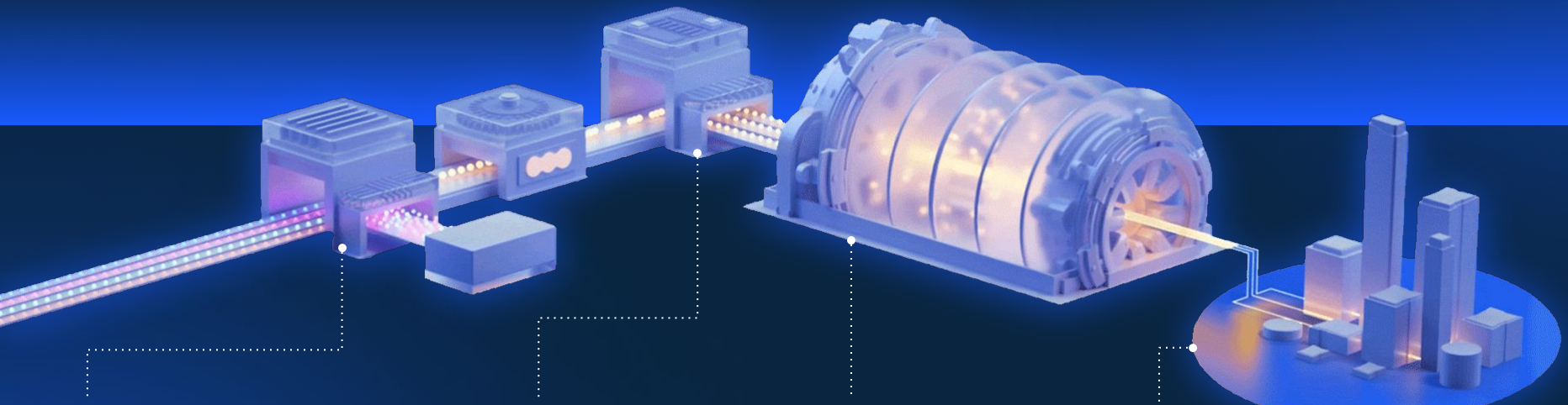
81%
Gross margin[1]

66%
of ARR from multi-year subscriptions

70%
of total ARR from $100K+ ARR customers

Notes:1. 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.2: 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.

Our proprietary Digital Data provides a comprehensive view of the digital world



1. COLLECTION

- First Party Direct Measurement
- Contributor Network
- Public Data
- Partnerships

2. SYNTHESIS

- Cleaning
- Matching
- Synthesizing
- Processing
- Blending

3. MODELING

Machine Learning Calibration

Predictive Models

4. DATA SET - SIMILARWEB DIGITAL DATA

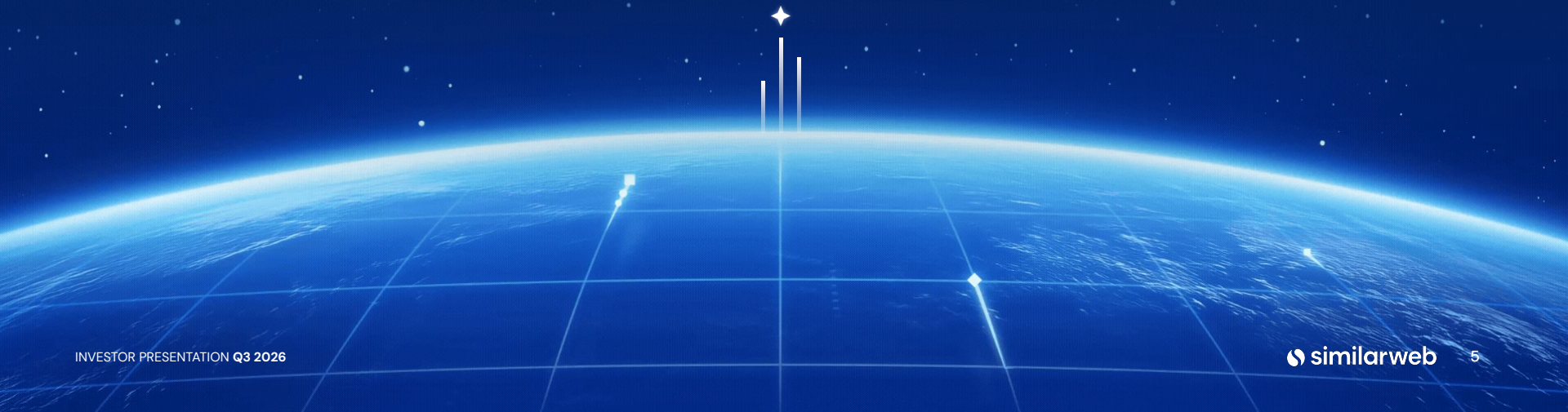
100M+ Websites

4M+ Apps

235M+ E-commerce product SKUs

OUR MISSION

To create the **most comprehensive, actionable, and trusted digital data**, so every business can win their market.



Similarweb's data provides a comprehensive view of the digital world



100M+
Websites



4M+
Apps



235M+
Product SKUs

210
Categories

10B
Content Pages

250M
Display Ads

5B
Search Terms

---

10 Years
Historical data

3,000
Stock Signals

190
Countries

30M
Companies

The Similarweb Digital Data Universe

WEB DATA 100M+ websites	Traffic & Engagement	Keywords & SEO	Gen AI Visibility	Industry Research	Digital Ad Spend, Search, Display, Social and LLM
APP DATA 4M+ Apps	Usage, Session & Retention	Store Data, Keywords (ASO) Review, Rating	Audience Insights	Technographics (SDK)	Download & Revenues
COMPANY DATA 30M+ Companies	Firmographics	Technographics	Digital Entities	Company structure, mapping & Tagging	Public Stocks Signals
RETAIL DATA 235M+ Product SKUs	Brand Performance	Product Sales Tracking	On-Site Search & Keywords	Cross-Retail Analytics	Consumer Behavior
CUSTOM REPORTING	Brand Health	Market Share Analysis	Category Insights	Industry Dashboards	Custom Data Feeds

10 Years
Historical data

190
Countries

210
Categories

Similarweb, your way.

We deliver our Digital Data in three distinct and impactful ways





Software Platform

Empowers teams and leaders to act with clarity, driving better strategic and operational decisions

Strategy, Marketing, and Sales teams



Data-as-a-Service

Seamlessly integrates into Enterprise workflows and processes, enabling data powered decisions at scale

Data Science and Analytics teams



Integrations

Amplifies the value of customers' offerings, by embedding our data into their products and services

Product teams

Similarweb offerings help businesses win their market online

B2C

Web Intelligence
(GEO, SEO & Ads add-on)

App Intelligence

Retail Intelligence

B2B

Sales Intelligence

INVESTORS

Stock Intelligence

Data-as-a-Service

Advisory & Custom Data Services

AI-Solutions (AI Studio, AI Agents, MCP)

Business leaders access **Similarweb Digital Data** through our SaaS and DaaS solutions to make mission-critical business decisions

Similarweb Solution	Similarweb Web Intelligence	Similarweb App Intelligence	Similarweb Retail Intelligence	Similarweb Sales Intelligence	Similarweb Stock Intelligence
Use Cases	**Grow web market share** • Benchmarking • Market & Company Research • Ad Intelligence • Audience Analysis • Consumer Journey Tracking • SEO Software	**Grow in the app economy** • Competitive Analysis • Market Research • App Store Research • SDK Analysis	**Grow eCommerce sales** • Consumer insights & demand • Shopper search trends • Shopper Behavior • Digital Shelf	**Grow sales pipeline & win rates** • Lead Generation • Sales Engagement • Lead Enrichment • Fraud Detection	**Grow investment ROI & drive alpha** • Digital Alternative Data Set • Digital Stock Signals • Insights • Pre-earnings Estimation Reports
Players	similarweb SEMRUSH comscore ahrefs	similarweb SensorTower apptopia	similarweb Flywheel Stackline PACVUE NIQ	similarweb zoominfo BuiltWith	similarweb yipitDATA Quandl Second Measure
	Learn more →	Learn more →	Learn more →	Learn more →	Learn more →

Deliver AI-First Intelligence Across the Ecosystem

1

Power LLMs and AI Agents

Data to train LLM



Data to build agents



2

Build AI Solutions

GenAI Intelligence



Similarweb AI Agents
From insights to instant impact



3

Expand Distribution at Scale

Agent & LLM Partnerships



MCP Integrations



Thousands of leading companies rely on us to deliver game-changing insights today

