

February  
2019

**MYSIZE**™

Nasdaq  
(MYSZ)  
TASE (MYSZ)

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This presentation contains forward-looking statements about our expectations, beliefs or intentions regarding, among other things, our ongoing and planned product development, our intellectual property position, expectations regarding product launch and revenue, our results of operations, and cash needs, our prospects, growth and strategies, the industry in which we operate, and the anticipated trends that may affect the industry or us. In addition, from time to time, we or our representatives have made or may make forward-looking statements, orally or in writing. Forward-looking statements can be identified by the use of forward-looking words such as “believe,” “expect,” “intend,” “plan,” “may,” “should” or “anticipate” or their negatives or other variations of these words or other comparable words or by the fact that these statements do not relate strictly to historical or current matters. These forward-looking statements may be included in, but are not limited to, this presentation, various filings made by us with the SEC, press releases or oral statements made by or with the approval of one of our authorized executive officers. Forward-looking statements relate to anticipated or expected events, activities, trends or results as of the date they are made. Because forward-looking statements relate to matters that have not yet occurred, these statements are inherently subject to risks and uncertainties that could cause our actual results to differ materially from any future results expressed or implied by the forward-looking statements. Many factors could cause our actual activities or results to differ materially from the activities and results anticipated in forward-looking statements, including, but not limited to, the factors summarized below. These factors include, but are not limited to, the following: our history of losses and needs for additional capital to fund our operations; our inability to obtain additional capital on acceptable terms, or at all; market acceptance of our products and brand; our dependence on rights that we purchased from an affiliated party; acceptance of our brand; our reliance on third parties; our ability to establish and maintain strategic partnerships and other corporate collaborations; the implementation of our business model and strategic plans for our business; the scope of protection we are able to establish and maintain for intellectual property rights and our ability to operate our business without infringing the intellectual property rights of others; competitive companies, technologies and our industry; and statements as to the impact of the political and security situation in Israel on our business. More detailed information about the risks and uncertainties affecting My Size is contained under the heading "Risk Factors" included in My Size's most recent Annual Report on Form 10-K filed with the SEC on March 21, 2018, and in other filings that My Size has made and may make with the SEC in the future.

These statements are only current predictions and are subject to known and unknown risks, uncertainties and other factors that may cause our or our industry's actual results, levels of activity, performance or achievements to be materially different from those anticipated by the forward-looking statements. Given these uncertainties, you should not rely upon forward-looking statements as predictions of future events. All forward-looking statements attributable to us or persons acting on our behalf included in, but not limited to, this presentation speak only as of the date hereof and are expressly qualified in their entirety by the foregoing. We undertake no obligations to update or revise forward-looking statements to reflect events or circumstances that arise after the date made or to reflect the occurrence of unanticipated events. In evaluating forward-looking statements, you should consider these risks and uncertainties. This presentation also contains estimates and other statistical data made by independent parties and by My Size relating to market size and growth and other industry data. These data involve a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. We have not independently verified the statistical and other industry data generated by independent parties and contained in this presentation and, accordingly, cannot guarantee their accuracy or completeness. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which we compete are necessarily subject to a high degree of uncertainty and risk due to a variety of factors. These and other factors could cause results or outcomes to differ materially from those expressed in the estimates made by the independent parties and by My Size. This presentation shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or other jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or other jurisdiction.



# What does My Size Do

**My Size, Inc. (NASDAQ: MYSZ) is a technology and big data company with a proprietary technology platform that generates accurate measurements on any smartphone and mobile device. Measurements are used to improve the consumer journey in the omni channel world on number of markets including e-commerce, parcel delivery and DIY. The Company's flagship product, MySizeID™ serves the e-commerce apparel market, currently estimated to be a \$72 billion market in the U.S. alone. With an estimated 70% of e-commerce apparel returns being size related, MySizeID improves retailer revenues (lowers cart abandonment rates and virtually eliminates size-related returns) while building customer loyalty. MySize has international patents issued and pending for measurement and fitting.**

The Company's flagship product, MySizeID™ serves the e-commerce apparel market, estimated to be a \$332 billion<sup>1</sup> global market in 2016. With an estimated \$8.4 billion<sup>2</sup> in e-commerce apparel returns being size related, MySizeID improves retailer revenues and lowers their operating costs, while improving the consumer's shopping experience.

My Size has been issued domestic and international patents and has patent pending applications for measurement and fitting.

Sources:

- 1) [https://cdn.statcdn.com/static/pdf/ca\\_study\\_readsample/DMO\\_sample\\_38340.pdf](https://cdn.statcdn.com/static/pdf/ca_study_readsample/DMO_sample_38340.pdf)
- 2) Retailers and the Ghost Economy The Haunting of Returns, IHL Group

