



**My Size to Showcase its MySizeID™ Mobile Measurement Technology with Adia at Collection Première Düsseldorf Fashion Trade Fair**

*Company will demonstrate its innovative smartphone measurement technology for apparel sizing at the exclusive fashion event for industry leaders*

**Airport City, Israel – January 22, 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 technology for apparel sizing at the [Collection Première Düsseldorf](#) (CPD) Fall/Winter 2019 fashion trade fair, held January 26-28, 2019 in Düsseldorf, Germany.

My Size will share a booth with Adia Fashion, located at Gallery–Alte Schmiedehalle G09, where it will demonstrate how its MySizeID™ mobile solution can help fashion companies and apparel retailers to reduce costs and enhance shopper experience by providing a more efficient sizing solution for consumers. MySizeID has the potential to increase the sales of an apparel retailer by reducing or even eliminating their customers’ uncertainties regarding size and fit.

“The CPD Fall/Winter 2019 fashion trade fair is one of the premier fashion events in Europe, attended by international influencers within the fashion industry and brands from around the world. Our MySizeID smart measurement demo at CPD will showcase the benefits and tools that our technology provides for fashion brands throughout the production and sales lifecycle,” said My Size, Inc. CEO, Ronen Luzon. “Germany has one of the largest and most active e-commerce markets in the world, as well as one of the highest return rates of online purchases. We are excited for the opportunity to engage with many of the leading minds in fashion, and to continue making connections with brands and key decision makers within the German and greater European markets.”

The CPD Gallery Fall/Winter 2019 fashion trade fair is put on by Fashion Net Düsseldorf, a unique coalition of fashion industry players, the Igedo, the city of Düsseldorf, and representatives from culture and media that include the fashion world. The event serves to connect retailers and buyers within the international fashion industry during designated buying periods.

To schedule a demonstration with My Size at [Collection Première Düsseldorf](#) (CPD) Fall/Winter 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. 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](http://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 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.

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