CONSUMER GOODS

Panasonic
COTY SINCE 1904
Samsonite
BACARDÍ
Electrolux
GAP

RETAIL

Walmart
adidas
Rakuten
Carrefour
MATTRESS FIRM
zalando

FINANCIAL SERVICES

andreessen horowitz
Scotiabank
RBC

PHARMA

Bristol Myers Squibb™
Roche
MERCK
NOVARTIS

MEDIA

CNN
Disney
Penguin Random House
The Economist

TRAVEL

TUI
QANTAS
BRITISH AIRWAYS
Virgin

TECHNOLOGY

Google
Adobe
intel
criteo

AGENCIES & CONSULTING

Ogilvy
OMG Omnicom MediaGroup
MINDSHARE
pwc
dentsu

OTHER

YAMAHA
Pizza Hut
reckitt
HONDA
Ford

Similarweb recognized as a Leader in G2's Fall 2026 Report

90 badges across the board

LEADER IN 8 KEY CATEGORIES



- AEO
- AI Search Visibility Optimization
- Competitive Intelligence
- Content Analytics
- SEO Tools
- Digital Advertising Intelligence
- Market Intelligence
- Paid Search Intelligence

ACROSS ALL BUSINESS SIZES







WORLDWIDE



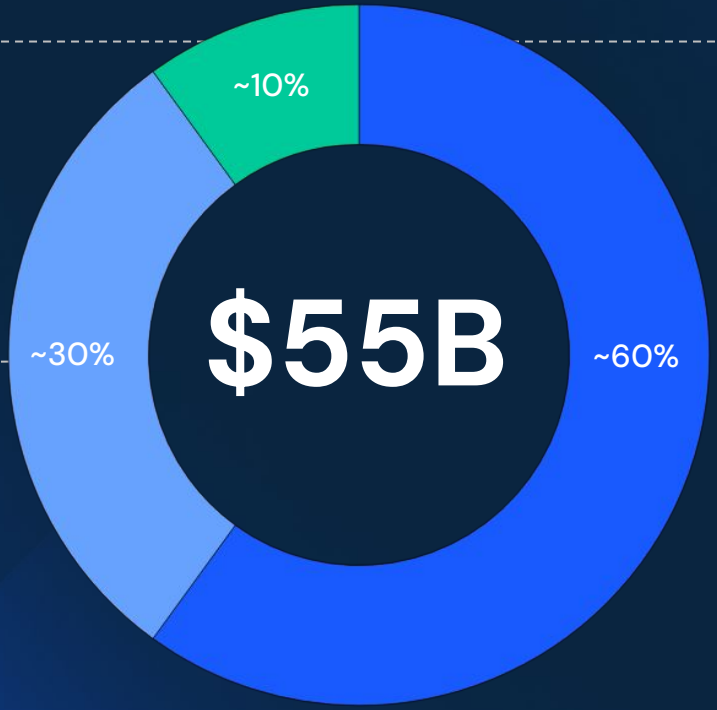
Our Addressable Market

INVESTORS

Want to invest in B2C or B2B companies (private or public) that play in the digital world

