



My Size Launches MySizeID™ Smart Measurement Fashion App for Android

Available to Android smartphone users through Google Play Store, consumer app provides accurate body measurements to ensure proper sizing and fit for any online retail apparel purchase

Airport City, Israel – January 3, 2019 – [MySize, Inc.](#) (the “Company” or “MySize”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement solutions, announced today the launch of its MySizeID™ smart measurement technology for Android on December 31, 2018. The newly released consumer fashion app, already [available for iOS](#), can be downloaded for Android in the [Google Play Store](#). My Size will showcase the Android version of MySizeID for the first time at [NRF® 2019](#) at its booth (#7000) at The Javits Center in New York City from January 13-15, 2019.

“We are excited to launch MySizeID to the Google Play Store and empower consumers using Android devices around the world to shop online more efficiently and without concern over buying the wrong sized items,” said My Size, Inc. CEO, Ronen Luzon. “The Android smartphone market accounts for almost [76% of the estimated 3.1 billion](#) smartphones used globally. Making our technology as broadly available to consumers as possible is critical as we seek to continue to build market share within the fashion and retail technology markets.”

The Android launch continues a strategic effort by My Size to put its MySizeID in the hands as many people as possible. It most recently launched its online store [Modelista](#), which is the first e-commerce marketplace with a fully usable MySizeID integration. It [launched MySizeID for iOS](#) in September, and partnered with the [Lightspeed e-commerce platform](#) in October, with an eye toward building consumer loyalty while also showcasing MySizeID’s business impact to global retailers.

“Consumers have spoken loud and clear in 2018 that they want more inclusive sizing and a more personal shopping experience from online retailers. This is a solution MySizeID can solve for retailers,” said Luzon. “With just a few simple movements of their mobile device, a consumers measurements syncs to the retailer’s sizing chart to provide an accurate recommended size for purchase. For retailers looking to increase consumer loyalty and positively impact their bottom line, we believe MySizeID is a no brainer.”

To download MySizeID for Android, please click [here](#).

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 measurement 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. We routinely post information that may be important to investors in the Investor Relations section of our website. Follow us on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Twitter](#).

Please click [here](#) for a demonstration of how MySizeID™ provides a full sizing 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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