SimilarWeb Inc.

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PROFORMA INVOICE/UPGRADE PROPOSAL

Bill To	Pro-Forma No	PF_MoneyMorning_2/2/2017
Money Morning 16 W Madison St Baltimore, MD 21201, USA +1 888-384-8339	Invoice Date	2/3/2017
	Payment Terms: Due Date:	Immediately 2/3/2017

Product/service description	Service Period	Upgraded License Fee*
Upgraded License: Market Intelligence Package: 1,000 results 18 months historical data 5 Named Users Worldwide Filter Popular Pages Industry Analysis Mobile Web Referrals & Search, Traffic and Engagement Custom Categories Custom Dashboards Keyword Analysis	Term of Current License: A 12 month period effective as of: 2/3/2016 Term of Upgraded License: A 12 month period from the date we receive your order pursuant to this invoice/proposal.	Upgraded License Fee: $22,500

This Proforma Invoice/Upgrade Proposal describes the Upgraded License and related fee offered in connection with your current SimilarWeb PRO license ("Current License"). You may order and activate the Upgraded License by sending a reply to us at [mayanp@similarweb.com] with this invoice/proposal attached. Activation will begin upon receipt of your order, or no later than the subsequent business day. Your Upgraded License will be subject to and governed by the SimilarWeb Terms of Use, available at https://www.similarweb.com/terms, except as otherwise specified in this Proforma Invoice/Upgrade Proposal. Your Current License will be automatically cancelled and terminated, without further notice, upon activation of your Upgraded License.

*Please note that an estimated credit for any annual License Fee payment made by you and received by SimilarWeb in connection with your Current License, pro-rated for the actual period of time between the effective date of your Current License and the actual date of activation of your Upgraded License, will be added to your final invoice once this Proforma Invoice/Upgrade Proposal is received. (The estimated Upgraded License Fee set forth above was calculated assuming receipt of your order and activation of the Upgraded License as of the date of this invoice/proposal.) Thus, the actual Total Upgraded License Fee may be reduced, on a pro-rata basis, to reflect the actual date of activation of the Upgraded License. The actual Upgraded License Fee will be calculated, and an invoice issued to you, upon activation of your Upgraded License, and payment will be due from you, net to SimilarWeb Ltd., in USD, in the amount and in accordance with the payment instructions set forth in such invoice, no later than 15 days after the invoice date. (For the avoidance of doubt, the monthly charging and payment terms set forth in Section 2 of our Terms of Service are not applicable to the Upgraded License.)

Name:
Title:
Date:
Signature: