



My Size, Inc.'s Mobile Smart Tape Measure App, SizeUp™, Reaches One Million Downloads

Available on more than 45 iOS and Android devices, SizeUp™ has become the go-to mobile measurement technology for DIY enthusiasts around the world

Airport City, Israel, December 12, 2018 – [My Size, Inc.](#) (the "Company" or "My Size") (NASDAQ: MYSZ) (TASE: MYSZ), the developer and creator of smartphone measurement applications, today announced that its mobile smart tape measure app, [SizeUp™](#), has reached one million downloads worldwide. Launched to the global iOS and Android markets in 2016, SizeUp™ reached this significant milestone as the easy-to-use mobile measurement application became a favorite for DIYers and project lovers around the world.

The global adoption of SizeUp™ has been critical to My Size, as it puts its technology in the hands of as many users as possible. Additionally, it serves as a market validation of My Size's patented technology, which also serves as the foundation for its fashion apparel measurement app [MySizeID™](#). SizeUp™ joins an impressive list of applications to reach one million downloads early on in its existence. For example, Facebook reached [one million downloads in 10 months](#) and now has more than 800 million users worldwide.

"We are proud to reach one million downloads of our SizeUp™ app, and to establish ourselves as the go-to mobile measurement application for DIYers, project lovers, home improvement professionals, and students around the world," said Ronen Luzon, Chief Executive Officer of My Size. "This achievement opens the path to commerce for SizeUp™, with the potential to add a recommendation engine that will make it easy for DIY lovers to measure, compare, and get filtered results of suggested products to complete their project. One million people agree – you do not need a tape measure or a ruler. All you need is SizeUp™."

SizeUp™ is a mobile smart tape measure which allows users to instantly and accurately measure objects by placing their smartphone at one end of the object, lifting it slightly, and moving it to the other end either vertically or horizontally. SizeUp™ is easy to calibrate in order to ensure accuracy, can measure intervals between surfaces, and automatically stores the last measurement taken. It is available to all users for free for 30 days, with a full featured version available for purchase following the trial period.

Earlier this year, My Size announced expanded availability of SizeUp™ to more than 45 different iOS and Android smartphone models worldwide. It also added Google Vision for image content analysis, object detection, and title suggestions. The expanded compatibility enables My Size to further penetrate a smartphone market that is estimated to reach [2.5 billion devices in 2019](#), including the three leading global cellular device makers – Samsung, Apple, and Huawei – who together made up [45%](#) of the global market share in fourth quarter of 2017.



My Size also recently unveiled a series of short videos showcasing how SizeUp™ can be handy in your everyday life – from the bathroom to the bedroom to the ... funeral viewing room? Watch all three videos on our [YouTube channel](#).

Please click [here](#) for a demonstration of the SizeUp™ “measurement from the air” smart measuring tape, or download to your [Android](#) or [iOS](#) device.

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 the MySize provide full fashion solution for the retail industry.

Register [here](#) for a three months free trial with MySizeID™ solution in 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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