



MySize Opens Registration for MySizeID™ Mobile Measurement Technology for Growing E-Commerce Platform Market

Online retailers utilizing third party e-commerce platforms can now register to use MySizeID for greater customer satisfaction and minimize size-based returns

Airport City, Israel – July 2, 2018 – MySize, Inc. (the “Company” or “MySize”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, today announced it has opened registration for online retailers utilizing third party e-commerce platforms that wish to integrate MySizeID™ into their online stores. Fashion and apparel retailers can take the first step toward deploying the MySizeID™ turnkey technology to improve apparel and fit for customers by [completing the online registration process](#).

E-commerce platform providers offer established and new retailers a quick, turnkey method of creating and managing their online store – including access to third party applications that the retailers can easily incorporate into their sites to optimize their business. MySize has developed a version of its MySizeID™ measurement technology that seamlessly integrates into a retailer’s online store, directly into the website’s e-commerce platform. Registration for retailers is simple and can be completed in less than two minutes.

“The problems of sizing and returns for online retailers is not new. While large retailers are better equipped to withstand the high cost of size-based returns, these costs are a far bigger burden for smaller and independent retailers who do not have a solution that can provide a better customer experience and improve their bottom line – until now,” said Ronen Luzon, CEO, My Size, Inc. “According to Endadget, the top three e-commerce platform providers alone host more than 1.1 million websites. Magento retailers sold \$101B in merchandise in 2016, and Shopify retailers sold \$26.3 billion in merchandise in 2017. MySize and its MySizeID™ solution gives any internet retailer a more accurate and efficient sizing solution to increase sales and minimize returns. Today we take a critical step toward meeting that market need. “

The MySizeID™ app is a turnkey solution that helps any merchant’s customers choose the appropriate apparel size for that specific brand, based on the shopper’s real measurements. MySize’s innovative technology enables consumers to measure themselves once using their smartphone and then be matched with a brand-specific apparel item in their size. After being launched on an e-commerce platform, store owners will be able to add the MySizeID™ app to their storefronts through a simple widget – providing their shoppers with a more personalized experience. MySizeID™ will also provide full back office services for data and sizing entry, and a

process for consumers to create their own personal sizing profile, giving retailers a complete sizing solution and giving consumers the right sized merchandise the first time.

In the online clothing market, estimated to be valued at over \$72 billion in the U.S. alone, 70% of apparel returns are size related, while 32% of shoppers don't purchase fashion online because of uncertainty around size and fit, according to a Drapers Etail Report. MySizeID™ helps to address this deficiency in the e-commerce economy and the Company believes the technology will deliver clear and positive financial results for retailers.

Please click [here](#) for a demonstration of how the MySizeID™ apparel retail app works.

About My Size, 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 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 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 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. Actual results to differ materially from those in the forward-looking statements and the trading price for our common stock may fluctuate significantly. 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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