

My Size upgrade:

My Size SizeUp Now Available on 33 Smartphone Models

Airport City, Israel, 21 November 2017: My Size, Inc. (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), developer and creator of smartphone measurement applications, announced today that the SizeUp “Measurement from the Air” application has become available on 15 more smartphone models for a total of 33 smartphone models.

The app, which was first launched on the iOS operating system on January 5, 2017 and on the Android system on May 24, 2017, has over 530,000 downloads to date. It is currently available for download for both operating systems and new users can enjoy a free 30-day trial period.

The table below presents all smartphone models on which the app is available, with the new additions in blue.

Manufacturer	Model	Status
Samsung	S5	Currently supported
Samsung	S6	Currently supported
Samsung	S6 edge	Currently supported
Samsung	S7	Currently supported
Samsung	S7 edge	Currently supported
Samsung	Note 5	Currently supported
LG	G4	Currently supported
LG	G5	Currently supported
HUAWEI	P8	Currently supported
HUAWEI	Nexus 6p	Currently supported
HTC	one m9	Currently supported
Apple	iPhone 5s	Currently supported
Apple	iPhone 6	Currently supported
Apple	iPhone 6p	Currently supported
Apple	iPhone 6s	Currently supported

Apple	iPhone 6sp	Currently supported
Apple	iPhone 7	Currently supported
Apple	iPhone 7p	Currently supported
Apple	iPhone X	Newly added
Apple	iPhone 8	Newly added
Apple	iPhone 8 plus	Newly added
Google	PixelXL	Newly added
Samsung	A7 (2017)	Newly added
Samsung	A5 (2017)	Newly added
Samsung	S8	Newly added
Samsung	S8 plus	Newly added
Samsung	Note 8	Newly added
Samsung	J5(2017)	Newly added
Xiaomi	Mi6	Newly added
OnePlus	OnePlus 5	Newly added
HTC	U11	Newly added
Huawei	P10	Newly added
Huawei	P10p	Newly added

“Having recently announced that we have improved our algorithm’s measurement capabilities, we are now pleased to declare that we are significantly expanding the range of devices on which the application can be used,” said **Ronen Luzon, CEO of My Size**. “Thousands have already given up manual tape measuring, replacing it with their mobile phone. We believe that the application will soon be accessible and available for additional devices, and we intend to work night and day to make that happen”.

The SizeUp “Measurement from the Air” application allows users to instantly and accurately measure objects by placing their smartphone at one end of the object, lifting it slightly and moving it to the other end, either vertically or horizontally. The application is easy to calibrate in order to improve accuracy and there is no need to clean the surface of an object before measurement. Users can measure intervals between surfaces and the app automatically stores the last measurement taken. The application also allows users to share measurements with friends. The application is designed for use in the global market and supports both the metric and imperial systems.

Smartphone industry [statistics](#) have shown that this is a huge global market with steady growth. Around 1.5 billion smartphones were sold worldwide in 2016 alone, demonstrating a significant increase compared to the 680 million units sold in 2012. Thus, “over 28 percent of the world’s population owned smartphones in 2016, a figure that is expected to increase to 37 percent by 2020.” According to a February 2017 industry [report](#), Android and iOS accounted for 99.6 percent of all smartphone sales in



the fourth quarter of 2016. The report showed that, of the approximately 432 million smartphones sold in the last quarter of 2016, approximately 352 million smartphones ran on Android operating system (81.7 percent) and approximately 77 million ran on iOS operating system (17.9 percent). The industry report went on to indicate that the application supports leading smartphone brands, including Samsung, Apple and Huawei, which together hold more than 45 percent of the cellular market.

1. Click [here](#) for a short video on how SizeUp “Measurement from the Air” makes shopping easier than ever.
2. Click [here](#) to download SizeUp “Measurement from the Air” for Android devices.
3. Click [here](#) to download SizeUp “Measurement from the Air” for iOS devices.
4. Click [here](#) to access our electronic press kit.

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 the apparel, e-commerce, DIY, shipping and parcel delivery industries. This proprietary technology is driven by several 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; 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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