Form 144 Filer Information

FORM 144

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

Form 144

NOTICE OF PROPOSED SALE OF SECURITIES PURSUANT TO RULE 144 UNDER THE SECURITIES ACT OF 1933

| 144: Filer Information | |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| Filer CIK | 0002036673 |
| Filer CCC | XXXXXXXX |
| Is this a LIVE or TEST Filing? | ● LIVE ◎ TEST |
| Submission Contact Information | |
| Name | |
| Phone | |
| E-Mail Address | |
| 144: Issuer Information | |
| Name of Issuer | SIMILARWEB LTD |
| SEC File Number | 001-40394 |
| Address of Issuer | 33 YITZHAK RABIN RD GIVATAYIM ISRAEL 5348303 |
| Phone | 972 (73) 320-4086 |
| Name of Person for Whose Account the Securities are To Be Sold | VIOLA GROWTH II (A) L.P. |
| See the definition of "person" in paragraph (a) of Rule 144. Information is to be given not only as to the person for whose account the securities are to be sold but also as to all other persons included in that definition. In addition, information shall be given as to sales by all persons whose sales are required by paragraph (e) of Rule 144 to be aggregated with sales for the account of the person filling this notice. | |
| Relationship to Issuer | Affiliate |
| 144: Securities Information | |
| Title of the Class of Securities To Be Sold | Common |
| Name and Address of the Broker | Morgan Stanley Smith Barney LLC Executive Financial Services 1 New York Plaza 8th Floor New York NY 10004 |
| Number of Shares or Other Units To Be Sold | 28906 |
| Aggregate Market Value | 372711.07 |
| Number of Shares or Other Units Outstanding | 82278841 |
| Approximate Date of Sale | 12/04/2024 |
| Name the Securities Eychange | NYSE |

any part of the purchase price or other consideration therefor:

Date of Payment

Nature of Payment

| 144: Securities To Be Sold | |
|-----------------------------------|----------------------------------------|
| Title of the Class | Common |
| Date you Acquired | 06/19/2019 |
| Nature of Acquisition Transaction | Private Acquisition from Non Affiliate |
| Name of Person from Whom Acquired | Issuer |
| Is this a Gift? | Date Donor Acquired |
| Amount of Securities Acquired | 28906 |

If the securities were purchased and full payment therefor was not made in cash at the time of purchase, explain in the table or in a note thereto the nature of the consideration given. If the consideration consisted of any note or other obligation, or if payment was made in installments describe the arrangement and state when the note or other obligation was discharged in full or the last installment paid.

Furnish the following information as to all securities of the issuer sold during the past 3 months by the person for whose account the securities are to be sold.

144: Securities Sold During The Past 3 Months

06/19/2019

Cash

| Name and Address of Seller | VIOLA PARTNERS FUND 4 2013 LP 33 YITZHAK RABIN RD GIVATAYIM L3 5348303 |
|----------------------------|------------------------------------------------------------------------------------|
| Title of Securities Sold | Common |
| Date of Sale | 11/29/2024 |
| Amount of Securities Sold | 76 |
| Gross Proceeds | 953.02 |

144: Securities Sold During The Past 3 Months

| Name and Address of Seller | VIOLA GROWTH II (B) L.P. 33 YITZHAK RABIN RD GIVATAYIM L3 5348303 |
|----------------------------|-------------------------------------------------------------------|
| Title of Securities Sold | Common |
| Date of Sale | 11/29/2024 |
| Amount of Securities Sold | 1263 |
| Gross Proceeds | 15837.64 |

144: Securities Sold During The Past 3 Months

| Name and Address of Seller | VG SW, L.P, 33 YITZHAK RABIN RD GIVATAYIM L3 5348303 |
|----------------------------|------------------------------------------------------------------|
| Title of Securities Sold | Common |

| Date of Sale | 11/29/2024 |
|---------------------------|------------|
| Amount of Securities Sold | 2497 |
| Gross Proceeds | 31311.63 |

