

Q3 2026 RESULTS
FINANCIAL HIGHLIGHTS PRESENTATION

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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 solution. . 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.

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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.

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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.

Q3 2026 Highlights

Roughly **2/3**

of ARR added in Q3 2026 came from AI-related deals, up significantly vs. the prior year period

NRR – Inflecting Positively

104%

For all customers

114% for $100K+ ARR customers

Non-GAAP
Operating Profit Margin

12.2%

Our highest Non-GAAP **operating margin in company history**

Multi-Year Contracts

66%

of ARR

Average Account Value (AAV)

25%

Increase in AAV for $25k+ AAR customers

Q3 2026 – Beat and Raise

1

Revenue and Profit better than our expectations Raising guidance for 2026

- **Another strong ARR quarter**
- **12.2% Non-GAAP operating profit** - operational discipline more than mitigated FX headwind
- First quarter ever of **positive GAAP Net Income**
- **Highest Normalized FCF in company history**
- **Raising guidance for 2026** Revenue and Operating Profit

Q3 2026 – Fundamentals Improving

2

Improving Fundamentals & Expanding Growth Drivers

- **NRR increased to 104%** for all customers and to **114%** for customers over $100k ARR
- **Average Account Value (AAV)** for $25K+ ARR customers increased by **25% YoY** to $158K from $126K
- **Average Account Value (AAV)** for $100k+ ARR customers increased by **27% YoY** to $464K from $366K
- **Multi year commitments were 66%** of ARR, up from 58% in Q3 25

Q3 2026 – AI Revenues Growing

3

We are focused on execution to build an AI-driven data powerhouse

- **Strong demand from AI companies** demonstrates that our **proprietary data** has become **critical infrastructure** for the **AI ecosystem**
- **AI related revenues continue to expand** faster than revenue growth
- **AI Studio and MCP gaining traction,** AI partnerships are expanding
- **AI revenue is now nearly 20% of total revenue**

About Similarweb

OUR MISSION

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

2007	1,790	$55B	100M+	4M+
Founded	Customers with ARR above $25k	Total Addressable Market	Websites within Data Scope	Apps

WHO WE ARE

The world's leading Digital Data Company

WHAT WE DO

We help companies win in the digital world

WHY WE WIN

We create the world's most comprehensive, actionable, and trusted Digital Market Data

Q3 Performance Across Key Metrics

Q3 2026

$83.0M	16%	$10.1M	114%
Revenue	Revenue growth YoY	Non-Gaap Operating profit (12.2% margin)	Net retention rate ("NRR")[2] for $100K+ ARR customers (dollar-based)

EFFICIENT & PREDICTABLE BUSINESS MODEL

$334M	81%	66%	70%
RPO with 69% expected to be recognized over the next 12 months	Gross margin[1]	of ARR is multi-year subscriptions	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.

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

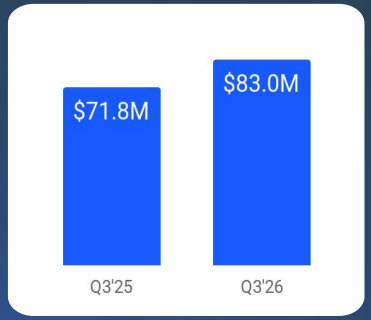
MCP Integrations



Financial Highlights & Guidance

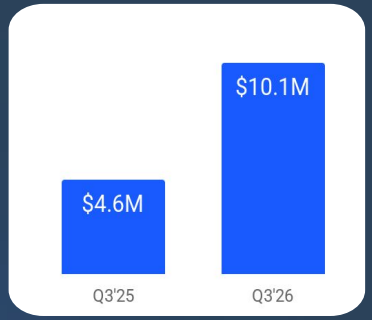
Third Quarter 2026 Performance (Non - GAAP)

Revenue ($M)



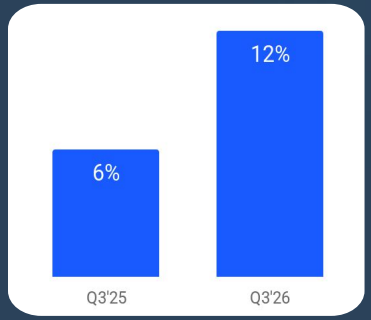
Up 16%

Operating Profit ($M)



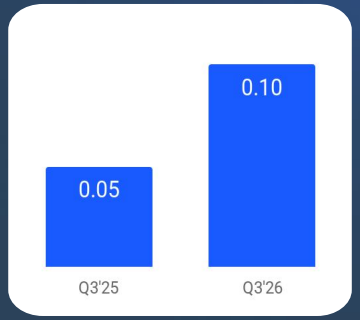
Up $5.5M

Operating Margin



Up 600 bps

Non-GAAP Diluted EPS ($)



Up 5 cents

Strong balance sheet with twelfth consecutive quarter of positive Normalized FCF

Balance Sheet	As of Sep. 30, 2025	As of Sep. 30, 2026
Cash & cash equivalents	$65.5M	$80.2M
RPO	$267.6M	$334.2M
CRPO	68%	69%

