

# MySize Executives Meeting with Leading Retailers at NRF 2018 in New York City on January 14-16, 2018

***MySizeID™ smartphone-based body measurement technology to be presented to prospective retail customers at NRF, a venue for unveiling of the newest innovations, technologies and solutions that are transforming the retail industry***

**Airport City, Israel, January 16, 2018:** My Size, Inc. (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today that its executives, including CEO Ronen Luzon, are attending [NRF 2018](#) where they intend to conduct high-level meetings with retailers interested in evaluating and adopting My Size’s MySizeID™ body measurement technology.

National Retail Federation bills NRF 2018 as “Retail’s Big Show,” the world’s most important retail conference, bringing together the largest gathering of industry executives from across the globe. Attendees learn the latest retail trends and get an unparalleled view into how retail brands of all sizes are transforming themselves for the digital age. The event offers unique networking opportunities and a glimpse of the latest technologies and solutions for retailers. NRF takes place at the Jacob K. Javitz Convention Center in New York City from January 14 through 16, 2018.

My Size’s body measurement technology, MySizeID, enables its users to measure their body using their smartphones, allowing the application to determine the correct size for clothing purchased online. The application involves the use of a technological innovation that the Company believes will significantly reduce the margin of error experienced by consumers who purchase the wrong size online and thereby increase consumer confidence in online purchases on matters relating to size.

“Coming off a hugely successful unveiling of MySizeID at CES last week, we are continuing the momentum this week with more meetings and presentations at NRF 2018. NRF has a reputation for being the most prominent retail trade show to unveil new transformative technologies in the retail industry. We believe that My Size’s platform technology, and particularly MySizeID, can help solve the costly challenge of size and fit, and therefore can significantly improve the economics of the e-retail apparel industry,” said **My Size CEO, Ronen Luzon**.

“NRF participants come from 95 countries, including 18,000 retailers. We believe our smartphone-based sizing solution is a valuable tool for a significant number of attendees,” Luzon added.

## **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](http://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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