



A month after being awarded its first patent in Russia, more international recognition of My Size innovation: My Size Awarded its Second Patent

The patent was awarded in Japan for the company's "measurement of a body part" technology

Airport City, Israel, November 2, 2017: My Size, Inc. (the "Company" or "My Size") (NASDAQ: MYSZ; TASE: MYSZ), developer of proprietary, smartphone measurement applications, announced today that the company has received approval to register its patent in Japan. Like the first patent granted recently to the company in Russia ([click here to read](#)), this patent is for My Size's "Measurement of a Body Part" technology. The patent in Japan (patent number: 6215232) will expire 20 years from the date of filing the patent, or on 20 January 2033.

"We are proud to register the patent in Japan just a few weeks after doing so in Russia, and plan to register in other countries in the future," said **Ronen Luzon, CEO of My Size, Inc.** "It has become clear to us that it is necessary to protect our technology, with the understanding that our unique mobile innovation is part of what we believe to be one of the fastest-growing mobile technology sectors in the world today. We hope to continue to lead the industry, with an emphasis on the fashion industry," Luzon said.

The Measurement of a Body Part application was designed for the online apparel market. It enables shoppers to always choose the right size garment on a retailer's website using the accurate measurements taken with their smart phone of an area of their body. The application first analyzes the recorded information using big data, then recommends the appropriate size of an article of clothing the shopper has selected for consideration on a retailer's website. All of My Size's technology applications use algorithms within a



smartphone, rather than the smart phone camera, to record and document body measurements. This method is not only more accurate, it maintains and ensures customer privacy.

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.

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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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