Cash Flow	Q3 2025	Q3 2026
Operating cash flow	$3.5M	$4.9M
Normalized FCF*	$3.0M	$10.5M

Organic growth

- Enhance data asset and increase data moat
- Expand customer base
- Deepen product portfolio (workflow & integrations)

Disciplined, Strategic M&A

- Bolt-ons that
  - Improve data asset and/or product portfolio
  - Accelerate ability to scale

Maintain a Strong Balance Sheet

- Committed to retaining a strong balance sheet that provides financial flexibility
- As the business scales, expect cash generation to improve

* Non-GAAP financial measures, see Appendix

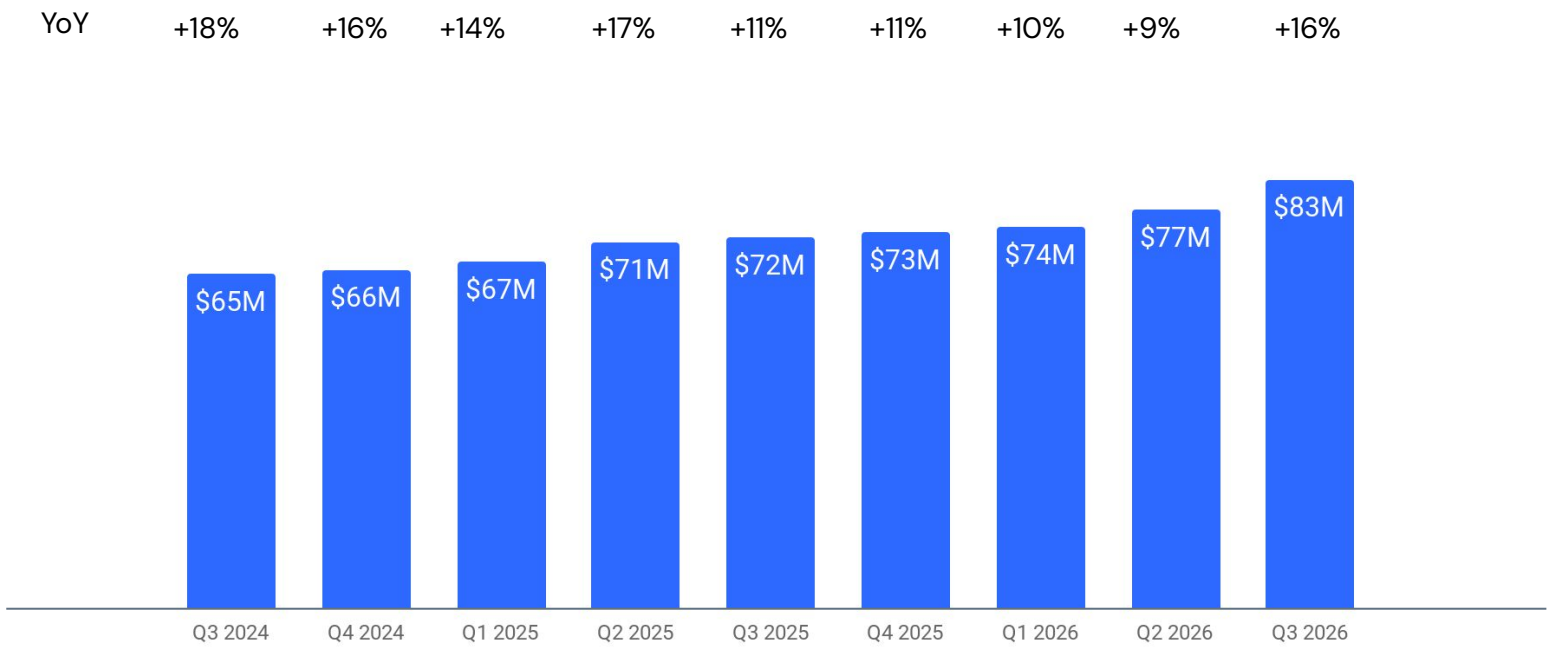
2026 Guidance and Assumptions

	FY'2025A	Q4'2026E	FY'2026E (Current)	FY'2026E (Prior)	Assumptions
Total Revenue	**$282.6M**	**$83.9M - $85.9M**	**$318M - $320M**	**$314M - $318M**	• Nine month results that were better than expected provide confidence for the Full Year - raising revenue and profit guidance • Large contract momentum and AI data and product adoption to drive accelerated revenue growth • Operational discipline to support margin expansion • We are focused on execution and responsible growth
Non-GAAP Operating Profit	**$9.1M**	**$10.0M- $12.0M**	**$29M - $31M**	**$24M - $26M**	