B2B

Want to sell (software or services or media) to the digital B2C companies



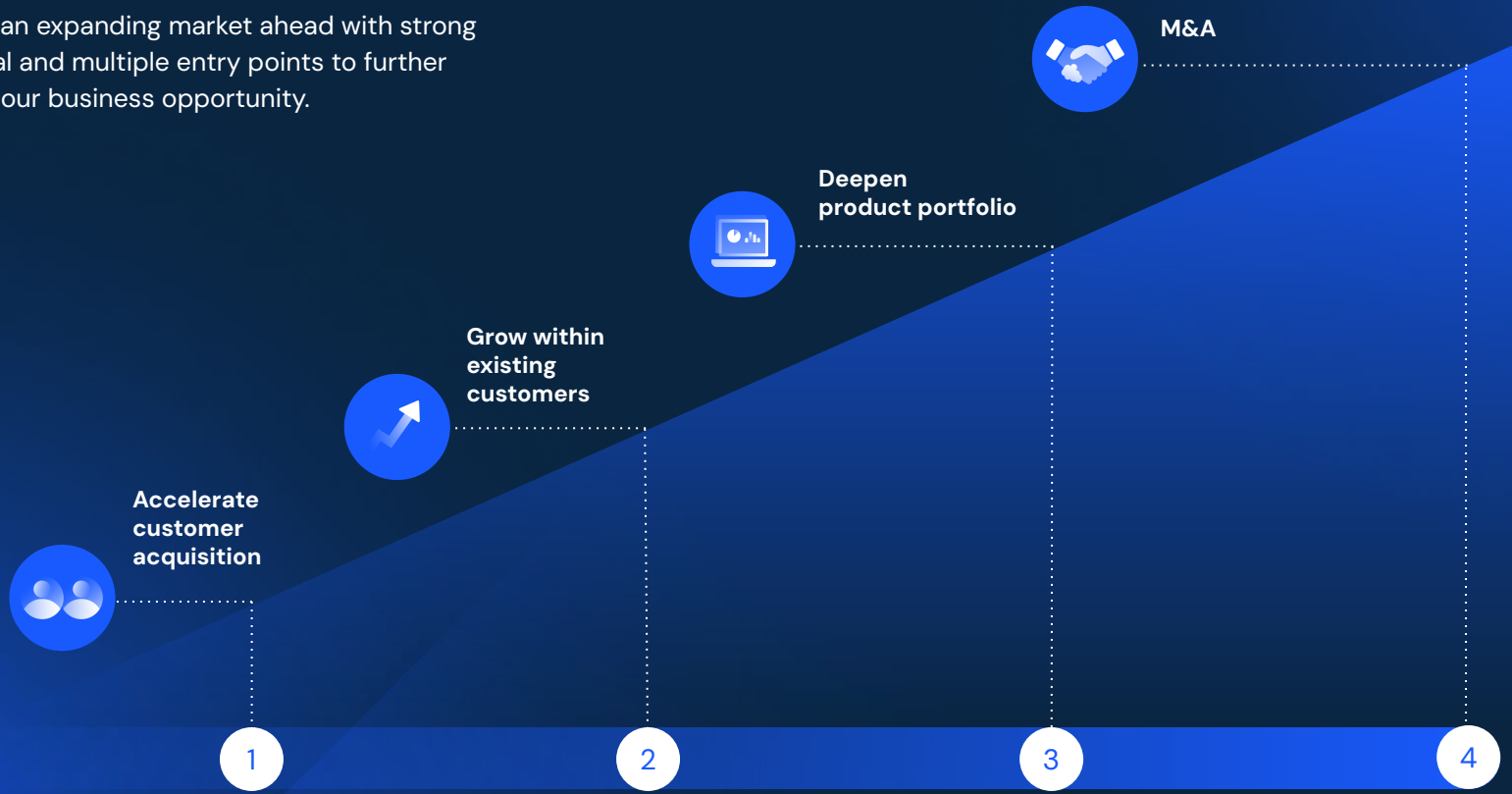
B2C

Want to capture an audience across all digital channels and monetize it

Note: See Appendix for detailed addressable market calculation

Our Growth Pillars

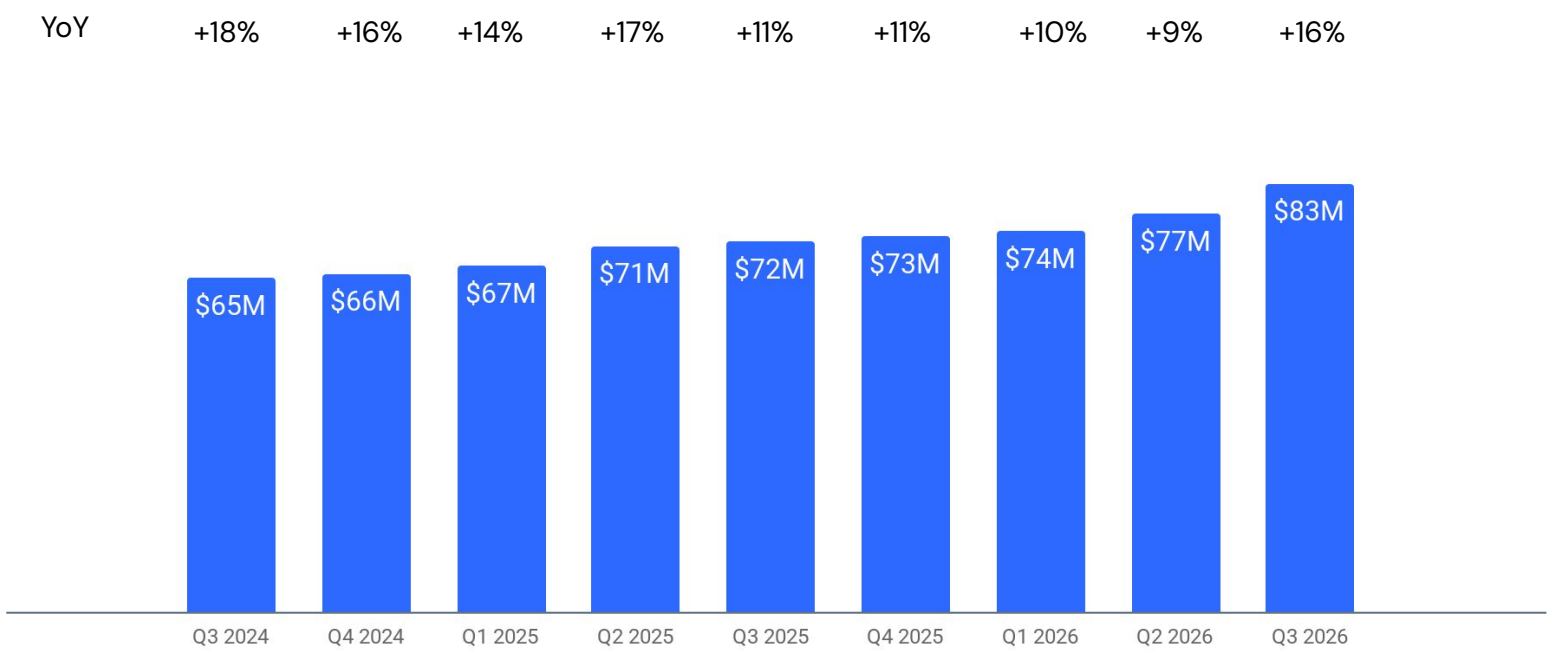
We see an expanding market ahead with strong potential and multiple entry points to further expand our business opportunity.



Financial Overview

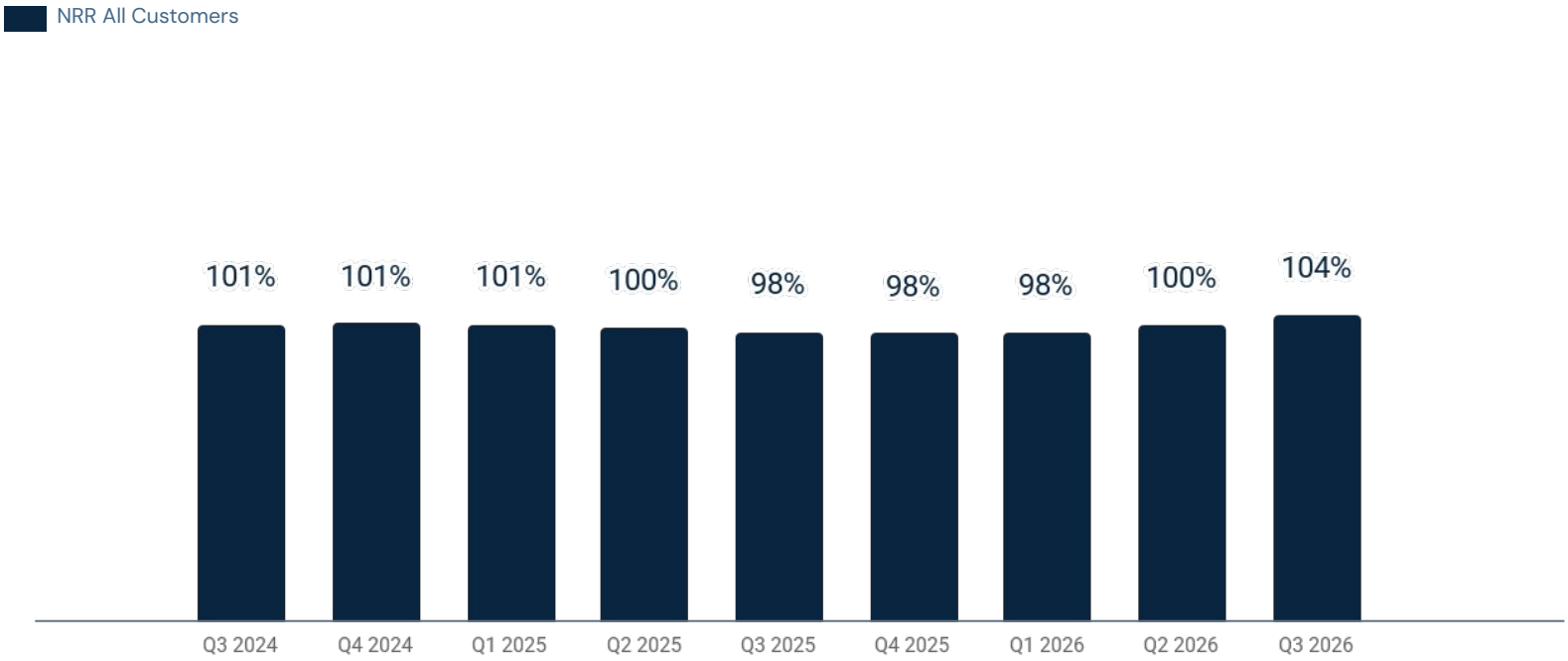
Consistent revenue growth

Our large addressable opportunity and efficient business model have led to growing revenue sequentially and year-over-year.



NRR inflecting positively

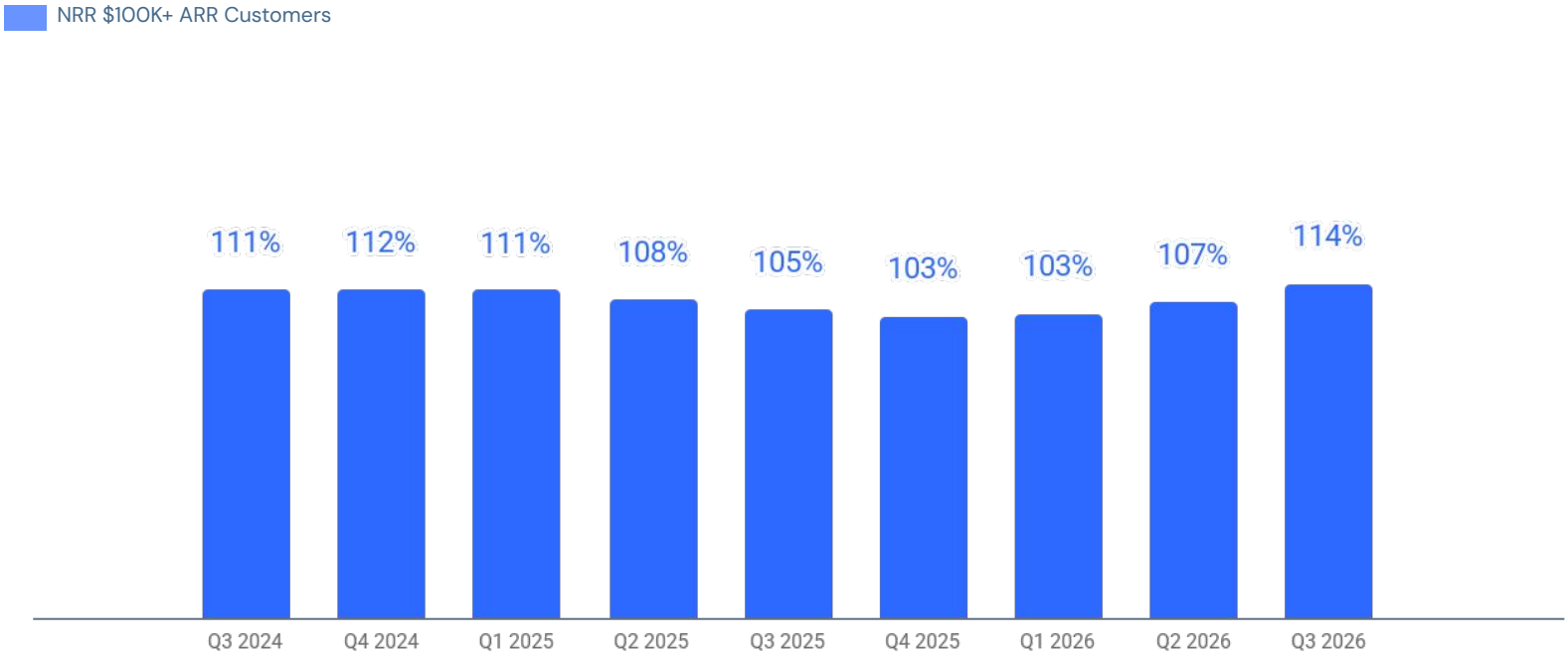
Our dollar-based net retention rate (NRR) historically reflects increased usage and the purchase of more than one solution by customers.



