

## COMPANY OVERVIEW

My Size, Inc. (NASDAQ: MYSZ) is a consumer technology and big data company with a proprietary, award winning platform technology that generates highly accurate measurements on any smartphone for a variety of consumer-friendly, everyday uses. Measurements are used to improve the consumer shopping experience in a number of markets including e-commerce and parcel delivery. The Company's flagship product, MySizeID™ serves the e-commerce apparel market, currently a \$72 billion market in the U.S. alone. With 70% of e-commerce apparel returns being size related, MySizeID improves retailer revenues while improving the consumer's shopping experience. MySize has international patents issued and pending for measurement and fitting.

### EQUITY OVERVIEW

NASDAQ: MYSZ and TASE: MYSZ

Price Per Share: (03/09/18): \$1.64

Shares Outstanding (03/09/18): ~29 M

Market Cap (03/09/18): ~ \$48 M

Avg. 3 mo. Trading Volume (03/09/18): 6.0M

### KEY MARKETS & FOCUS

**e-commerce apparel: MySizeID™**



**e-commerce DIY: SizeUp™**



**parcel delivery: BoxSizeID™**



**big data analytics**



*Disclaimer: Except for historical information contained herein, the statements in this fact sheet are "forward looking" within the meaning of the Private Securities Litigation Act of 1995. This fact sheet includes estimates and projections and, as such, reflects only management's current expectations. A fuller discussion of My Size, Inc.'s risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission, which should be reviewed in conjunction with this overview.*

### INVESTMENT HIGHLIGHTS

#### Breakthrough Patented Technology for Accurate Measurements

MySizeID™ generates a recommended size match between a specific person and a specific retailer's garment. The Company's sophisticated proprietary algorithms, fed by multiple databases, are the technological brain that drive this innovation. First, a retail shopper takes their own measurements with the MySizeID measurement app, which uses sensor technology on the smartphone to capture accurate measurements. This person-specific 2D information is combined with global human body measurement databases from pattern makers, creating a 3D body parts correlation formula. These results are correlated with a specific retailer's size chart to generate a size recommendation for the specific shopper. My Size patents have been approved in several countries including the U.S. and are pending in other markets.

#### Solves Huge Point of Pain for \$2 Trillion Global E-Commerce Market

70% of online apparel returns are due to size. In the U.S. alone, the e-commerce apparel market is worth \$72 billion. The wider e-commerce industry is worth \$395 billion in the U.S. and \$2 trillion worldwide. By improving size matches, retailers can minimize returns and costs, while increasing revenues, brand loyalty, and customer satisfaction. My Size currently has a partnership with TRUCCO, a leading Spanish retailer with over 240 shops worldwide. TRUCCO is now using the white label version of MySizeID. My Size is in talks with numerous other potential partners.

#### Applications Across Wide Range of Online and In-Store Retail Markets

Beyond apparel, My Size has many other applications, some of which have already launched. SizeUp™ is a smart tape measure app for the e-commerce Do It Yourself (DIY) market. It measures the distance of an object by moving a smartphone across a surface. It can be used to measure anything from the amount of paint needed to paint a room, to the amount of lumber required for a renovation project. SizeUp has been downloaded over 750,000 times to date. BoxSizeID™ is an app which enables customers to measure packages and calculate shipping costs via their smartphone. MySize has partnered with Israel-based Katz Fast Delivery Interurban, which is now using BoxSizeID. Big data analytics is a \$130 billion market in which My Size is a player as a result of the large amounts of consumer data its apps generate. Each time a consumer uses the Company's technology to buy an item of clothing, ship a package or measure an item of interest, that information is stored and analyzed on the Company's cloud server. This data is of high value to retailers and advertisers.

#### Licensing Business Model for High Margins and Fast Growth

My Size's business model is based on multiple, layered revenue streams generated from partnerships with retailers. Fees are generated from online retailers each time My Size technology is used to make a purchase. Specialized advertising is delivered utilizing My Size's database to identify the user's exact needs. Offline, brick and mortar shopping fees are generated from clothing and fashion stores that use My Size's real-time data for their customers.