

**FORM 6-K**

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

**REPORT OF FOREIGN ISSUER  
PURSUANT TO RULE 13a-16 OR 15d-16  
UNDER THE SECURITIES EXCHANGE ACT OF 1934  
For the month of September 2025  
Commission File Number: 001-40394**

**Similarweb Ltd.**  
(Translation of registrant's name into English)

**33 Yitzhak Rabin Rd.,  
Givatayim 5348303, Israel  
(Address of principal executive offices)**

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F.  
Form 20-F ☒ Form 40-F ☐

**Explanatory Note**

On September 2, 2025, Similarweb Ltd. ("Similarweb" or the "Company") announced the planned departure of its Chief Financial Officer, Jason Schwartz. The Company has initiated a search for a new CFO. Mr. Schwartz will continue in his role until his departure or until a successor is appointed. The Company issued a press release titled "Similarweb announces planned CFO departure after 10 years of service." A copy of the press release is furnished as Exhibit 99.1 herewith.

Exhibit 99.1 is hereby expressly incorporated by reference into the registrant's registration statements on Form S-8 filed with the Securities and Exchange Commission on February 27, 2025 (File no. 333-285314), February 28, 2024 (File no. 333-277449), on March 23, 2023 (File no. 333-270793), on April 15, 2022 (File no. 333-264307) and on May 20, 2021 (File No. 333-256324) and registration statement on Form F-3 filed with the Securities and Exchange Commission on May 10, 2024 (File no. 333-279295).

Exhibit No.	Description
<a href="#">99.1</a>	<a href="#">Similarweb announces planned CFO departure after 10 years of service</a>

## SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, as amended, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

### Similarweb Ltd.

Date: September 2, 2025

By: /s/ Or Offer  
Or Offer  
Chief Executive Officer

## Similarweb announces planned CFO departure after 10 years of service

**TEL AVIV, Israel--(September 2, 2025)--** Similarweb Ltd. (NYSE: SMWB), a leading digital data and market intelligence company, today announced that after a decade of service, Jason Schwartz, Chief Financial Officer, will be leaving the company to pursue other opportunities. The company has initiated a search for a new CFO. Mr. Schwartz will continue in his role until his departure or until a successor is appointed, to ensure a smooth transition.

"Jason has been an integral part of Similarweb's journey," said Or Offer, Co-Founder and CEO of Similarweb. "Since joining the company 10 years ago, he has helped guide us from a \$20 million revenue startup to a fast-growing, profitable, and cash-generative business listed on the NYSE. Beyond the numbers, Jason has been a trusted partner, a steady hand through our growth stages, and a true colleague and friend. After such a meaningful tenure, it's natural that he is ready for his next chapter, and on behalf of the entire team, I want to thank him for his many contributions and wish him every success in the future."

"It's been an incredible journey," said Jason Schwartz. "I'm proud of what we've achieved and grateful to Or and the rest of the team for the opportunity to help build one of the most innovative companies in digital intelligence. I leave confident that Similarweb is in great hands and well-positioned for continued success."

Or Offer added, "The company recently reported strong second quarter financial results that were better than expected, including positive non-GAAP operating profit\*, and which reflect the demand for its digital data and its continued focus on disciplined execution. Our financial position is strong, and we remain focused on executing against our strategic priorities — including AI innovation, enterprise expansion, and sustainable growth. We are confident in meeting our Q3 financial targets and reaffirm our full year guidance, reflecting our strong momentum and execution discipline."

### About Similarweb

Similarweb powers businesses to win their markets with Digital Data. By providing essential web and app data, analytics, and insights, we empower our users to discover business opportunities, identify competitive threats, optimize strategy, acquire the right customers, and increase monetization. Similarweb's products are integrated into users' workflow, powered by advanced technology, and based on leading comprehensive Digital Data.

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## **Contacts**

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\*This statement references a non-GAAP financial measure. Reconciliations to the most directly comparable GAAP financial measures are available in the earnings release and the earnings presentation for our second quarter ended June 30, 2025, filed on the Report of Foreign Issuer Pursuant to Rule 13a-16 or 15d-16 on Form 6-K filed with the U.S. Securities and Exchange Commission on August 12, 2025.