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.

NRR inflecting positively

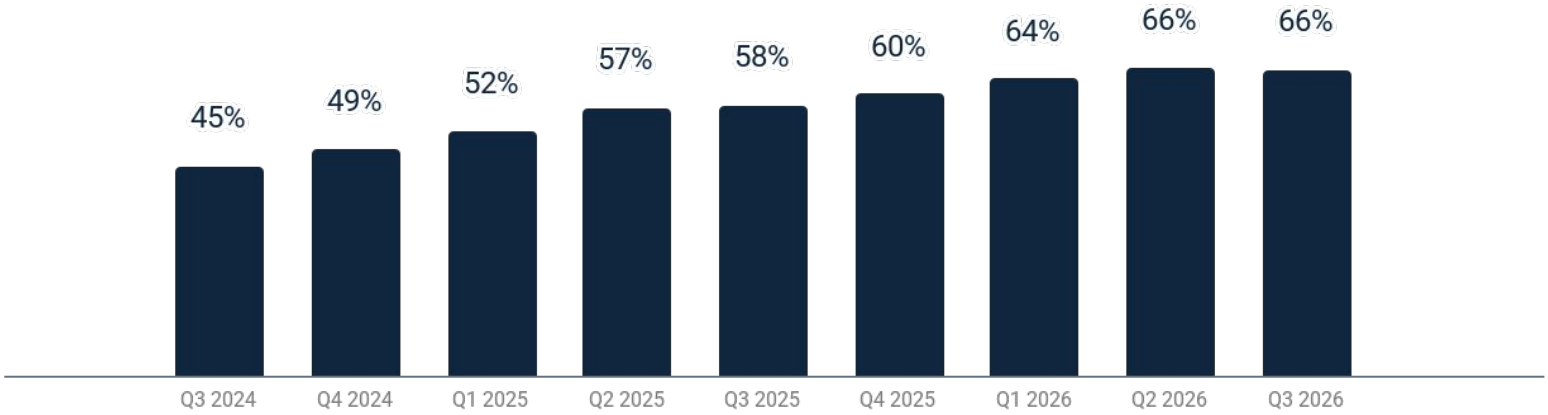
In our largest and most strategic customer segment, customers that generate over $100K in ARR, our ability to retain and grow our business consistently exceeds our NRR for all customers.



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.

Multi-year commitments as a percent of ARR

The increase in multi-year commitments as a percentage of ARR provides an encouraging indication of the importance of our data to the decision processes of our customers

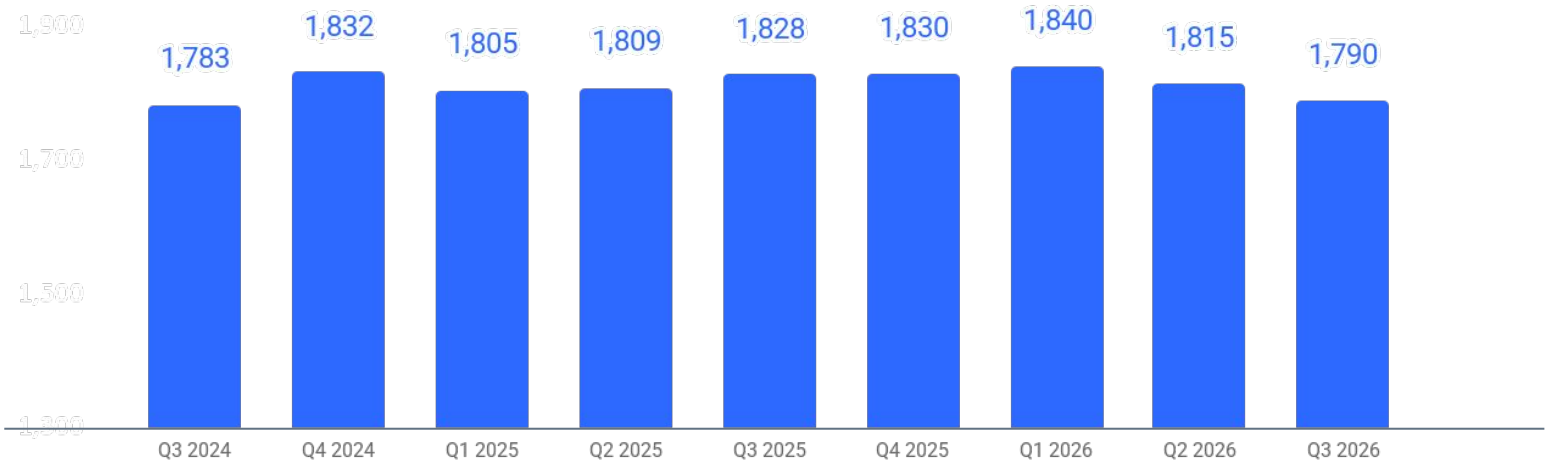


Note: We define ARR as the annualized subscription revenue we would contractually expect to receive from customers assuming no increases or reductions in their subscriptions
*Including recent acquisitions.

ARR Customers

$25k and above

Customers with ARR above $25k account for ~90% of ARR

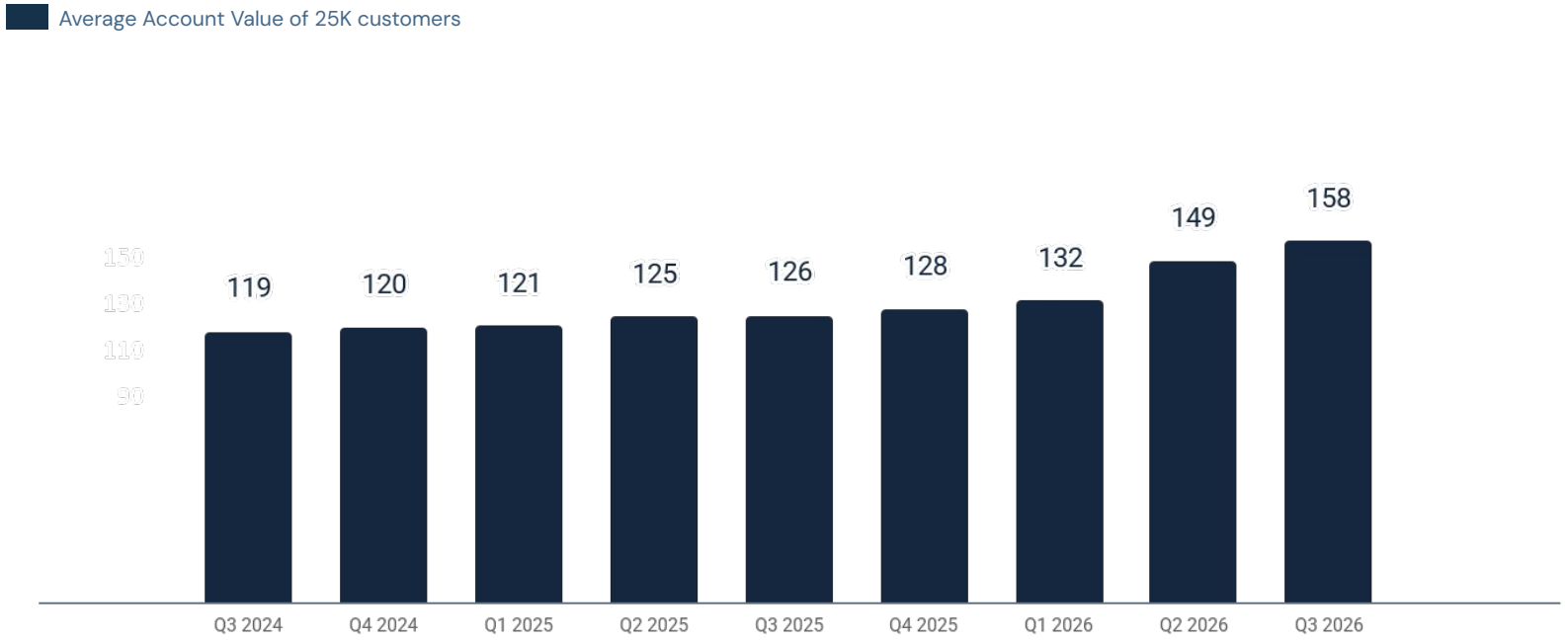


Note: We define ARR as the annualized subscription revenue we would contractually expect to receive from customers assuming no increases or reductions in their subscriptions
*Including recent acquisitions.