Financial Overview

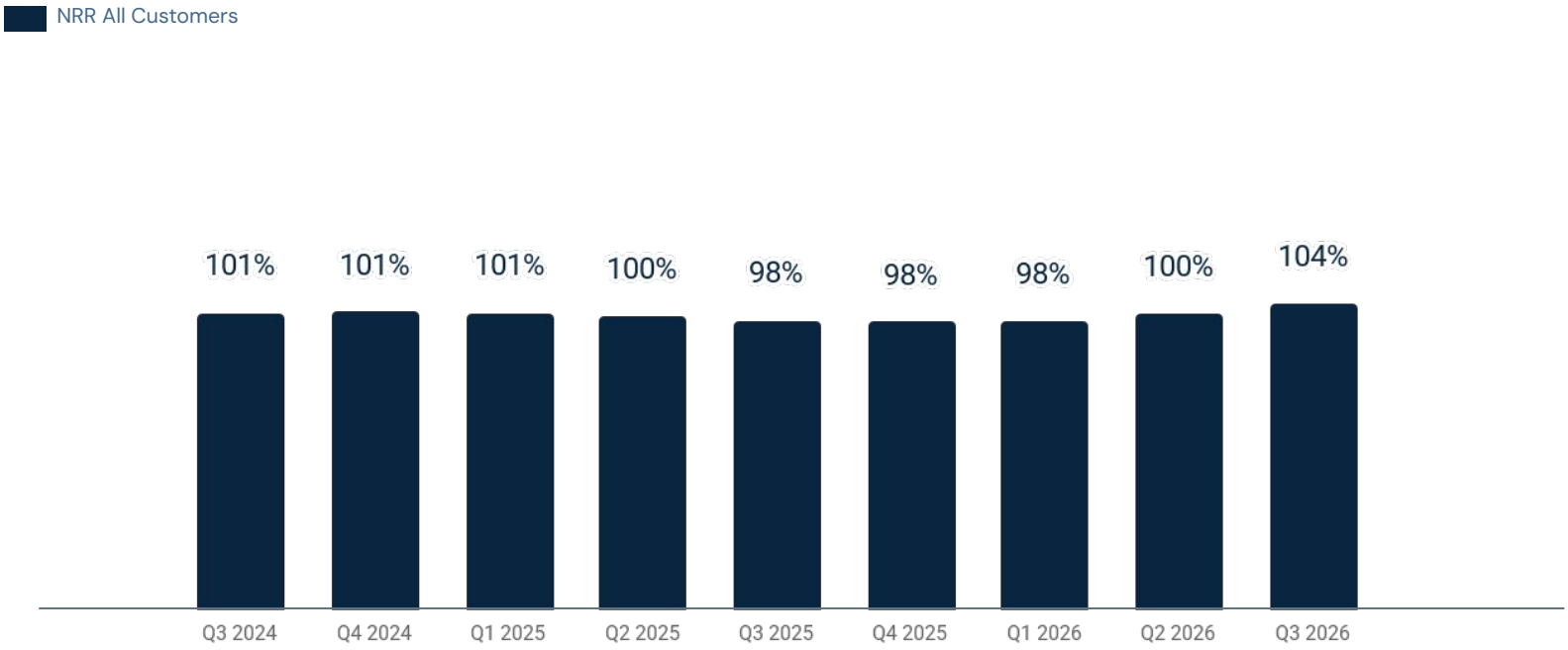
Consistent revenue growth

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



NRR inflecting positively

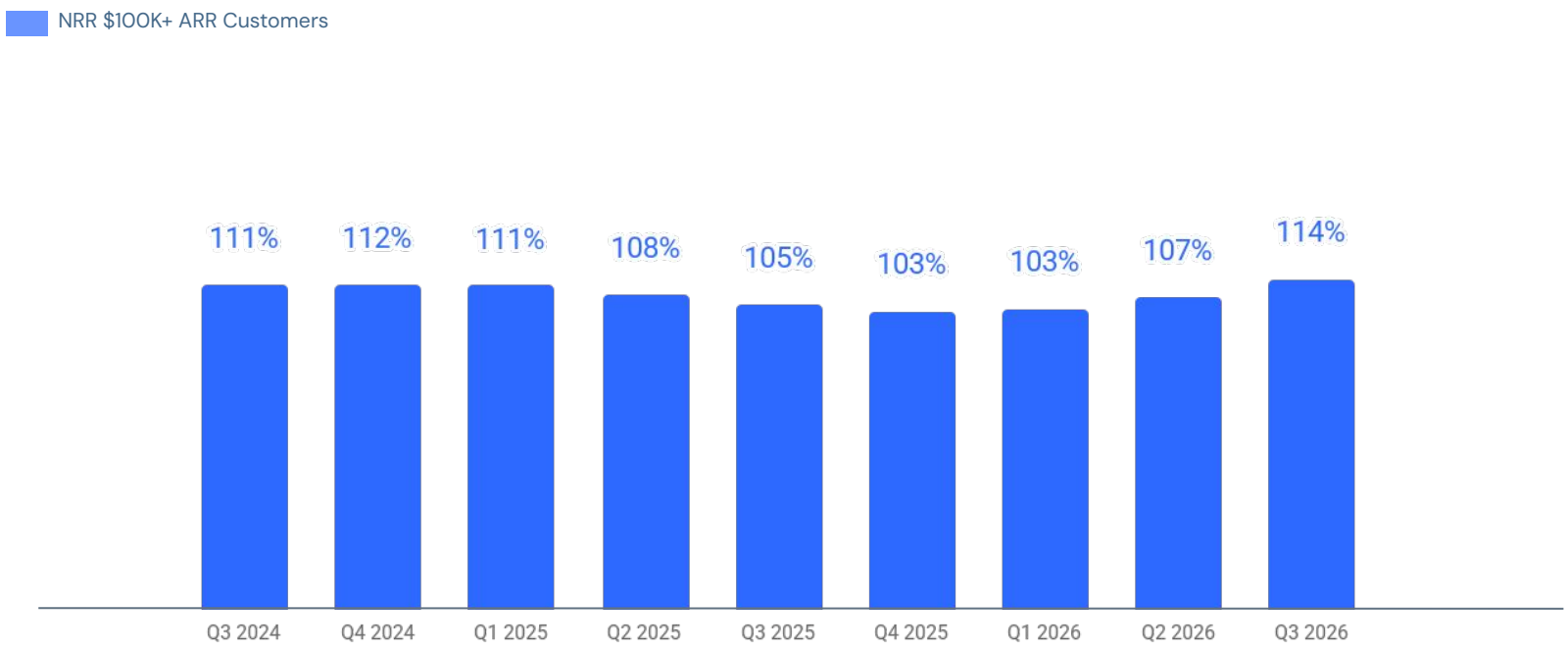
Our dollar-based net retention rate (NRR) historically reflects increased usage and the purchase of more than one solution by customers.