# Company HIGHLIGHTS



Traded on  
Nasdaq  
and TASE



Novel platform  
measurement  
technology



Billion \$ Verticals

- Apparel e-commerce
- DIY POS and online
- Logistics



Big data value  
added services

- Personalization
- Support retailing  
decisions

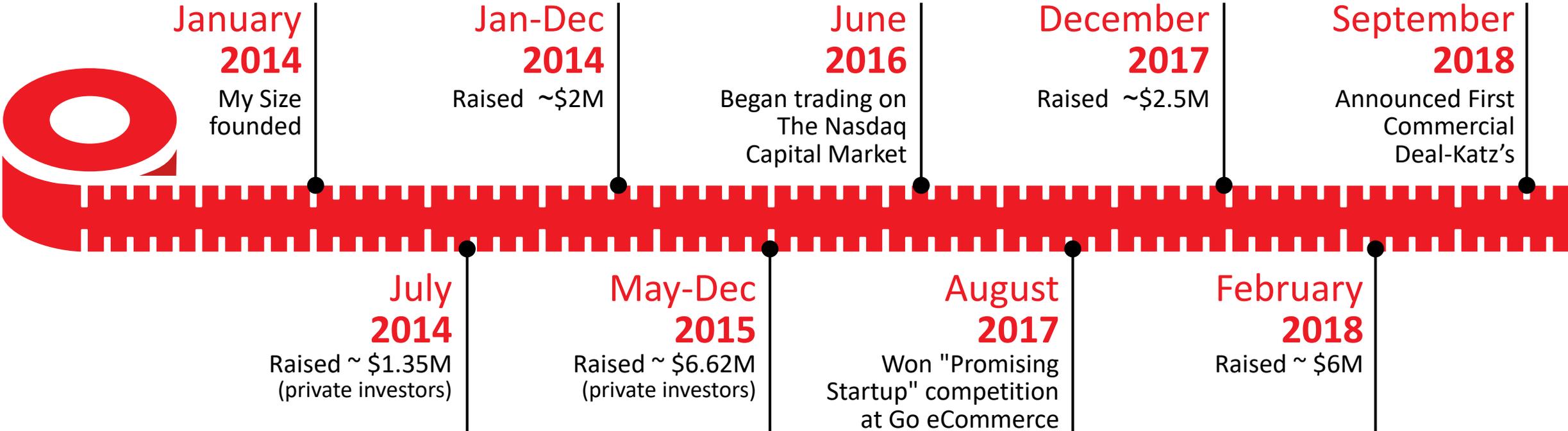


Preliminary  
installations  
in all verticals



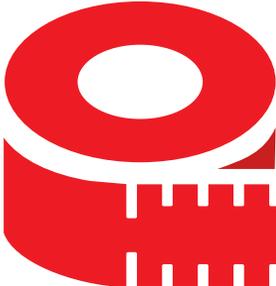
Scaling up in  
2019 with new  
customers

# SIGNIFICANT EVENTS – CORPORATE MY SIZE



# SIGNIFICANT EVENTS – R&D

## MY SIZE



**September  
2015**

Launched  
SizeUp – distance  
measurement app

**August  
2017**

TRUCCO launches  
TrueSize apparel  
measurement  
technology

**January  
2018**

Launched body-  
measuring  
technology at CES

**June  
2018**

Launched QSize™  
Mobile Measurement  
Solution for QC in  
Apparel Manufacturing

**January  
2019**

Launched  
MySizeID  
Android app

**March  
2017**

Launched "KatzID"  
for package  
measurement

**Sep-Nov  
2017**

Patent approval  
(USA, Japan and  
Russia) for measuring  
body parts tech

**March  
2018**

Launched SizeIT  
Smart Measuring  
Tape, SDK for  
Android

**June  
2018**

Second USA  
patent approval



# MYSIZE

## Recent Headlines

**January 3, 2019**

My Size Launches MySizeID™ Smart Measurement Fashion App for Android

**December 19, 2018**

My Size Launches Online Store 'Modelista' to Showcase MySizeID™ Mobile Measurement Technology for Online Retailers

**December 12, 2018**

My Size, Inc.'s Mobile Smart Tape Measure App, SizeUp™, Reaches One Million Downloads

**October 22, 2018**

My Size Partners with Lightspeed to Provide MySizeID™ Mobile Measurement Solution to e-Retailers Worldwide

**September 6, 2018**

My Size Secures First Commercial Contract for BoxSizeID Following Selection by Katz Corporation to Improve Operational Efficiency and Reduce Operating Expenses

**September 4, 2018**

My Size Partners with Fashion Institute of Technology (FIT) to Provide Innovative Measurement Solutions for Students

# MY SIZE at a glance



**2014**

Founded  
in Israel



**3**

Pilots with  
tier 1 players



**4**

granted  
patents in 3  
regions



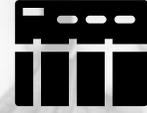
**~\$18.5M**

Raised



**30**

Employees in  
R&D, M&S  
and  
Management



**~200**

Retailer size  
charts  
supported

## Awards



# The Executive TEAM

Multidisciplinary and Seasoned Managers



**RONEN LUZON** Founder & CEO

- Serial entrepreneur
- Founded Malers, global security company
- Founded and led numerous startups
- BSC in IT&BIS



**BILLY PARDO** CPO

- Senior Director of Product at Fourier Education
- B.Sc. in computer sciences, MBA



**ODED SHUSHAN** CTO

- Founder/CEO MonkeyTech
- Elite IDF Technology Unit
- Officer of Computer Division IAF



**OR KLES** CFO

- Former KPMG Associate
- CPA, MBA



**ELI WALLES** COB

- Manager of MS Berlin GMBH
- Seasoned entrepreneur





**MYSIZEID™**

Double Award  
Winner for Innovation

# OPPORTUNITIES

## MARKETS



## TECHNOLOGY



The My Size proprietary, patented measurement algorithms are scalable to many different markets and can be deployed as customized solutions for a variety of markets to improve the customer experience