similarweb

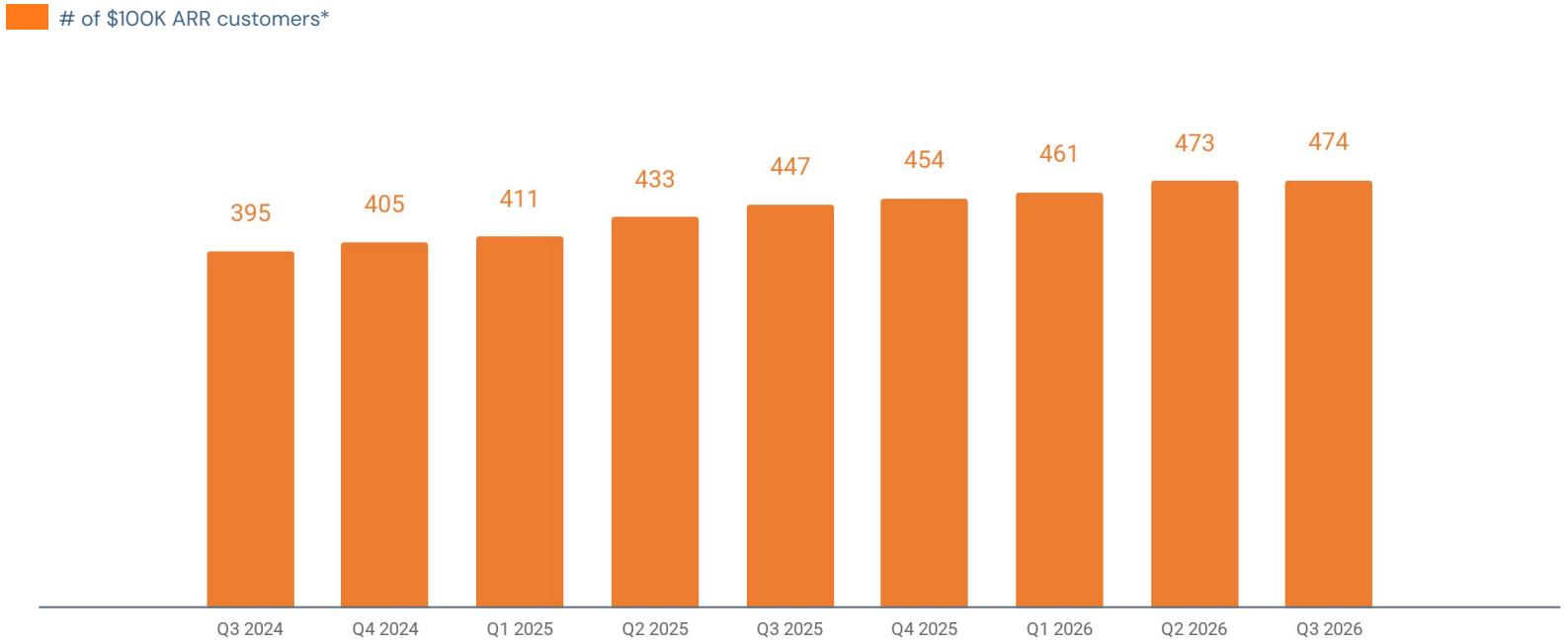
Average Account Value

$25K ARR customers



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
*Including recent acquisitions.

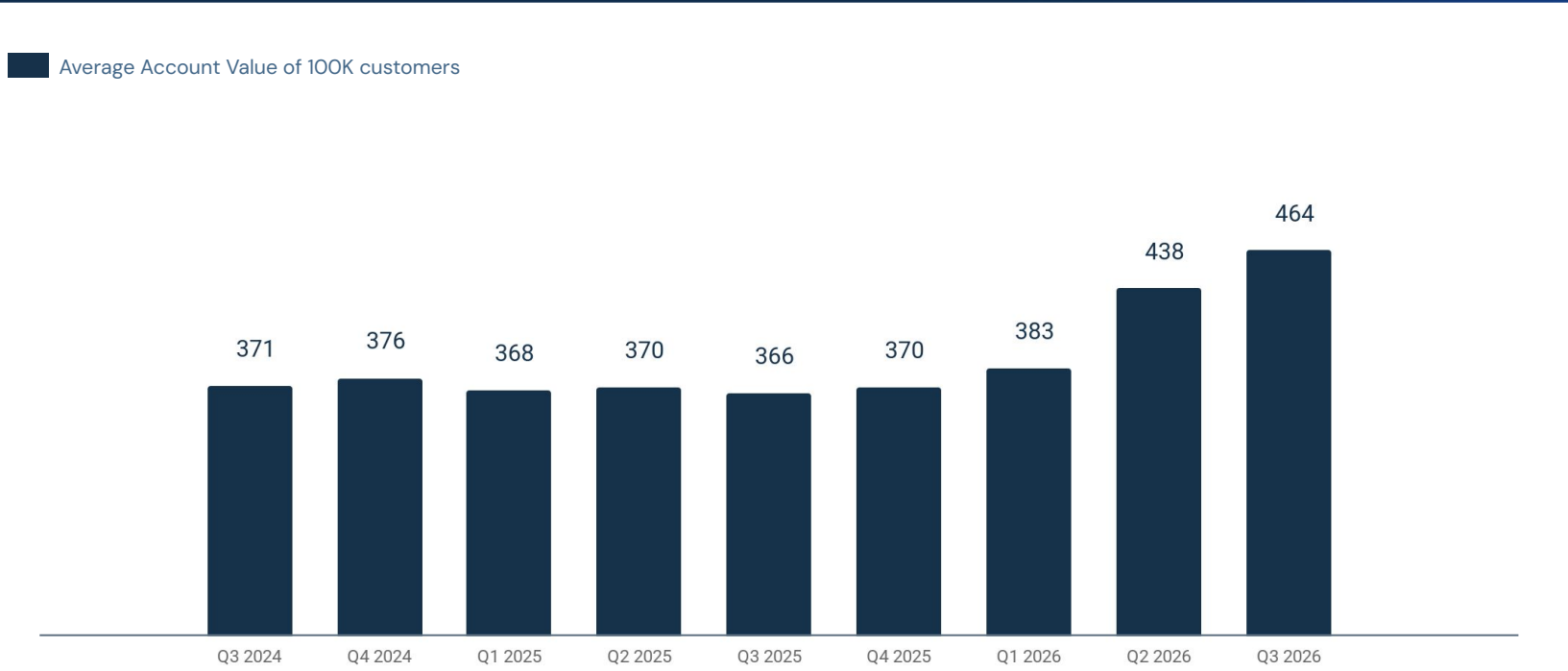
Sustained growth and expansion of our $100k ARR customer base



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
*Including recent acquisitions.

Average Account Value

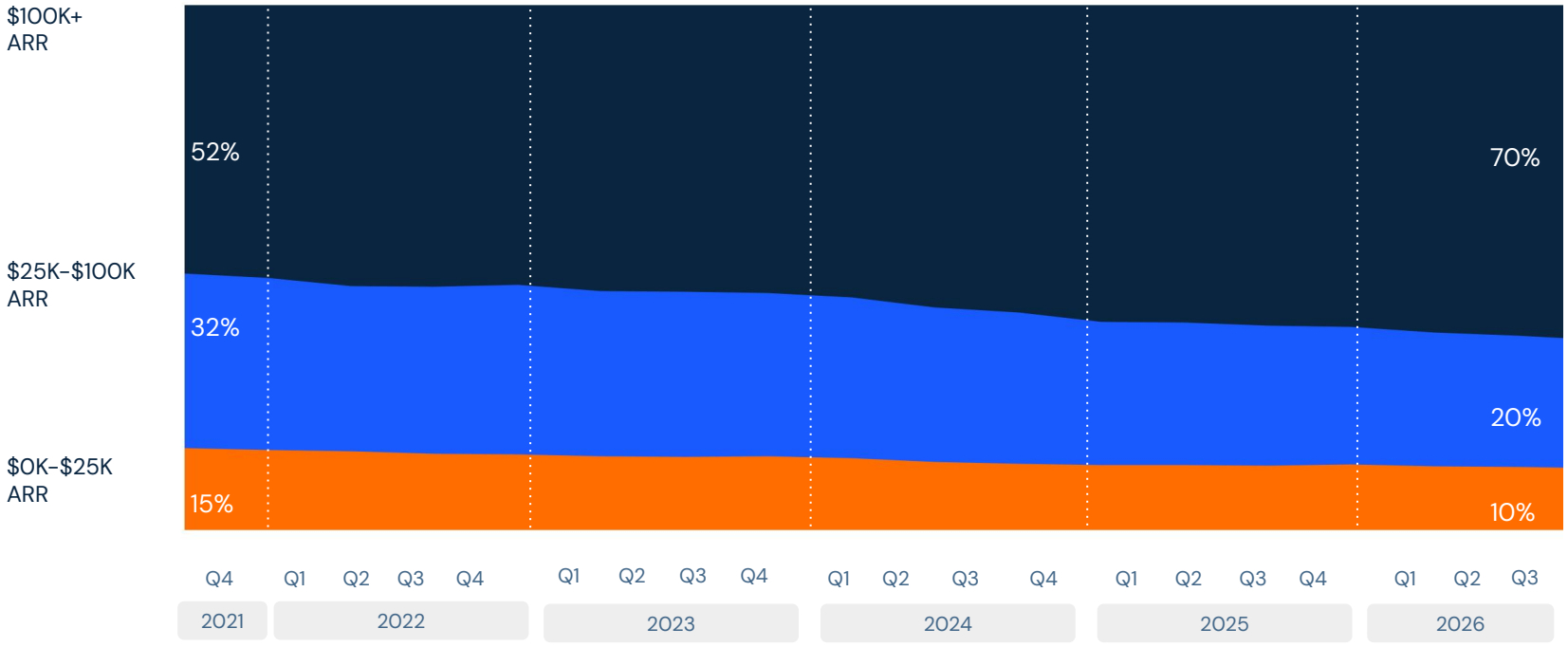
$100K ARR customers



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
*Including recent acquisitions.

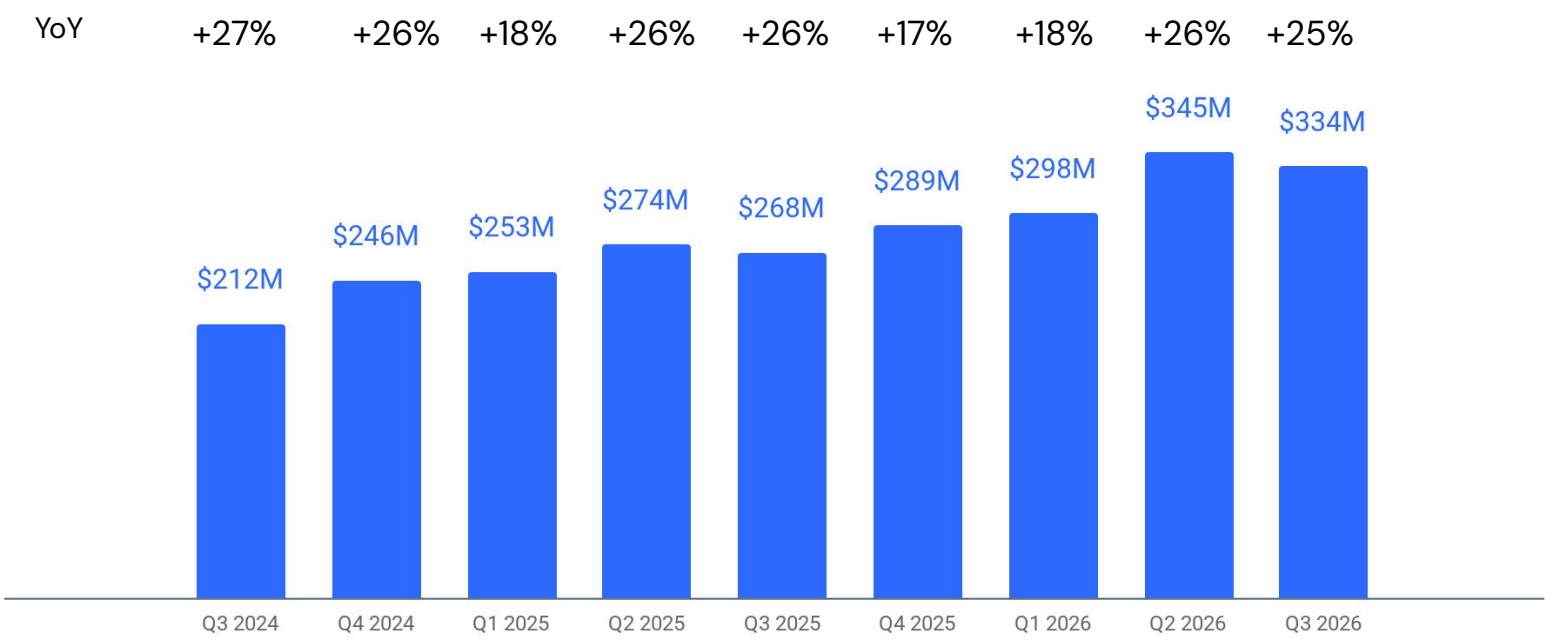
Evolution of our revenue base over time

Customers with ARR above $25k account for ~90% of ARR

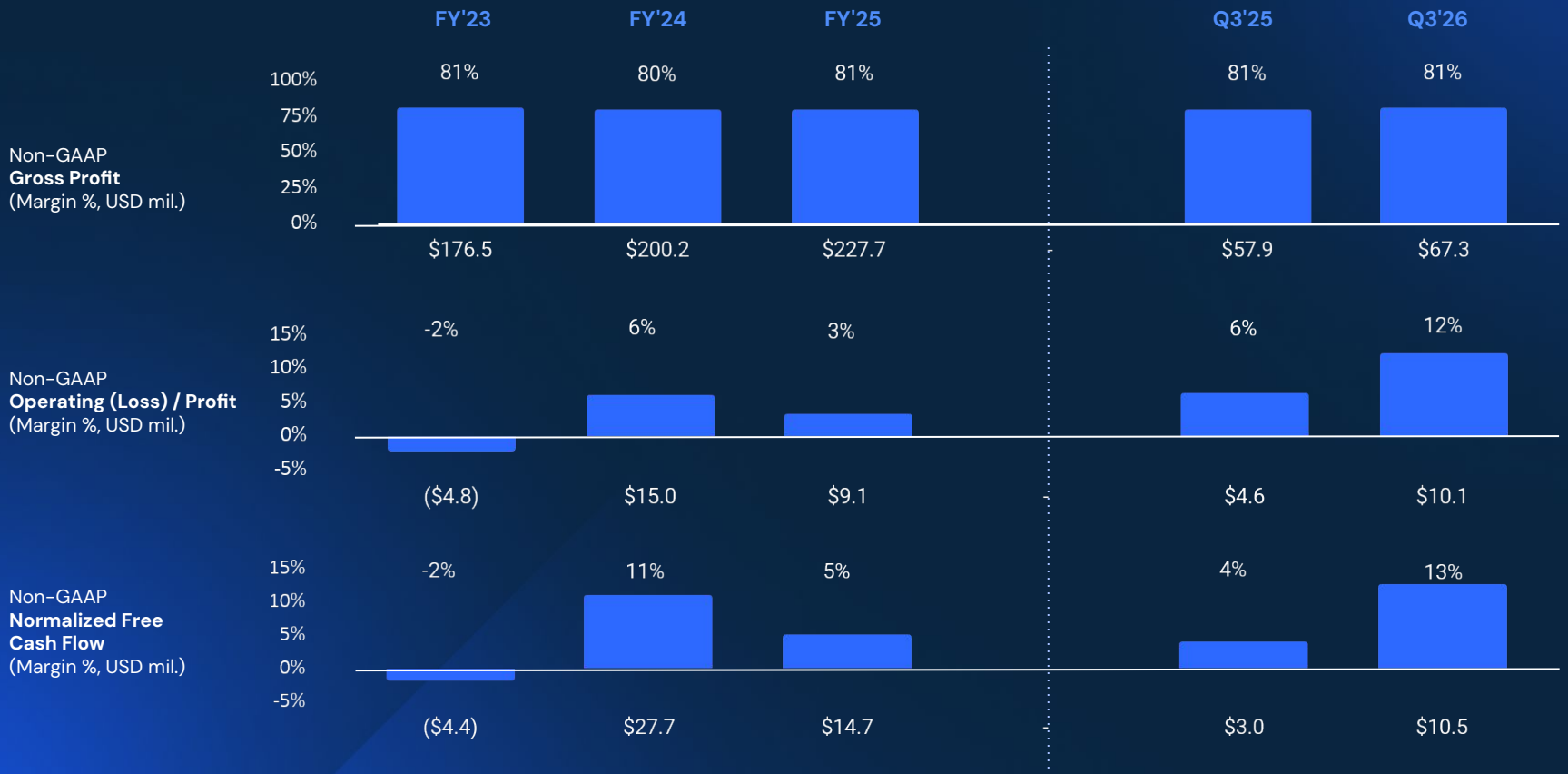


Note: We define ARR as the annualized subscription revenue we would contractually expect to receive from customers assuming no increases or reductions in their subscriptions.

