



MySize Inc. Signs Retail and E-Commerce Expert Argun Ersen to Support Company's Sales Efforts in Europe

Airport City, Israel, June 12, 2017 --- MySize Inc. (the "Company") (NASDAQ: MYSZ; TASE: MYSZ), developer of proprietary, smartphone measurement applications, announced today that Argun Ersen has been appointed as country manager to drive Company sales activity in the retail and e-commerce sectors in European markets. More specifically, in a full time capacity, Mr. Ersen will promote, market and sell the Company's technology and associated software applications to on and offline fashionwear vendors and other potential customers.

"Argun will join fellow industry expert Claudio Menegatti, who also recently joined the MySize marketing team ([see press announcement](#)), in actively pursuing new partnerships on behalf of the Company in the fashion, e-commerce, DIY and parcel delivery sectors," said MySize CEO Ronen Luzon. "The Company's technology development program is progressing very well. We have turned an important corner that has led us to establish and grow a formal sales team. We are very happy to welcome Argun and look forward to working together to achieve our goal of making MySize products household names."

Before joining MySize, Mr. Ersen served as the managing partner of Deriva Location Based Analytics A.S. He also served as the Regional Business Development Manager / Country Manager (Turkey & Middle East) at the PSC Scanning S.p.A. Turkey Liaison Office. He served as Country Manager for Datalogic ADC Srl and has held various managerial positions at IBM, where he acquired expertise in the IT (HW & SW), retail, AIDC, RFID, transportation & logistics, energy, finance, mobile & wireless sectors. He is a former member of the EMEA Management board, where he gained extensive experience with strategic planning and operation decisions, budget control, P&L responsibility, and people management on international level. Mr. Ersen holds a BA in economics from Hacettepe University in Ankara.

"There are other mobile measurement applications, but none that match the sophistication, deliverables and ease of use that MySize products offer. This is 'must have' technology that can benefit everyone in just about every e-commerce sector. I am very excited to further introduce MySize to Europe and to doing my part to helping the Company reach many milestones in the months to come," said Mr. Ersen.

About MySize Inc.

MySize Inc. (TASE: MYSZ) (NASDAQ: MYSZ) has developed a unique measurement technology based on sophisticated algorithms and cutting edge technology with broad applications including apparel industry, e-commerce, shipping and parcel industry measurement. This proprietary technology is driven by several patent-pending algorithms which

are able to calculate and record measurements in a variety of novel ways. To learn more about MySize, please visit our website. www.mysizeid.com.

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Cautionary Statement Regarding Forward-Looking Statements

This press release contains certain forward-looking statements within the meaning of the safe harbor provisions of the Private Securities Litigation Reform Act of 1995. These statements are identified by the use of the words "could," "believe," "anticipate," "intend," "estimate," "expect," "may," "continue," "predict," "potential," "project" and similar expressions that are intended to identify forward-looking statements. All forward-looking statements speak only as of the date of this press release. You should not place undue reliance on these forward-looking statements. Although we believe that our plans, objectives, expectations and intentions reflected in or suggested by the forward-looking statements are reasonable, we can give no assurance that these plans, objectives, expectations or intentions will be achieved. Forward-looking statements involve significant risks and uncertainties (some of which are beyond our control) and assumptions that could cause actual results to differ materially from historical experience and present expectations or projections. Known material factors that could cause actual results to differ materially from those in the forward-looking statements include: an active trading market for our common stock may not develop on NASDAQ; the trading price for our common stock may fluctuate significantly; and the Company will continue to be a "controlled company," as defined under NASDAQ rules, and the interests of our controlling stockholder may differ from those of our public stockholders. Forward-looking statements also are affected by the risk factors described in the Company's filings with the U.S. Securities and Exchange Commission. Except as required by law, we undertake no obligation to update or revise publicly any forward-looking statements, whether as a result of new information, future events or otherwise, after the date on which the statements are made or to reflect the occurrence of unanticipated events.

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