**MYSIZEID™**

Retailer | Consumer

**BOX SIZEID™**

Courier | Consumer



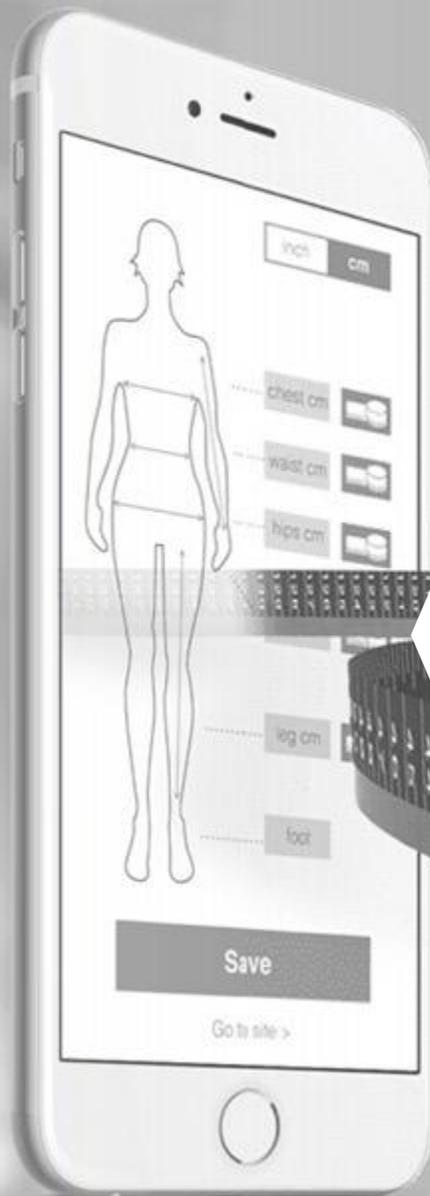
Consumer

# Innovative CUSTOMIZABLE PLATFORM TECHNOLOGY

Serving Multi-billion \$ Markets

## TAM:

- 1) TAM was derived by assuming a 4% royalty of the revenue from the global online fashion market (estimated at \$332.1 B in 2016 according to Statista).
- 2) TAM was derived by assuming a 4% royalty of the revenue from the global online DIY home improvement market (estimated at \$10.9B in 2017 according to NPD).
- 3) TAM was derived by assuming \$0.05 payment per package delivered worldwide (estimated to be 74.4B in 2017 according to Pitney Bowes)



## MYSIZEID™

TAM<sup>1</sup>  
\$13.3B

- White label solution
- Integration with apparel e-tailers
- Generates accurate size recommendations
- Option for shared ID profiles



TAM<sup>2</sup>  
\$0.44B

- Downloadable app
- Create measurement profiles of any space
- Perfect for online/POS DIY market



TAM<sup>3</sup>  
\$3.7B

- White label solution
- Integration with courier backoffice systems
- Accurate, onsite DIM calculations