Remaining Performance Obligation
(RPO)

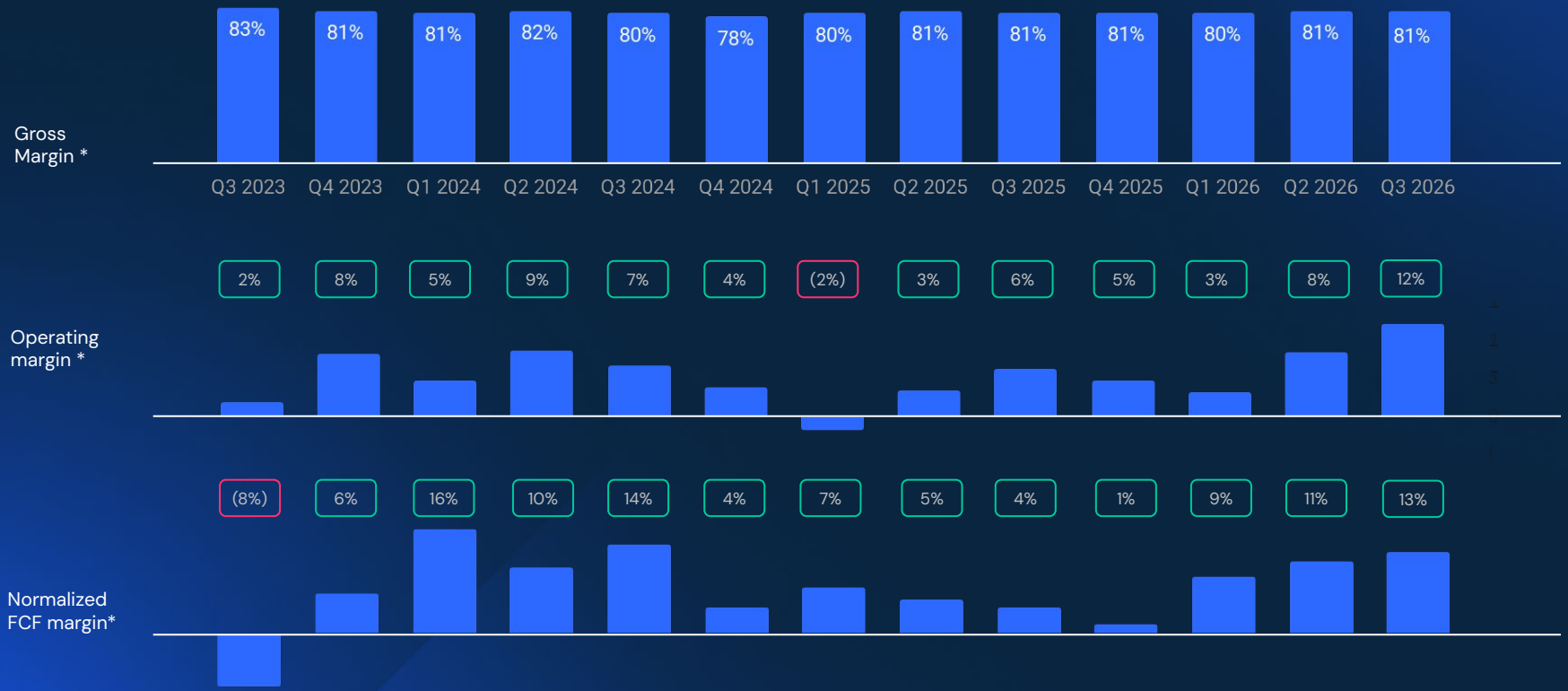


Margin and cash flow performance – focused on **profitable growth**



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 nd on our investor relations website at ir.similarweb.com.

Disciplined execution driving improved profitability



* Non-GAAP financial measures, see Appendix

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.

Historic Financials and FY'26 Guidance

	FY'22 Actual	FY'23 Actual	FY'24 Actual	FY'25 Actual	FY'26 Guidance
Revenues	$193.2M (+ 40% YoY)	$218.0M (+ 13% YoY)	$249.9M (+ 15% YoY)	$282.6M (+ 13% YoY)	$318M-$320M (+13% YoY)
Non GAAP Operating Profit	($63.8M) -33% Margin	($4.8M) -2% Margin	$15.0M 6% Margin	$9.1M 3% Margin	$29M-$31M 9% Margin
Normalized FCF	($61.7M) -32% FCF Margin	($4.4M) -2% FCF Margin	$27.7M 11% FCF Margin	$14.7M 5% FCF Margin	
Rule of	**8%**	**11%**	**26%**	**18%**	

* Non-GAAP financial measures, see Appendix

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.

Experienced team from across the technology ecosystem



Michael Akkerman
Chief Executive Officer

DT data.ai cardlytics



Benjamin Seror
Co-Founder &
Chief Product Officer

similarweb



Ran Vered
Chief Finance Officer

Lusha CERAGON RADCOM



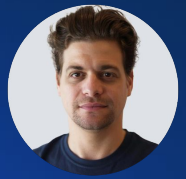
Susan Dunn
Chief Revenue Officer

NielsenIQ



Maoz Lakovski
Chief Business Officer

similarweb



Lior Degani
GM EMEA & Revenue Operations

similarweb



Eran Lefler
Chief Operating Officer

AppsFlyer



Naama Kushnir
Chief People Officer

888 HOLDINGS



Ron Asher
Chief Technology Officer

bond IBM



Guy Gomberg
Chief Marketing Officer

similarweb

Why own SMWB



A leading data platform addressing mission-critical use cases



Sustainable non-GAAP operating profit and positive free cash flow



Attractive sales efficiency and CAC payback metrics



Innovative technology based on durable barriers to entry



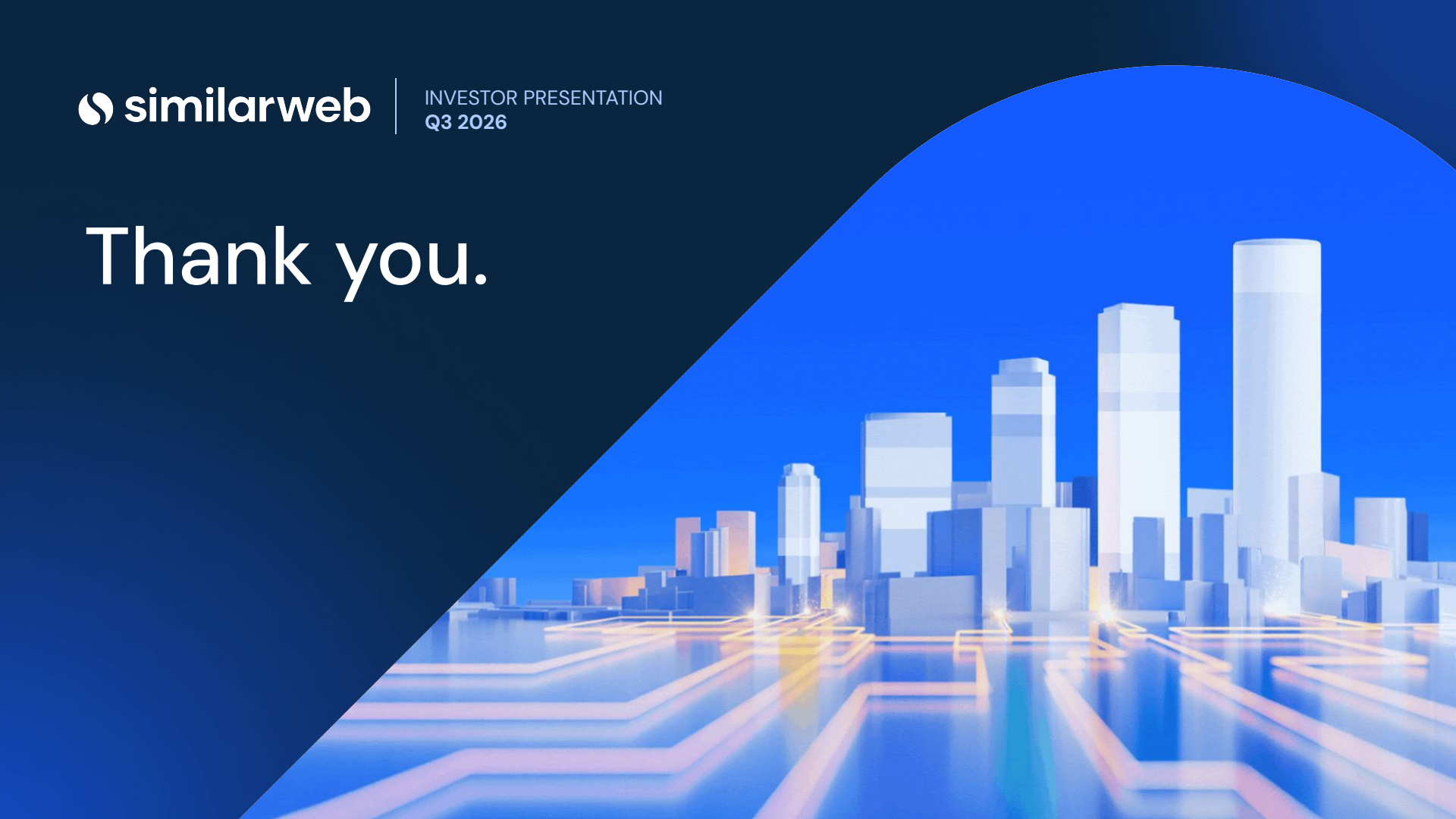
Steady growth in early innings of a multi-billion $ TAM opportunity



