



My Size Launches Online Store 'Modelista' to Showcase MySizeID™ Mobile Measurement Technology for Online Retailers

Company makes innovative apparel sizing technology available to the public for the first time; Retailers and consumers can receive size recommendations and purchase correctly-fitting apparel

Airport City, Israel – December 19, 2018 – [MySize, Inc.](#) (the “Company” or “MySize”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today it has launched an online store, [Modelista](#), allowing consumers to shop for apparel using the Company’s MySizeID™ mobile measurement technology for the first time.

Modelista is the first online store to fully integrate the MySizeID™ technology and allow shoppers to measure themselves with the technology, upload their personal fit profiles to the retailer, and receive an accurate recommended size for any apparel item on the site. Consumers can then select their recommended size and add it to their shopping cart before checking out.

My Size launched Modelista as a proof of concept for retailers to highlight both the ease of use and value to the consumer, as well as to provide a data reference point reflecting how MySizeID™ can help increase sales and customer loyalty.

“We are excited to launch Modelista and bring MySizeID™ to the world, fully integrated on an online retail store for the first time. Though we have multiple leading brands that are testing the technology internally, we believe the next step in validating our proof of concept for the technology is to make it publicly available and enable consumers from around the world to try it for themselves,” said Ronen Luzon, CEO, My Size, Inc. “Consumers that visit Modelista will see for themselves how simple it is to measure themselves with MySizeID™, upload their personal fit profile, and receive a size recommendation for their desired item. We believe this gives us a tremendous opportunity to gain consumer loyalty and market feedback, while establishing MySizeID™ as a must-have for any online retailer.”

In an 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 can increase the sales of apparel retailer by reducing or even eliminating their customer’s uncertainties regarding size and fit. Based on My Size’s estimates, the MySizeID app can increase average order values by approximately 20% and can reduce return rates by approximately 30%. Furthermore, MySizeID enhances the customer experience, leading to greater brand loyalty.

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. Follow us on [Facebook](#), [LinkedIn](#) and [Twitter](#).

Please click [here](#) for a demonstration of how MySizeID™ provides a full fashion solution for the retail industry.

Register [here](#) for a one-month free trial of MySizeID solution for your online store.

Please click [here](#) to download MySizeID™ for iOS.

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

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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