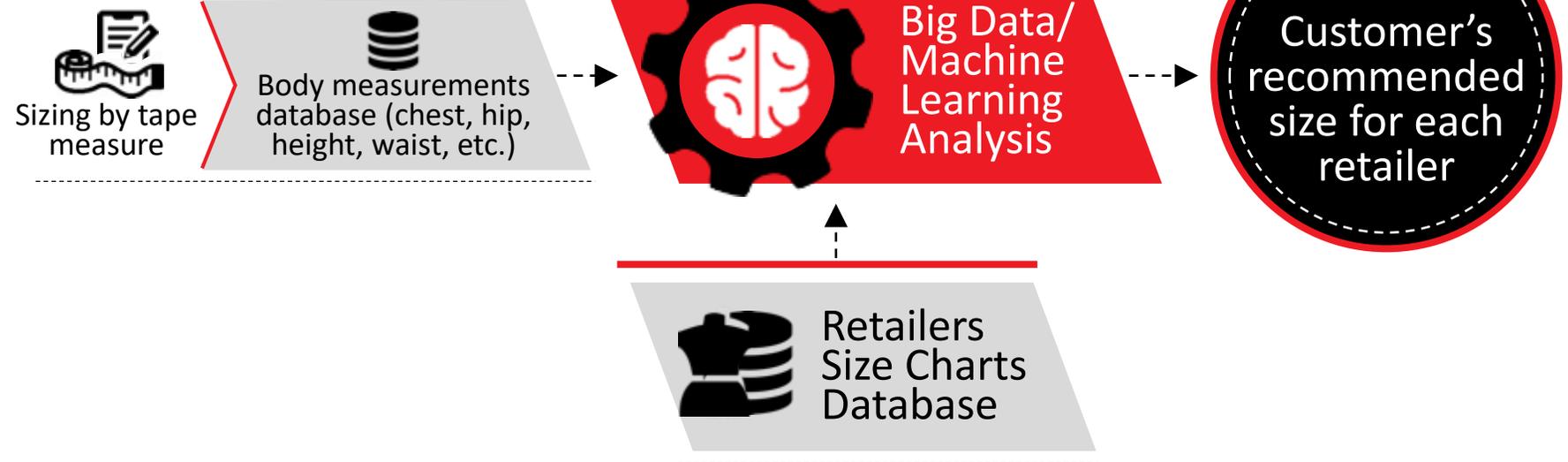
# MYSIZEID Technology

A Game Changer in Simple and Accurate Measurement

## Smartphone Measurement



## Research



# E-TAIL Industry

Inaccurate measurements  
lead to lost revenue



**\$8.4B**

in size related  
returns in online  
apparel purchases  
worldwide<sup>1</sup>



**~69%**

e-commerce  
shopping cart  
abandonment  
rate in fashion<sup>2</sup>

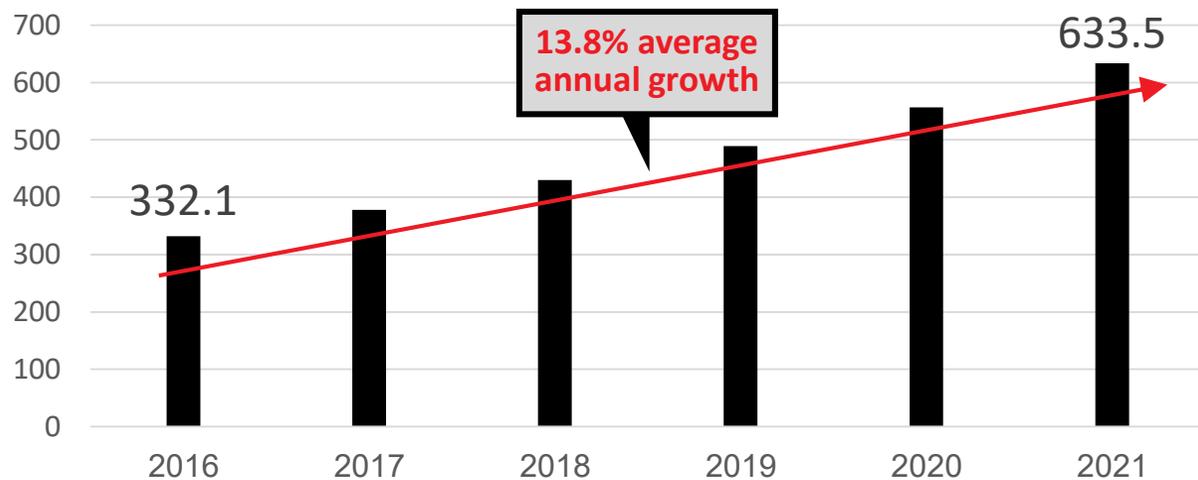
## MEASUREMENT TECHNOLOGIES REDUCE RETURNS

# E-TAIL Industry

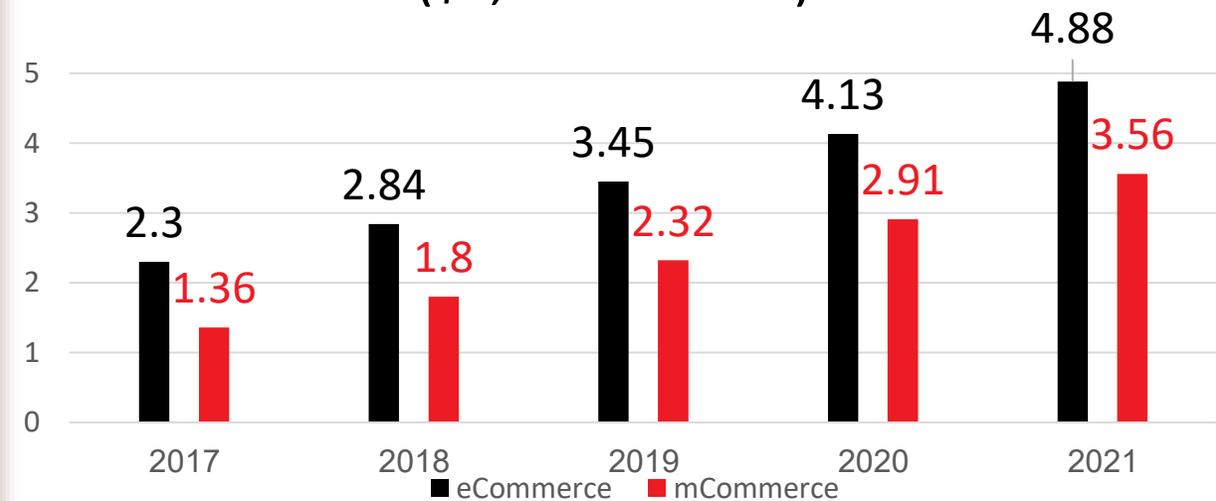
A growing market



### Fashion e-Commerce Growth<sup>1</sup> (\$B, Statista)



### e-Commerce and m-Commerce Growth<sup>2</sup> (\$T, eMarketer)



ACCURATE MEASUREMENTS COULD FURTHER SPUR GROWTH

# MySizeID REVOLUTIONIZES Apparel e-Tailing

Enabling e-tailers to focus on returning customers, not customer returns



Recommends a size match between partner retailers' sizing charts and the customer's generated sizing profile



User friendly measurement process takes less than a minute to complete



Predictive 3D measuring based on advanced algorithms with high accuracy



Big data and value added dashboard support customized offers, quality control and geo-location trend analysis

# MySizeID DIRECT Benefits

Driving profitability through increased revenues and improved efficiencies



Increase customer confidence



**INCREASE  
CONVERSIONS**



Improve sizing efficiencies



**REDUCE RETURN  
VOLUMES**



Improve customer experience



**INCREASE  
BRAND LOYALTY**



Valuable big data



**CUSTOMIZED  
OFFERINGS &  
IMPROVED QUALITY  
CONTROL**

# Data is the NEW OIL

Customers Expect  
Personalization

- 58%<sup>1</sup> of consumers place importance on personalized shopping experiences
- 57%<sup>1</sup> of consumers are willing to share personal data in exchange for personalized offers

Relevant targeted communications drive revenue growth of 10 - 30 %<sup>2</sup>, yet only 23%<sup>3</sup> of marketers are extremely satisfied with their ability to leverage data to create relevant experiences.

Sources:

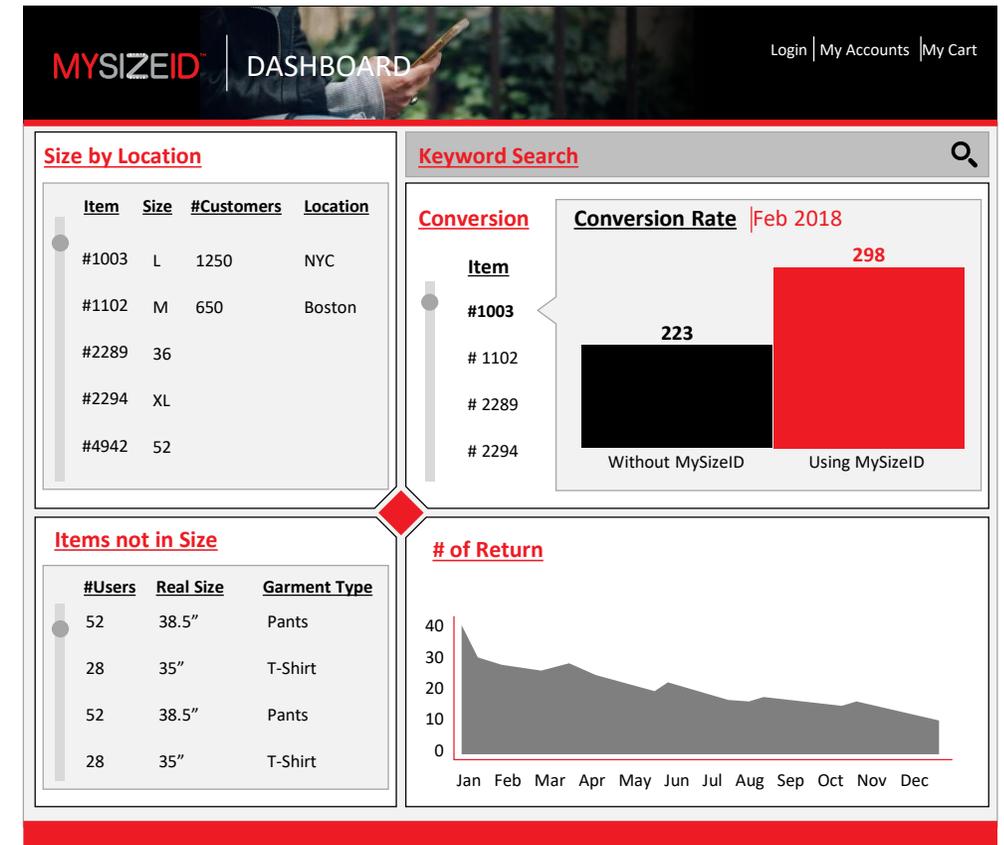
1) <https://www.salesforce.com/blog/2016/11/swap-data-for-personalized-marketing.html>

