

Form 144 Filer Information

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

FORM 144

Form 144

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

144: Filer Information

Filer CIK

0001910424

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

Or Offer

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

Officer

144: Securities Information

Title of the Class of Securities To Be Sold	Name and Address of the Broker	Number of Shares or Other Units To Be Sold	Aggregate Market Value	Number of Shares or Other Units Outstanding	Approximate Date of Sale	Name of the Securities Exchange
Ordinary shares	Oppenheimer & Co. Inc. 85 Broad St. New York NY 10004	383127	3421324.11	86962202	08/26/2026	NYSE

Furnish the following information with respect to the acquisition of the securities to be sold and with respect to the payment of all or any part of the purchase price or other consideration therefor:

144: Securities To Be Sold

Title of the Class	Date you Acquired	Nature of Acquisition Transaction	Name of Person from Whom Acquired	Is this a Gift?	Date Donor Acquired	Amount of Securities Acquired	Date of Payment	Nature of Payment *
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Ordinary shares	08/26/2026	Shares acquired upon exercise of employee stock options	SIMILARWEB LTD.	☐		39000	08/26/2026	Cash payment upon exercise of stock options
Ordinary shares	08/26/2026	Shares acquired upon exercise of employee stock options	SIMILARWEB LTD.	☐		140008	08/26/2026	Cash payment upon exercise of stock options
Ordinary shares	08/26/2026	Shares acquired upon exercise of employee stock options	SIMILARWEB LTD.	☐		164817	08/26/2026	Cash payment upon exercise of stock options
Ordinary shares	08/26/2026	Shares acquired upon exercise of employee stock options	SIMILARWEB LTD.	☐		39302	08/26/2026	Cash payment upon exercise of stock options

* 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

Name and Address of Seller	Title of Securities Sold	Date of Sale	Amount of Securities Sold	Gross Proceeds
Or Offer 33 Yitzhak Rabin Rd. Givatayim L3 5348303	Ordinary shares	08/13/2026	574605	5057419.85
Or Offer 33 Yitzhak Rabin Rd. Givatayim L3 5348303	Ordinary shares	08/14/2026	134992	1197861.30

144: Remarks and Signature

Remarks

Date of Notice

08/26/2026

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

Or Offer By: /s/ Meirav Shemesh Title: Authorized Signatory, Oppenheimer Israel (pursuant to delegation)

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