



MySize Inc. Wins “Most Promising Startup” in the eCommerce Field at the "Go eCommerce" Summit, Israel’s Leading Technology Event

Airport City, Israel, August 1, 2017 – MySize, Inc. (“the Company”) (NASDAQ: MYSZ; Tel Aviv Stock Exchange: MYSZ), developer of proprietary, measurement technologies using smartphones, was awarded “Most Promising Startup” in the ecommerce field at the "[Go eCommerce](#) Summit," Israel’s leading technology event. The fifth annual Go eCommerce Summit kicked off on July 26, 2017 in Tel Aviv.

MySize beat dozens of other companies in the field of ecommerce, having received the highest weighted score in the competition. The panel of judges examined the companies according to various criteria, including innovation and technological creativity, business model, design and user experience, support and customer service, as well as marketing and public relations.

“We are proud to have received this award, and are delighted to be recognized as an innovative and groundbreaking technology company,” said Ronen Luzon, CEO of MySize. “This is particularly gratifying given the fact that we are launching RealSize, a white label apparel measurement application based on the Company’s customizable TrueSize technology. The application is now available to any retailer that wants to improve its buying process, increase its revenue, and reduce its product returns - for itself and for its customers. At the same time, we are pursuing additional developments and products for our continued innovation and growth.”

During the conference, MySize demonstrated its three flagship products:

- [SizeUp](#), for iOS and Android, is a smart measuring tape that enables users to immediately and accurately measure objects, with a smooth or rough surface. This product is intended for home improvement and DIY initiatives.
- [TrueSize](#) (RealSize: white label product customized for Trucco) matches the measurements of a customer's favorite garment with the right size of a chosen garment on a retailer's website.
- [BoxSizeID](#) is an intuitive application that measures packages and improves workflow and management for parcel delivery companies. The application also enables customers to easily measure the size of their package and determine the exact shipping price before sending.

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 the apparel, e-commerce DIY, shipping and parcel delivery industries. 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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