2) <https://www.mckinsey.com/business-functions/marketing-and-sales/our-insights/what-shoppers-really-want-from-personalized-marketing>

3) State of Marketing, Salesforce Research

## My Size Consumer Big Data offers Added Value

- Personalized retailing
- Logistics decisions
- Geo-location trend analysis



# Here's how **MYSIZEID** works



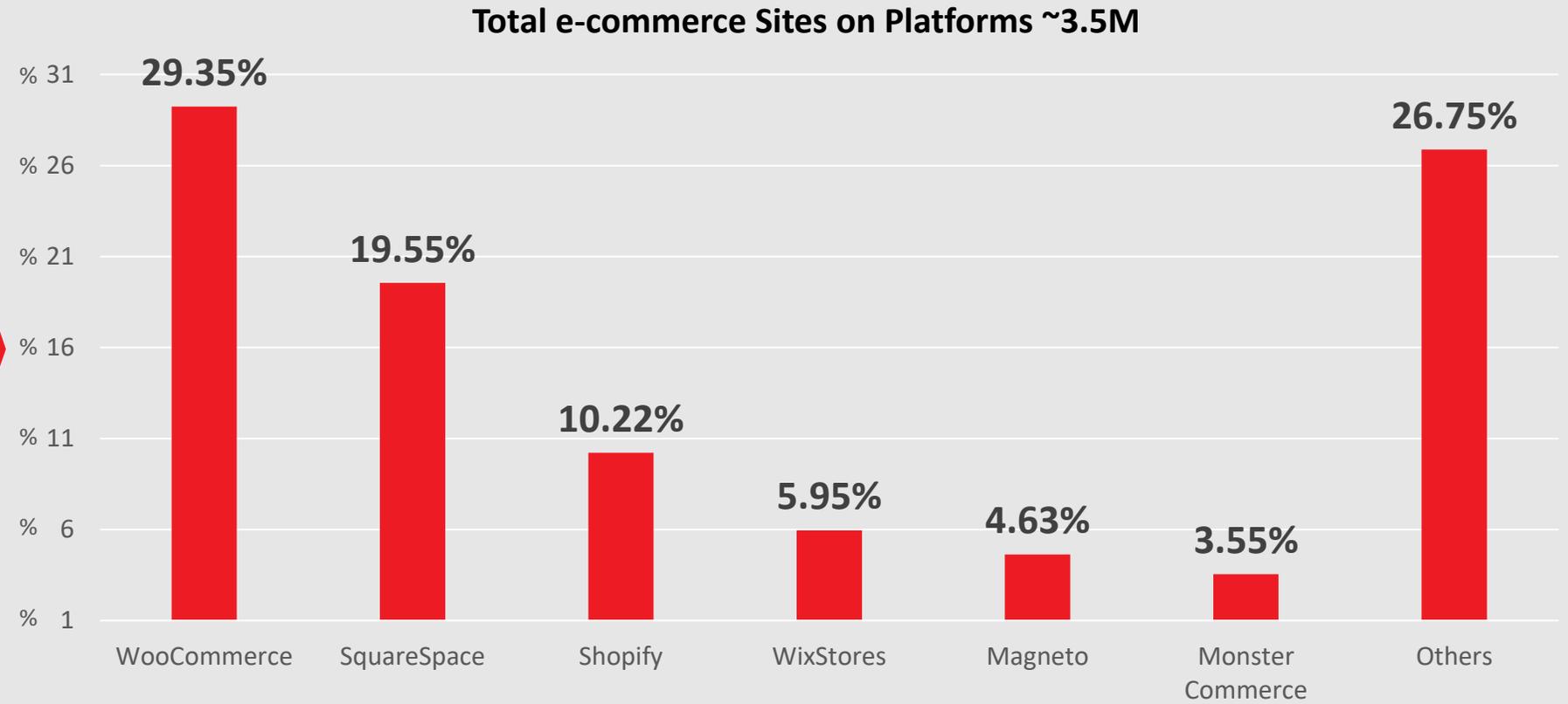
# Commercialization Strategy -Third Party Model

01\

Partner with e-commerce 3<sup>rd</sup> Party Platform Providers

02\

Direct Partnerships with e-commerce Players



Source: <https://www.datanyze.com/market-share/e-commerce-platforms/shopify> on Jan 29,2019

# How the Numbers Add up to Revenues to My Size-Third Party Model

Ecommerce players		Woo-commerce	Squarespace	Shopify	Wix Stores	Magento	Monster Commerce	Others	Total
~ Number of Websites		1,030,000	685,000	<b>360,000</b>	208,000	162,000	124,000	931,000	~3,500,000
Assumed Penetration Rate	Avg. Assumed \$ per account								
1%	\$200	2,060,000	1,370,000	<b>720,000</b>	416,000	324,000	248,000	1,862,000	7,000,000
5%	\$200	10,300,000	6,850,000	<b>3,600,000</b>	2,080,000	1,620,000	1,240,000	9,310,000	35,000,000
10%	\$200	20,600,000	13,700,000	<b>7,200,000</b>	4,160,000	3,240,000	2,480,000	18,620,000	70,000,000
15%	\$200	30,900,000	20,550,000	<b>10,800,000</b>	6,240,000	4,860,000	3,720,000	27,930,000	105,000,000