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

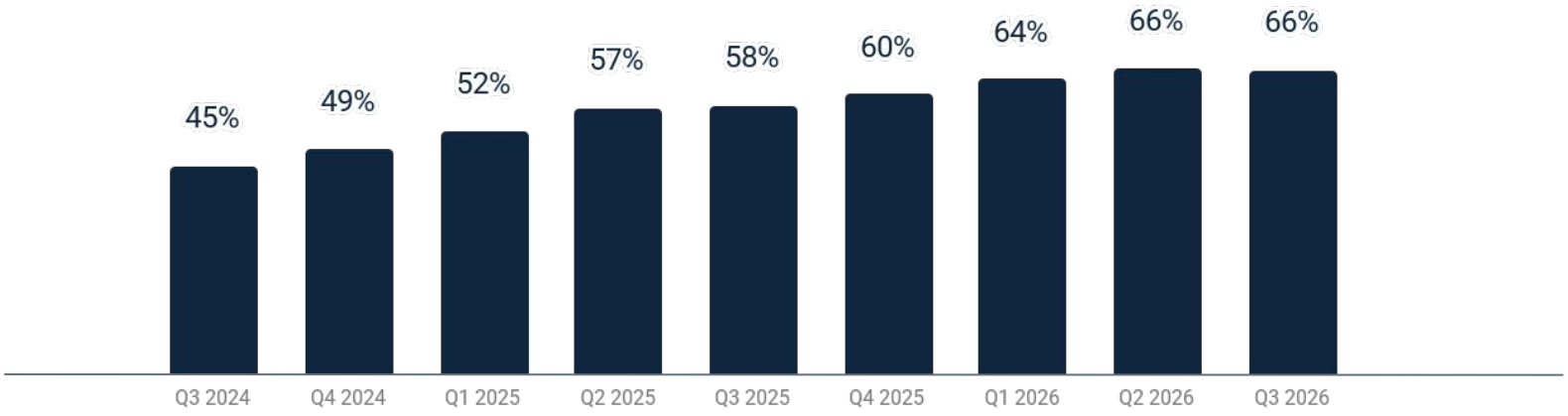
In our largest and most strategic customer segment, customers that generate over $100K in ARR, our ability to retain and grow our business consistently exceeds our NRR for all customers.



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.

