



My Size to Showcase 'MySizeID' to Leading Retailers and Brands at Shoptalk 2019

Company will demonstrate its smart mobile measurement solutions to more than 8,000 attendees within the retail ecosystem

Airport City, Israel – February 26, 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 Shoptalk 2019, to be held March 3-6, 2019 at The Venetian in Las Vegas. [Shoptalk](#) is a leading industry event where the entire retail ecosystem comes together to innovate the future of retail.

My Size will be located at [booth SC6](#), demonstrating how its MySizeID™ smart mobile measurement solutions can help retailers, apparel brands, fashion designers, manufacturers, and more to enhance the consumer shopper experience, reduce operating costs, and decrease inefficiencies. Attendees can visit the booth to download MySizeID and create their own fit profile using their personal measurements, and then shop their favorite brands confidently.

“Shoptalk is one of the retail industry’s best events, bringing together a collection of leading brands, retailers, investors, and technology startups to discuss the future of retail. We look forward to showcasing the power of our technology and the impact it can have on a retailer’s bottom line,” said Ronen Luzon, CEO, My Size, Inc. “When shopping online, consumers want a personalized experience with confidence that they made the right purchase – without having to worry about returns. With MySizeID, retailers can offer consumers a simple and easy-to-use solution that will make shopping online for apparel easier and more fun.”

Shoptalk attracts more than 8,000 attendees from across the entire retail ecosystem including established retailers and brands, startups, technology companies, investors, real estate operators, media, and more.

To schedule a demonstration with My Size at Shoptalk 2019, please [visit our event page](#).

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.

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