From 3<sup>rd</sup> Party Platforms, assuming various penetration rates and an average per account fee; Dollar figures are gross, **revenue shares will vary from one to another, likely net 70%-plus to My Size.** We are pursuing multiple 3<sup>rd</sup> Party Platform providers and are CURRENTLY integrated with and available for ALL Shopify accounts (indicated by **bold italics**)

Source: <https://www.datanyze.com/market-share/e-commerce-platforms/shopify> Jan 29, 2019

# BUSINESS Model

<b>Model</b>	<b>Customer</b>	<b>My Size Anticipated Revenue</b>	<b>Anticipated Commission to Partner</b>	<b>Anticipated My Size Net Revenue</b>
Monthly Subscription	3 <sup>rd</sup> Party Platform Websites	\$49 and up	20%	\$39 and up
Pay Per Click ("PPC")	Independent Websites	\$0.01 and up	--	\$0.01 PPC and up

# A growing base of **RETAIL PARTNERS**

MySizeID targets a \$13.3B Global TAM



## Tier 1 / 2 Independent Retailers eCommerce + Brick & Mortar

- 3 pilots with international retailers
- Millions of monthly consumers
- Thousands of stores

## 3<sup>rd</sup> Party for Small e-commerce Platform

- My Size widget to be integrated on platform
- Access to millions of users
- Monthly license fee business model



# A CUT above the Rest

**MYSIZE**  
Measure Everything!

**T TRUE FIT**

*nettelo*

	MYSIZE	TRUE FIT	nettelo
Based on actual customer measurements	✓	✗	✓
Omnichannel (Web, Mobile)	✓	✓	✓
Uses phone sensors	✓	✗	✗
No phone camera usage	✓	✓	✗
Privacy non-invasive	✓	✓	✗
Automated input	✓	✗	✓
Decisive recommendation	✓	✓	✓
White label solution	✓	✗	✓
Big data generation	✓	✓	✓
Multi-vertical	✓	✗	✗
Market reach	✗	✓	✗

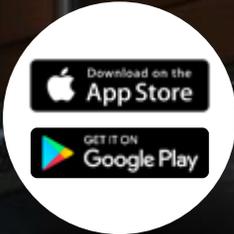
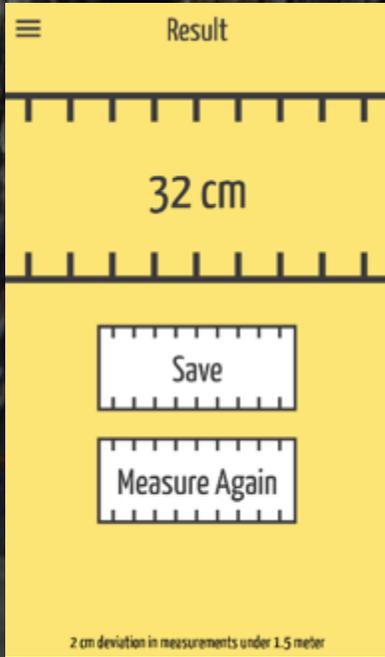
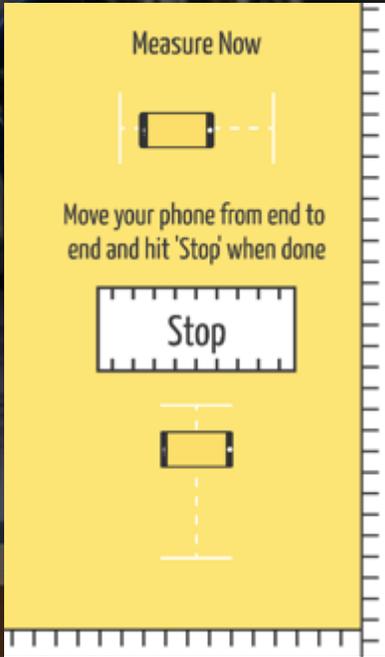




# SizeUp Air Measurement App with Machine Learning 850K downloads to date



# SizeUp Supports Online and Offline DIY Sales



# SizeUp will Foster Growth of Online DIY Market

Underserved Market poised for Growth



DIY Market: **\$670B<sup>1</sup>** in 2017 up 2.6% from 2016



Currently **\$10.9B<sup>2</sup>** online



**41%<sup>2</sup>** growth in online sales (2016-2017)

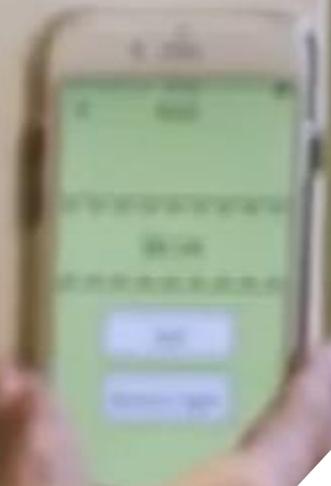


SizeUp Business Model **royalties** on sales

Sources: 1. [https://www.diyinternational.com/home/news/article/global-diy-market-worth-589-billion-euros/and Dec 2017 Euro/Dollar exchange rate](https://www.diyinternational.com/home/news/article/global-diy-market-worth-589-billion-euros/and-Dec-2017-Euro/Dollar-exchange-rate)  
2. <https://www.npd.com/wps/portal/npd/us/news/press-releases/2017/e-commerce-plays-bigger-role-in-home-improvement-sales-near-11-billion-reports-npd/>



# Here's how **SIZEUP** works





# Introducing BoxSizeID DIM Measurement Tool

# LOGISTICS INDUSTRY

- ~12% of shipments arrive at logistical center with inaccurate measurements
- Billing errors can cost freight companies 3-7% in additional costs
- Inaccurate measurements lead to 20% sub-utilization of warehouse space due to inefficient slotting

Sources:

<https://www.controlpay.com/blog/outsourcing-freight-audit-payment-10-checkpoints/>

