

MySize Sponsors the 2017 World Mail and Express (WMX) Europe Conference

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[MySize Inc.](#) (the "Company") (NASDAQ: MYSZ; TASE:[MYSZ](#)), developer of proprietary, smartphone measurement applications, announced today that the Company is a proud Support Sponsor of the [World Mail and Express \(WMX\) Europe Conference 2017](#) the leading conference for global postal and logistics operators looking to gain invaluable insights into the latest trends and challenges in the industry.

During the conference, which will take place at the Hotel du Collectionneur Arc de Triomphe Paris, the Company will update attendees on the status of BoxSizeID and provide a brief on other related white label courier market products that are proprietary to MySize.

"[According to Accenture Consulting](#), the parcel delivery industry is projected to grow 9 percent annually to more than \$343 billion globally by 2020. Our goal is provide the industry with the necessary technology applications to manage this growth smoothly, efficiently and cost effectively. This is the premise of our flagship courier market smartphone application BoxSizeID and associated white label products. We are looking forward to a series of highly productive meetings with industry leaders at the World Mail and Express Europe conference," said Ronen Luzon, CEO of MySize Inc.

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.

BoxSizeID can be customized accordingly with customer requests. On March 30, 2017, MySize [announced](#) the completion of the beta-pilot testing phase and the beginning of the commercial phase of the KatzID, a white label, courier measurement application (app).

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 apparel industry, e-commerce, 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 MySize, please visit our website. <http://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

"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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SOURCE MySize Inc.