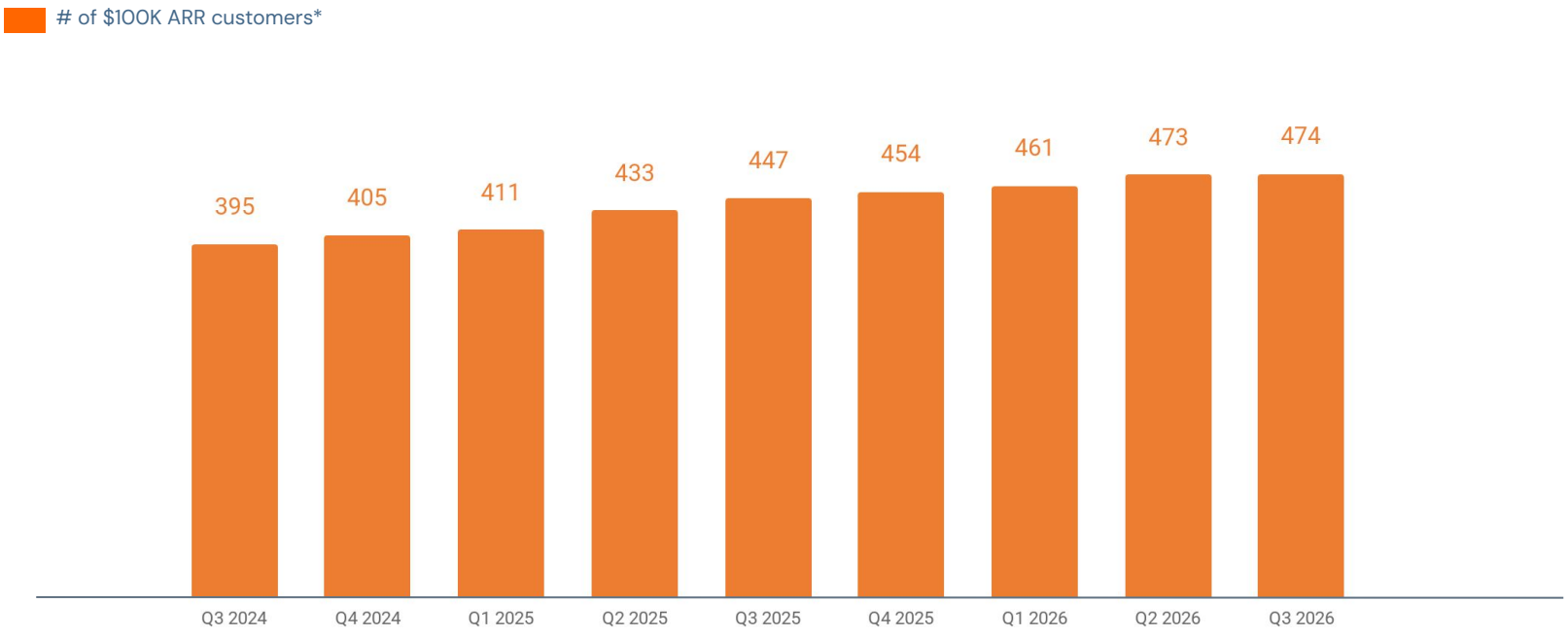
Multi-year commitments as a percent of ARR

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



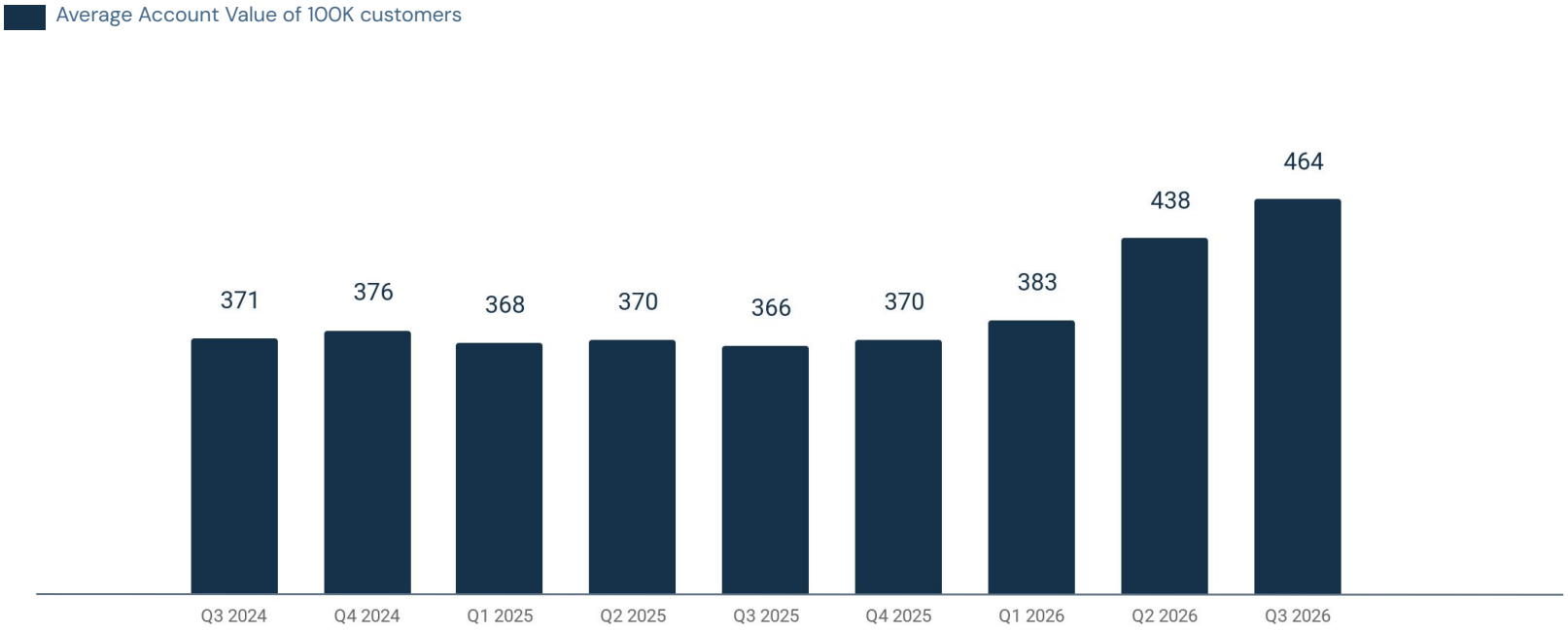
Note: We define ARR as the annualized subscription revenue we would contractually expect to receive from customers assuming no increases or reductions in their subscriptions
*Including recent acquisitions.