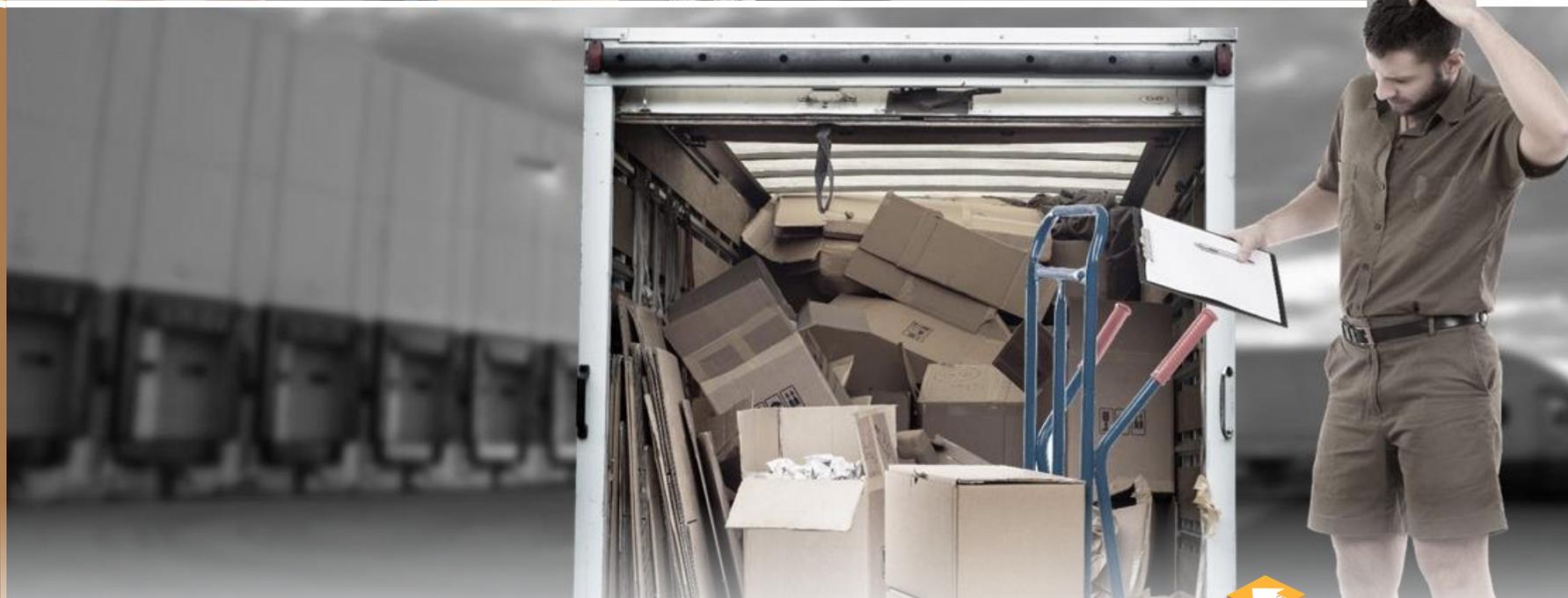
<http://parcelindustry.com/print-article-4994-permanent.html>

## ACCURATE MEASUREMENTS Combat Industry Inefficiencies



# BoxSizeID Streamlines DELIVERY MANAGEMENT

- Accurate parcel measurement and cost calculation
- Real-time DIM details for improved logistics
- Integration with ERP systems
  - Barcode scan
  - Image capture
  - Geo-location tagging



# BOXSIZEID Integrated at Israeli Courier

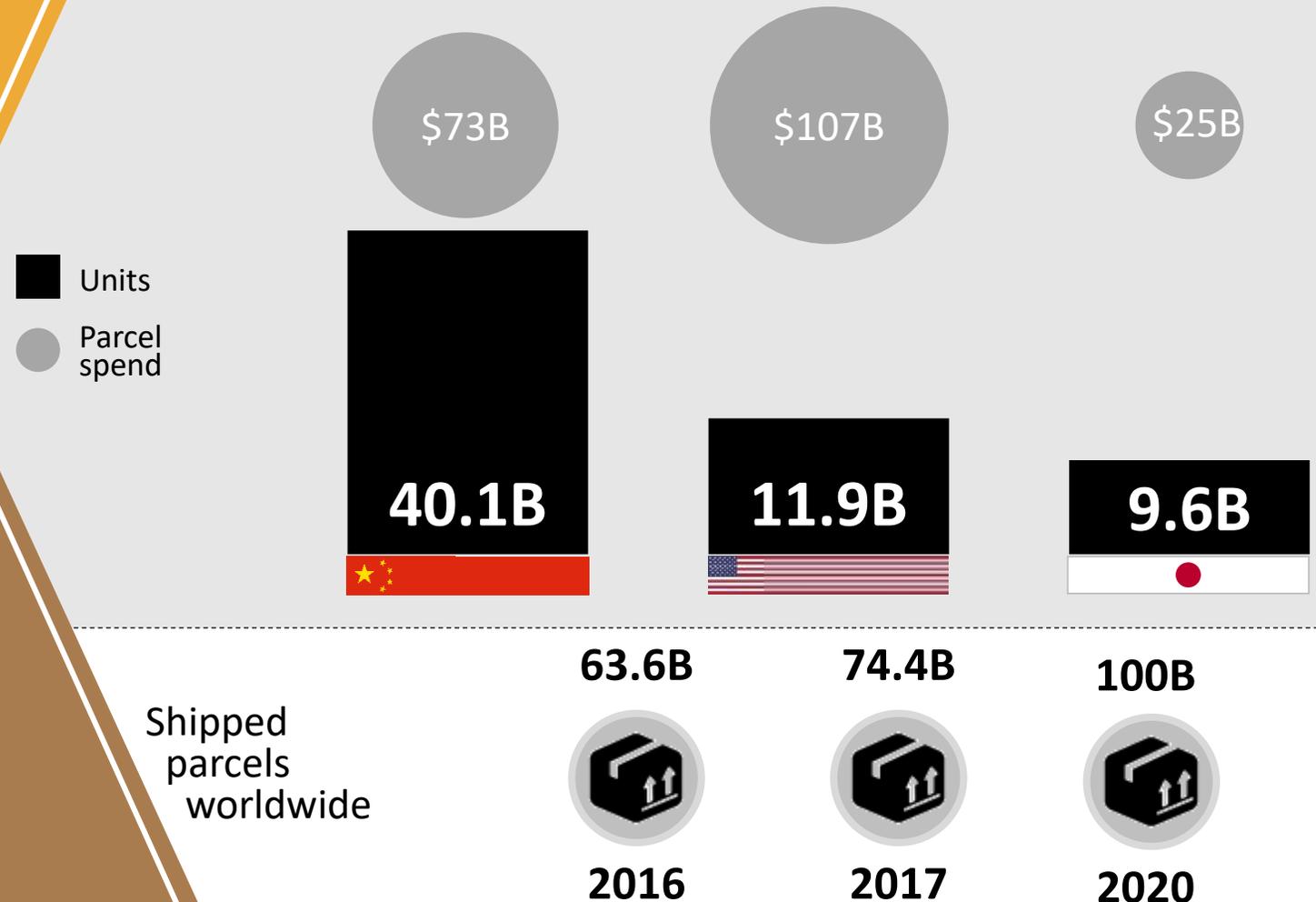
Partner Revenues  
Increased by 2.5% in Pilot