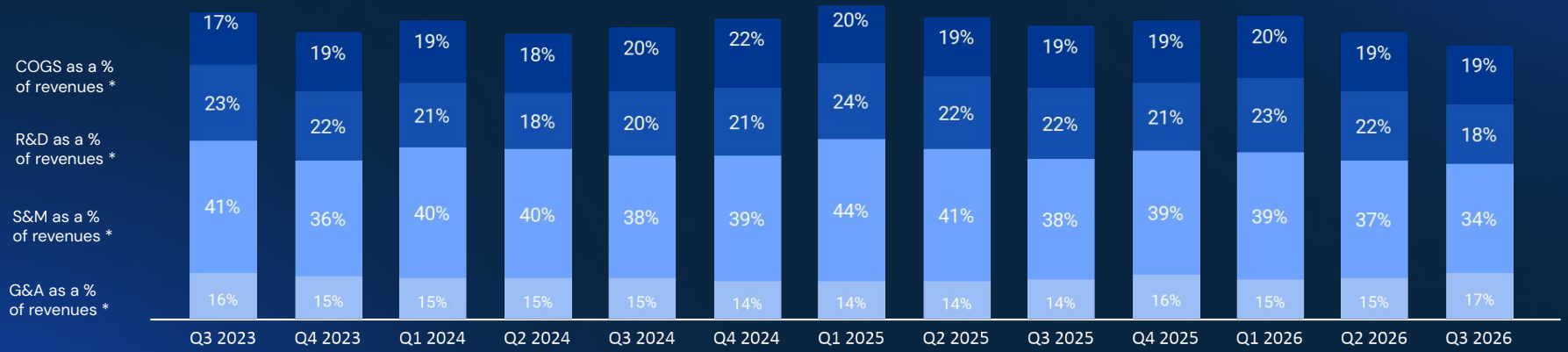
Experienced team from across the technology ecosystem

similarweb | INVESTOR PRESENTATION
Q3 2026

Thank you.



Appendix – Operational expenses as a percentage of revenue*



* Non-GAAP financial measures, see Appendix

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.

Appendix - GAAP to non-GAAP reconciliation (USD thousands)

	FY'21	FY'22	FY'23	FY'24	FY'25		Q3'25	Q3'26
Reconciliation of non-GAAP gross profit								
Gross profit	105,916	139,960	170,929	195,099	224,798		57,192	66,862
Stock-based compensation expense	211	599	635	812	1,024		252	208
Retention payments related to business combinations	0	1,785	306	65	72		19	0
Amortization of intangible assets related to business combinations	608	4,487	4,641	4,191	1,770		405	211
Non-recurring expenses related to termination of lease agreement and others	0	35	0	0	0		0	0
Non-GAAP gross profit	106,735	146,866	176,511	200,167	227,664		57,868	67,281
Non-GAAP gross margin	78%	76%	81%	80%	81%		81%	81%
Reconciliation of non-GAAP operating (loss) profit								
(Loss) profit from operations	(66,107)	(87,856)	(28,807)	(9,664)	(23,564)		(2,692)	3,089
Share-based compensation expense	11,171	16,987	18,127	17,615	21,242		4,256	5,262
Non-recurring fees related to initial public offering	1,214	0	0	0	0		0	0
Retention payments related to business combinations	1,103	2,342	1,072	1,886	7,943		2,094	1,088
Amortization of intangible assets related to business combinations	608	4,573	4,776	4,862	3,497		895	694
Non-recurring expenses related to termination of lease and other agreements	315	1,174	17	0	0		0	0
Adjustment of fair value of contingent consideration related to business combinations	0	(884)	0	0	0		0	0
Capital gain related to sale of operating equipment	0	(127)	0	0	0		0	0
Secondary offering costs	0	0	0	350	0		0	0
Non-GAAP operating (loss) profit	(51,696)	(63,791)	(4,815)	15,049	9,118		4,553	10,133
Non-GAAP operating margin	-38%	-33%	-2%	6%	3%		6%	12%

Appendix - GAAP to non-GAAP reconciliation (USD thousands)

	FY'21	FY'22	FY'23	FY'24	FY'25		Q3'25	Q3'26
Reconciliation of free cash flow								
Net cash (used in) provided by operating activities	(27,625)	(46,065)	(3,038)	30,174	14,644		3,450	4,927
Purchases of property and equipment, net	(2,311)	(28,257)	(1,559)	(1,430)	(1,490)		(500)	(124)
Capitalized internal-use software costs	(502)	(2,919)	(821)	(1,304)	(163)		0	(294)
Free cash flow	(30,438)	(77,241)	(5,418)	27,440	12,991		2,950	4,509
Free cash flow margin	-22%	-40%	-2%	11%	5%		4%	5%
Purchases of property and equipment related to new headquarters	0	27,221	1,156	0	0		0	0
Payments received in connection with purchase of property and equipment	0	(12,124)	0	0	0		0	0
Payments received from escrow in relation to contingent consideration	0	0	(380)	0	0		0	0
Payment related to legal settlement	0	0	0	0	0		0	4,000
Deferred payments in relation to business combinations	0	413	260	265	1,660		0	2,035
Normalized free cash flow	(30,438)	(61,731)	(4,382)	27,705	14,651		2,950	10,544
Normalized free cash flow margin	-22%	-32%	-2%	11%	5%		4%	13%

Addressable Market Calculation

We estimate our addressable market to be $55B,
based on the following calculation:

For **B2C and B2B companies**, we have based our calculation on our assumption of the potential annual spend on Similarweb products by SMEs (20-1000 employees) and Large Enterprises (1000+ employees). We calculated the number of B2C and B2B companies in the United States in each of these categories using US Census Bureau's "Statistics of US Businesses" Data, and extrapolated the global number utilizing our internal research methodologies. Based on data from Statista, we estimate that 80% of SMEs and 90% of Large Enterprises have a digital presence that would benefit from utilizing our data and products.

For **Investors**, our calculation is based on our estimate of the potential annual spend on Similarweb products by investors in private markets (e.g. Private Equity and Venture Capital firms) and public market investors (e.g. Mutual Funds, Pension Funds, Hedge Funds and other Institutional Investors). We calculated the global number of Private and Public Investors using data from Preqin, Statista, The National Venture Capital Association, as well as Industry Reports by Bain & Company, EY and PwC.

Annual Recurring Revenue (ARR) Calculation

We define ARR as the annualized subscription revenue we would contractually expect to receive from customers assuming no increases or reductions in their subscriptions. A contract is included in ARR for a particular period if it is active at the end of the applicable period and is excluded if it is not active at the end of the applicable period. Multi-year contracts are annualized by dividing the total committed contract value by the number of months in the subscription term and then multiplying by 12. ARR excludes non-recurring revenues, non-subscription revenues, revenues that are one-time in nature or revenues from subscriptions to our offerings for a period that is less than an annual subscription term.

ARR is an operational measure that management uses to evaluate the scale of our annual subscription contracts. While ARR is useful in assessing the scale of our contracted subscription business, it is not necessarily indicative of future GAAP revenue, which is subject to factors such as customer renewals, expansions, contractions, churn and upsell or cross-sell opportunities. Since ARR is not a defined measure under GAAP, investors should not consider ARR as a substitute for revenue recognized under GAAP or for other GAAP-related measures such as remaining performance obligations or deferred revenue. ARR differs from revenue recognized in accordance with GAAP because GAAP revenue is recognized as performance obligations are satisfied, includes non-recurring revenues, such as revenue that is one-time in nature, subscriptions with less than an annual term, non-subscription revenue and the effects of contract modifications.