



## **My Size to Showcase its MySizeID™ Mobile Measurement Technology at NRF® 2019**

*Company will demonstrate its innovative smartphone measurement technology for apparel sizing at the world's largest retail event attended by more than 16,000 global retailers*

**Airport City, Israel – December 20, 2018** – [MySize, Inc.](#) (the “Company” or “MySize”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today it will showcase its innovative smartphone measurement technology for apparel sizing at NRF® 2019. The event, hosted by the [National Retail Federation](#) January 13-15 in New York City, is the largest retail event in the world with more than 36,500 industry professionals and 16,000 global retailers in attendance.

My Size will be located in the Startup Zone at booth #7000, demonstrating how its MySizeID™ mobile solution can help apparel retail companies to reduce costs and enhance shopper experience by providing a more efficient sizing solution for consumers. My Size will showcase its technology to an event audience that attends NRF® 2019 for the specific purpose of [finding new products and solutions to further their brand](#) – 50% of attendees plan to spend up to \$100,000 on products seen at the conference, while 29% plan to spend more than \$250,000.

“We are excited to demonstrate our MySizeID™ mobile measurement solution at NRF® 2019 and to showcase the power of our technology at the world’s largest retail event. NRF® 2019 is a tremendous platform for us to engage with thousands of leading retailers from around the world, and to highlight how our technology can help them to increase revenues and customer loyalty,” said My Size, Inc. CEO, Ronen Luzon. “Consumers have spoken clearly of what they want from their favorite apparel brands – inclusive sizing and a more personalized shopping experience. MySizeID™ provides both through an easy-to-use application that is a must-have for any retailer.”

My Size will also showcase its other smart measurement technologies [BoxSizeID™](#) and [SizeUp™](#). BoxSizeID™ streamlines delivery management through accurate parcel measurement and cost calculation, real time dimensional weight (DIM) details for improved logistics, and integration with enterprise resource planning (ERP) systems through barcode scan, image capture, and geo-location tagging. A consumer can utilize BoxSizeID™ to measure the volume of a package they intend to mail, and then receive a price quote and schedule a pick-up.

SizeUp™, which just recently reached one million consumer downloads, 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.

NRF® 2019: Retail’s Big Show brings together the largest community of retailers from across the globe, with 99 countries represented and 82 of the top 100 retail companies in attendance. The majority of attendees (65%) are key decision makers at the executive and/or management level that play a major role in purchasing decisions for their brands.

To schedule a demonstration with My Size at NRF® 2019, please email [contact@mysizeid.com](mailto:contact@mysizeid.com).

### **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](http://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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