



My Size to Debut 'MySizeID' to Leading Fashion Designers, Suppliers, and Retailers at United Kingdom's Top Annual Fashion Trade Event

Company will demonstrate its smart mobile measurement solutions to more than 1,300 retailers at Pure London

Airport City, Israel – February 7, 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 [Pure London](#), to be held February 10-12, 2019 in London. Pure London is the United Kingdom’s leading fashion trade event bringing together the entire fashion supply chain.

My Size will be located [at stand F154](#) within the Olympia London exhibition hall, demonstrating how its MySizeID™ smart mobile measurement solutions can help fashion designers, manufacturers, and retailers to improve apparel production throughout the entire lifecycle, while also enhancing customer shopper experience, reducing operating costs, and decreasing inefficiencies.

“Pure London is a terrific global fashion event that brings together the leading brands and minds from across the industry. We’re excited to showcase My Size’s innovative smart mobile measurement solutions, and to highlight how our technology provides a full end-to-end solution for designers, manufactures, and retailers,” said Ronen Luzon, CEO, My Size, Inc. “We also look forward to continuing our presence within the European market, which is home to many of the world’s premier apparel designers and manufacturers, and to demonstrating how our solutions can positively impact their bottom line through increased sales, decreased size-based returns, and minimized inefficiencies within the apparel manufacturing lifecycle.”

Hosted twice a year, Pure London attracts more than 17,000 attendees and features more than 1,300 womenswear, menswear, and kids wear collections from across the world. It also showcases 160 garment and fabric suppliers from 13 countries, while providing a unique opportunity for the fashion community to discuss new strategies, technologies, and sustainable practices that can improve global business.

To schedule a demonstration with My Size at Pure London, please email 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. 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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