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



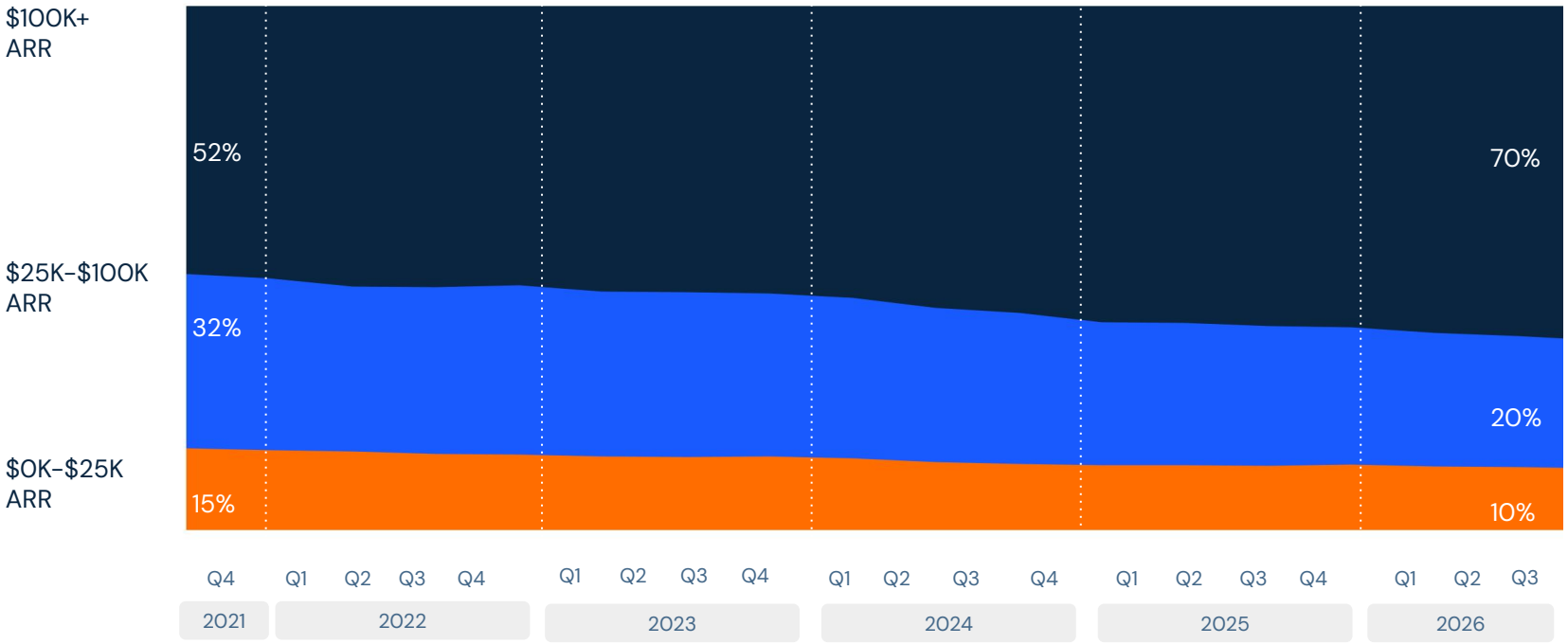
Note: We define ARR as the annualized subscription revenue we would contractually expect to receive from customers assuming no increases or reductions in their subscriptions
*Including recent acquisitions

