



My Size to Showcase Mobile Measurement Technologies for Retailers at The MoneyShow Orlando

CEO Ronen Luzon to present 'More Revenue, Lower Costs and Better Fits ... Everyone Wins with the Deployment of the MySizeID Platform'

Airport City, Israel – January 30 , 2019 – [MySize, Inc.](#) (the “Company” or “MySize”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement solutions, announced today it will showcase its innovative smartphone measurement technologies at The MoneyShow Orlando, held February 7-10, 2019 at the Omni Resort Championsgate in Orlando. My Size will be located at booth 100.

The MoneyShow Orlando is the largest gathering of Wall Street’s most experienced and insightful experts featuring speakers such as Steve Forbes. My Size CEO Ronen Luzon will also give a stage presentation and a dedicated workshop, both titled ‘More Revenue, Lower Costs and Better Fits ... Everyone Wins with the Deployment of the MySizeID Platform.’ The stage presentation will take place inside the exhibit hall from 10 to 10:30am ET on February 9, and can be viewed via free livestream by [registering here](#). The dedicated workshop will be held from 3:30 to 4:15pm ET on February 9.

“We look forward to both attending and presenting at The MoneyShow Orlando, and for the opportunity to engage with some of the leading investment and financial minds in the industry,” said My Size, Inc. CEO, Ronen Luzon. “We’re excited to showcase our smart measurement solutions for retail, apparel, DIY, and logistics/shipping, and to highlight the impact our technologies can have on a company’s bottom line by reducing inefficiencies and unnecessary costs.”

To schedule a demonstration with My Size at The MoneyShow Orlando, please email contact@mysizeid.com. Attendees may also schedule a one-on-one meeting with My Size CEO Ronen Luzon by contacting Peter Seltzberg, Investor Relations for My Size: pseltzberg@darrowir.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. We routinely post information that may be important to investors in the Investor Relations section of our website. To learn

more about My Size, please visit our website. www.mysizeid.com. Follow us on [Facebook](#), [LinkedIn](#), [Instagram](#), 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 the MySizeID solution for your online store.

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

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

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.

Israel Press Contact:

Yaniv Leibovich
Leibovich Media
yanivleib@gmail.com
+972-54-444-0326

U.S. Press Contact:

Matthew Bretzius
FischTank Marketing & PR
matt@fischtankpr.com

IR Contact:

Darrow Associates Inc.

Peter Seltzberg, Managing Director

Investor Relations

516-419-9915

pseltzberg@darrowir.com