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	0002036635	
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	VG SW, 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 filing 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	6711	
Aggregate Market Value	90638.09	
Number of Shares or Other Units Outstanding	82278841	
Approximate Date of Sale	12/18/2024	
Name the Securities Evolution	NYSE	

any part of the purchase price or other consideration therefor:

Amount of Securities Acquired

Date of Payment

installment paid.

144: Securities To Be Sold		
Title of the Class	Common	
Date you Acquired	07/31/2020	
Nature of Acquisition Transaction	Private Acquisition from Non Affiliate	
Name of Person from Whom Acquired	Issuer	
Is this a Gift?	Date Donor Acquired	

Nature of Payment

[Cash]

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

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

6711

07/31/2020

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	12/11/2024
Amount of Securities Sold	1589
Gross Proceeds	20798.26

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	12/11/2024
Amount of Securities Sold	26361
Gross Proceeds	345036.49

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	12/11/2024
Amount of Securities Sold	19935
Gross Proceeds	260927.22

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

12/11/2024

Amount of Securities Sold

52115

Gross Proceeds

682128.02

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

12/04/2024

Amount of Securities Sold

28906

Gross Proceeds

782711.07

144: Securities Sold During The Past 3 Months

Name and Address of Seller

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

Title of Securities Sold

Common

Date of Sale

12/04/2024

Amount of Securities Sold

7875

Gross Proceeds

98449.31

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	12/04/2024
Amount of Securities Sold	2303
Gross Proceeds	29694.65

144: Securities Sold During The Past 3 Months

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

Title of Securities Sold Common

Date of Sale 12/04/2024

Amount of Securities Sold 38223

492843.54 **Gross Proceeds**

144: Securities Sold During The Past 3 Months

VG SW, L.P, 33 YITZHAK RABIN RD Name and Address of Seller GIVATAYIM

5348303

Title of Securities Sold Common

12/04/2024 Date of Sale

Amount of Securities Sold 75568

974366.24 **Gross Proceeds**

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

11975.41 **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

11/29/2024 Date of Sale

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 GIVATĀYIM

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 (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

Gross Proceeds

328668.95

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

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	11/27/2024
Amount of Securities Sold	19935

Gross Proceeds

248549.48

144: Securities Sold During The Past 3 Months

Name and Address of Seller

VG SW, L.P, 33 YITZHAK RABIN RD

GIVATAYIM

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

VIOLA PARTNERS FUND 4 2013 LP Name and Address of Seller

33 YITZHAK RABIN RD **GIVATAYIM**

5348303

Title of Securities Sold

Common

Date of Sale

11/26/2024

Amount of Securities Sold

786

Gross Proceeds

9633.41

144: Securities Sold During The Past 3 Months

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

GIVATAYIM

5348303

Title of Securities Sold

Common

Date of Sale

11/26/2024

Amount of Securities Sold

13039

Gross Proceeds

159804.68

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

11/26/2024

Amount of Securities Sold

9861

Gross Proceeds

Date of Sale

244319.37

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
Gross Proceeds	315942.27

144: Remarks and Signature

Remarks	
Date of Notice	12/18/2024
Date of Notice	12/10/2024

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)