Average Account Value $100K ARR customers



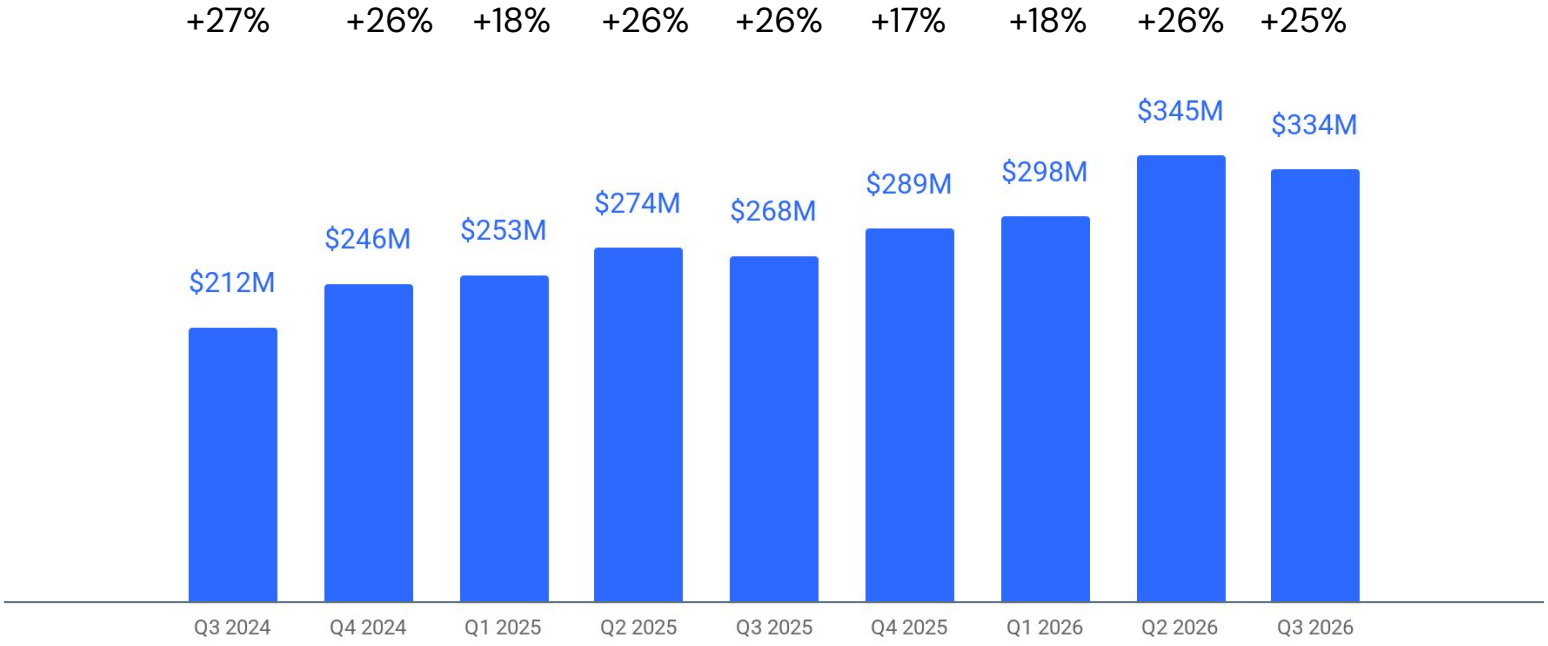
Note: We define ARR as the annualized subscription revenue we would contractually expect to receive from customers assuming no increases or reductions in their subscriptions
*Including recent acquisitions.

