



My Size, Inc. Announces the Premier of BoxSizeID – The Movie

BoxSizeID is a smartphone-based measurement application for the multi-billion dollar parcel delivery market

Airport City, Israel, October 25, 2017-- My Size, Inc. (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), developer of proprietary, smartphone measurement applications, announced the premier of BoxSizeID – The Movie. Please click [here](#) to view the short film, which colorfully explains the deliverables, benefits and uses of the application.

“Our parcel delivery technology proved itself in a Beta phase earlier in the year and was since commercially adopted by the first parcel delivery company, Katz Corporation, last March. With BoxSizeID, the Company intends to help modernize the multi-billion courier market by smoothing out the process, and as a result, saving both the customer and vendor time and money,” said **Ronen Luzon, CEO of My Size**.

BoxSizeID is an intuitive parcel measurement app that empowers customers to easily and quickly measure the size of a parcel and calculate its exact shipping cost. BoxSizeID also provides courier companies with an additional stream of accurate logistics data to better manage their delivery processes, before the parcels even arrive at their distribution centers.

According to [Accenture Consulting](#), the parcel delivery market is expected to grow at a rate of 9% annually to reach more than \$343 billion globally by 2020.

About My Size, Inc.

My Size, Inc. (TASE: MYSZ) (NASDAQ: MYSZ) has developed a unique measurement technology based on sophisticated algorithms and cutting edge technology with broad applications including apparel, e-commerce, DIY, 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 My Size, please visit our website. www.mysizeid.com. Follow us on [Facebook](#), [LinkedIn](#) and [Twitter](#).

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; 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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