144: Securities Sold During The Past 3 Months

Name and Address of Seller

VIOLA GROWTH II (A) L.P.
33 YITZHAK RABIN RD
GIVATAYIM
L3
5348303

Title of Securities Sold

Common

Date of Sale

11/29/2024

Amount of Securities Sold

955

Gross Proceeds

11975.41

144: Securities Sold During The Past 3 Months

Name and Address of Seller

VIOLA GROWTH II (B) L.P.
33 YITZHAK RABIN RD
GIVATAYIM
L3
5348303

Title of Securities Sold

Common

Date of Sale

11/27/2024

Amount of Securities Sold

26361

Gross Proceeds

328668.95

144: Securities Sold During The Past 3 Months

Name and Address of Seller

VG SW, L.P,
33 YITZHAK RABIN RD
GIVATAYIM
L3
5348303

Title of Securities Sold

Common

Date of Sale

11/27/2024

Amount of Securities Sold

52115

Gross Proceeds

649769.82

144: Securities Sold During The Past 3 Months

| Name and Address of Seller | VIOLA PARTNERS FUND 4 2013 LP 33 YITZHAK RABIN RD GIVATAYIM L3 5348303 |
|----------------------------|------------------------------------------------------------------------------------|
| Title of Securities Sold | Common |
| Date of Sale | 11/27/2024 |
| Amount of Securities Sold | 1589 |
| Gross Proceeds | 19811.65 |

144: Securities Sold During The Past 3 Months

VIOLA GROWTH II (A) L.P. Name and Address of Seller 33 YITZHAK RABIN`RD GIVATAYIM L3 5348303

Title of Securities Sold Common

Date of Sale 11/27/2024

Amount of Securities Sold 19935

248549.58 **Gross Proceeds**

144: Securities Sold During The Past 3 Months

VIOLA GROWTH II (A) L.P. 33 YITZHAK RABIN RD Name and Address of Seller

GIVATAYIM

5348303

Title of Securities Sold Common

11/26/2024 Date of Sale

Amount of Securities Sold 9861

244319.37 **Gross Proceeds**

144: Securities Sold During The Past 3 Months

Name and Address of Seller

VG SW, L.P, 33 YITZHAK RABIN RD **GIVATAYIM**

L3

5348303

Title of Securities Sold Common

Date of Sale 11/26/2024

Amount of Securities Sold 25779

315942.27 **Gross Proceeds**

144: Securities Sold During The Past 3 Months

Name and Address of Seller **VIOLA PARTNERS FUND 4 2013 LP**

33 YITZHAK RABIN RD

GIVATAYIM

L3 5348303

Title of Securities Sold Common

11/26/2024 Date of Sale

Amount of Securities Sold 786

Gross Proceeds 9633.14

144: Securities Sold During The Past 3 Months

Name and Address of Seller VIOLA GROWTH II (B) L.P.

33 YITZHAK RABIN`RD

GIVATĀYIM

5348303

| Title of Securities Sold | Common |
|---------------------------|------------|
| Date of Sale | 11/26/2024 |
| Amount of Securities Sold | 13039 |
| Gross Proceeds | 159804.68 |

144: Remarks and Signature

| Remarks | |
|----------------|------------|
| Date of Notice | 12/04/2024 |

ATTENTION:

The person for whose account the securities to which this notice relates are to be sold hereby represents by signing this notice that he does not know any material adverse information in regard to the current and prospective operations of the Issuer of the securities to be sold which has not been publicly disclosed. If such person has adopted a written trading plan or given trading instructions to satisfy Rule 10b5-1 under the Exchange Act, by signing the form and indicating the date that the plan was adopted or the instruction given, that person makes such representation as of the plan adoption or instruction date.

Signature /s/ Yitzhak Avidor

ATTENTION: Intentional misstatements or omission of facts constitute Federal Criminal Violations (See 18 U.S.C. 1001)