Evolution of our revenue base over time

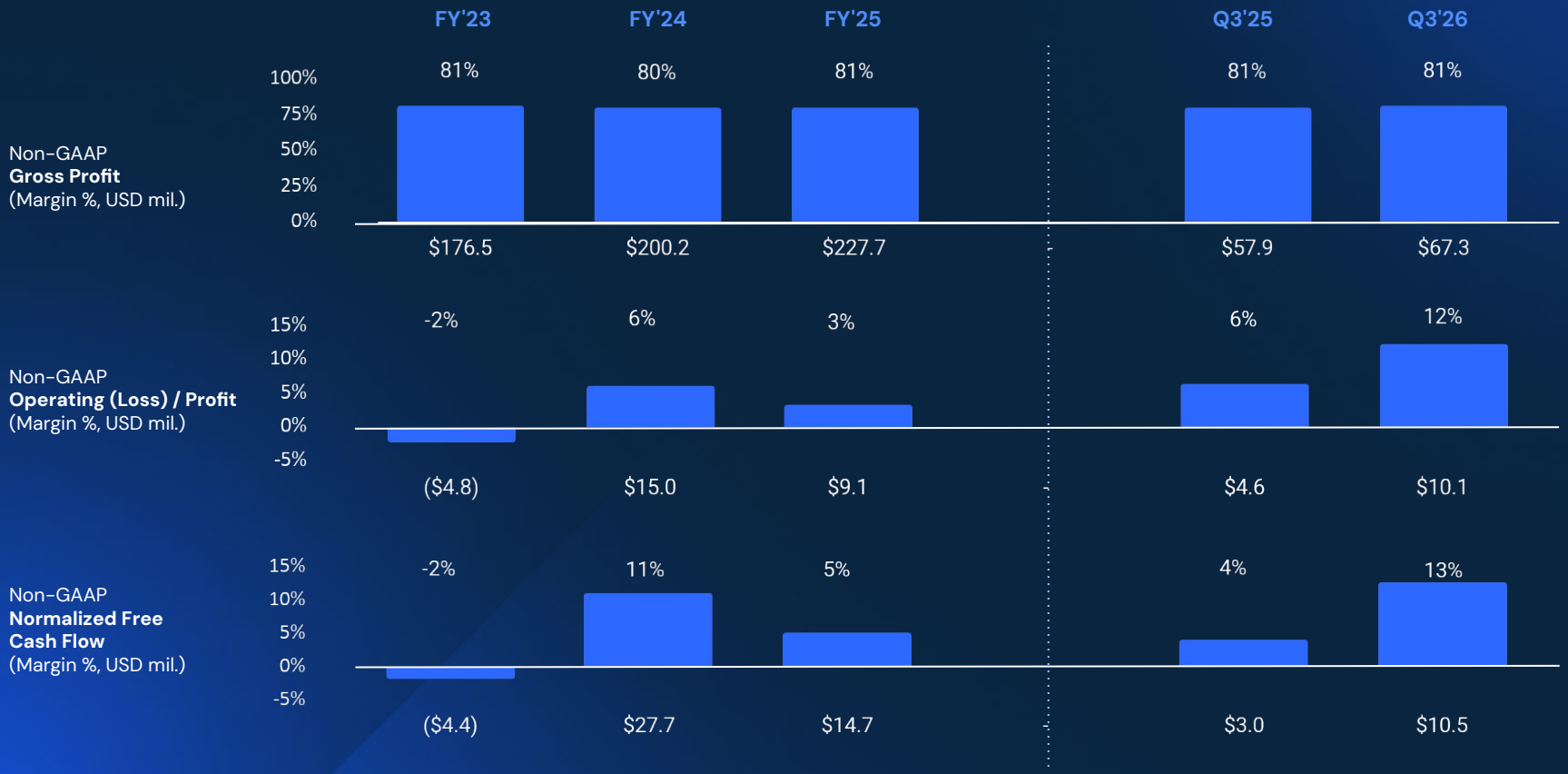


Note: We define ARR as the annualized subscription revenue we would contractually expect to receive from customers assuming no increases or reductions in their subscriptions.

Remaining Performance Obligation
(RPO)

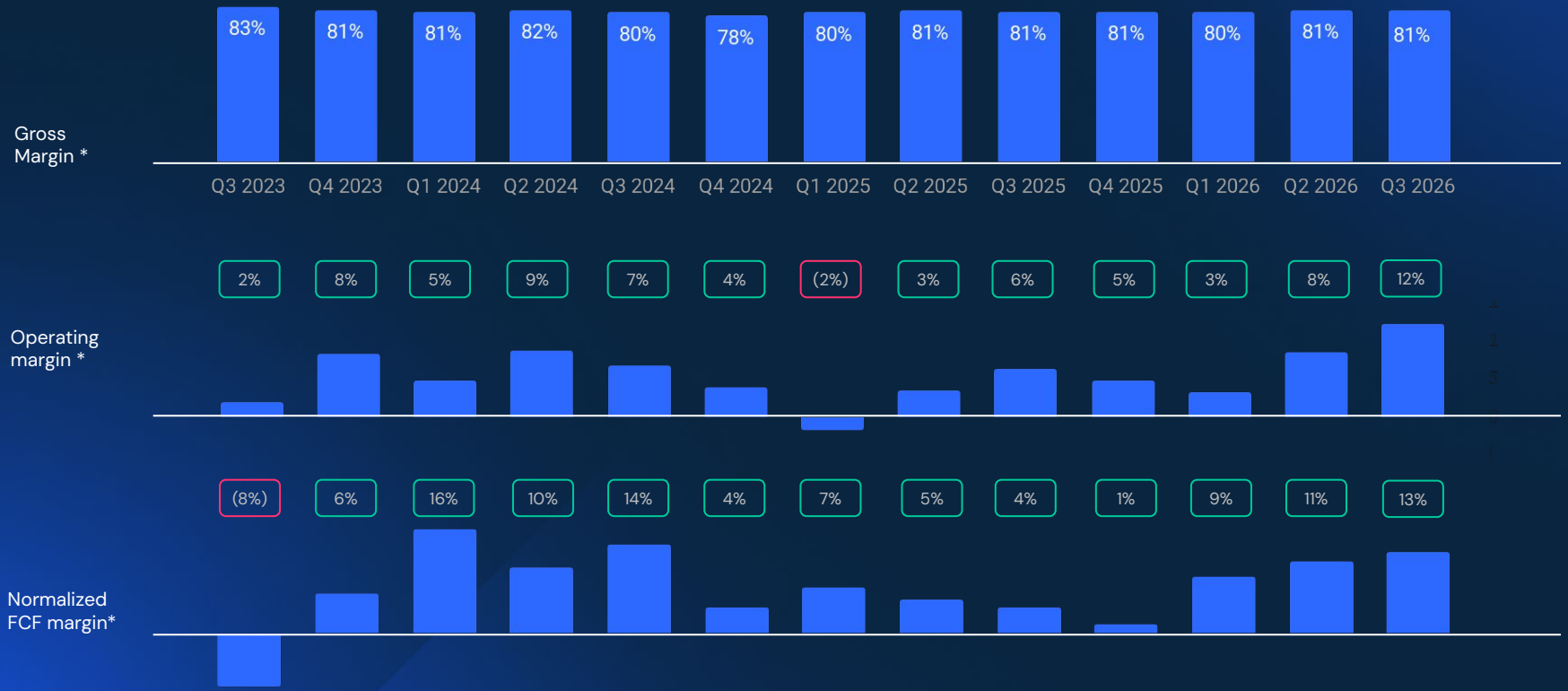


Margin and cash flow performance – focused on **profitable growth**



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

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Q3 2026 RESULTS
FINANCIAL HIGHLIGHTS
PRESENTATION

Thank you.



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.