Sources:  
<http://www.investorrelations.pitneybowes.com/news-releases/news-release-details/pitney-bowes-parcel-shipping-index-reports-global-parcel>  
<http://www.vdcresearch.com/Coverage/AIDC/reports/views/Cubed-Global-Dimensioning.html>

- Parcel delivery service industry grew 11% YoY 2016-2017
- \$279B in 2017 globally by 2020
- 43% of global respondents in the warehousing and distribution space use parcel/ carton dimensioning
- 30% plan to support dimensioning of items in the future.

TAM of \$3.7B based on \$0.05 per package

## Parcel shipping business is booming worldwide



# Here's how **BOXSIZED** works



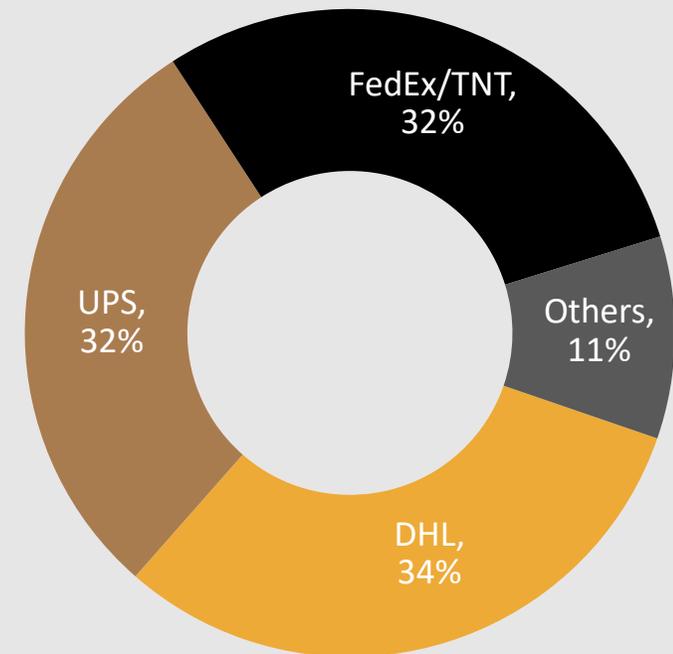
# Courier Commercialization Strategy

01\

Direct partnerships  
with logistics and  
courier players

02\

Partner with leading  
industrial manufactures



**Source:** <https://www.handelsblatt.com/today/companies/express-services-ups-mulling-move-to-dispatch-european-rivals/23540180.html?ticket=ST-506585-IEKcMDkg53q2fFGoD1oN-ap6>

BoxSizeID is already embedded on handheld devices sold via industry leaders Honeywell and Zebra who serve as an important commercialization arm for market penetration

# BUSINESS Model – Logistics and Courier

MODEL	CUSTOMER	ANTICIPATED REVENUE
Monthly subscription based on volume and users	Independent cargo companies	\$300 and up

# Growth Strategy



Currently engaged in extensive beta-testing

1

High volume, tier 1 prospects in North America and Western Europe



Expected commercialization in 12 month time frame



Revenue sharing and licensing business models

Solutions for point of sale, e-commerce and logistics



MYSIZEID™



# Balance Sheet

## SNAPSHOT

Traded on Nasdaq & TASE

	Sept 30, 2018 (unaudited)	December 31, 2017 (audited)
(in thousands)		
Cash and Cash Equivalents**	\$7,867	\$1,872
Current Assets	7,949	2,253
Long-term Assets	489	165
<b>Total Assets</b>	<b>\$8,438</b>	<b>\$2,418</b>
Total Current Liabilities*	\$2,730	\$3,570
Long term Debt	-	-
Other Long term liabilities	-	-
<b>Total Liabilities</b>	<b>2,730</b>	<b>3,570</b>
Stockholders' equity (deficit)	5,708	(1,152)
<b>Liabilities and stockholders' equity</b>	<b>\$8,438</b>	<b>\$2,418</b>

- Includes derivative liability with respect to warrants, options (see cap table, slide 38)
- \*\* includes restricted cash and short term deposits

# CAPITALIZATION

	Number of Shares/Equivalents
Current Shares Outstanding	29.85 Million
Options @ Wtd Avg Strike Price of \$2.59	2.44 Million
Warrants @ Wtd Avg Strike Price of \$2.10	2.16 Million
Convertible Debt/Equity	-
Total Shares and Equivalents (Fully Diluted)	34.45 Million

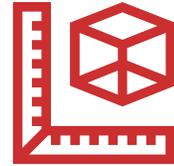
**As of  
February 1, 2019**

# My Size Brings NEXT GENERATION Measurements

Driving profitability  
across multiple verticals



Increasing revenues by fostering conversions



Increasing margins via improved package measurement accuracy



Higher profitability due to reduced returns

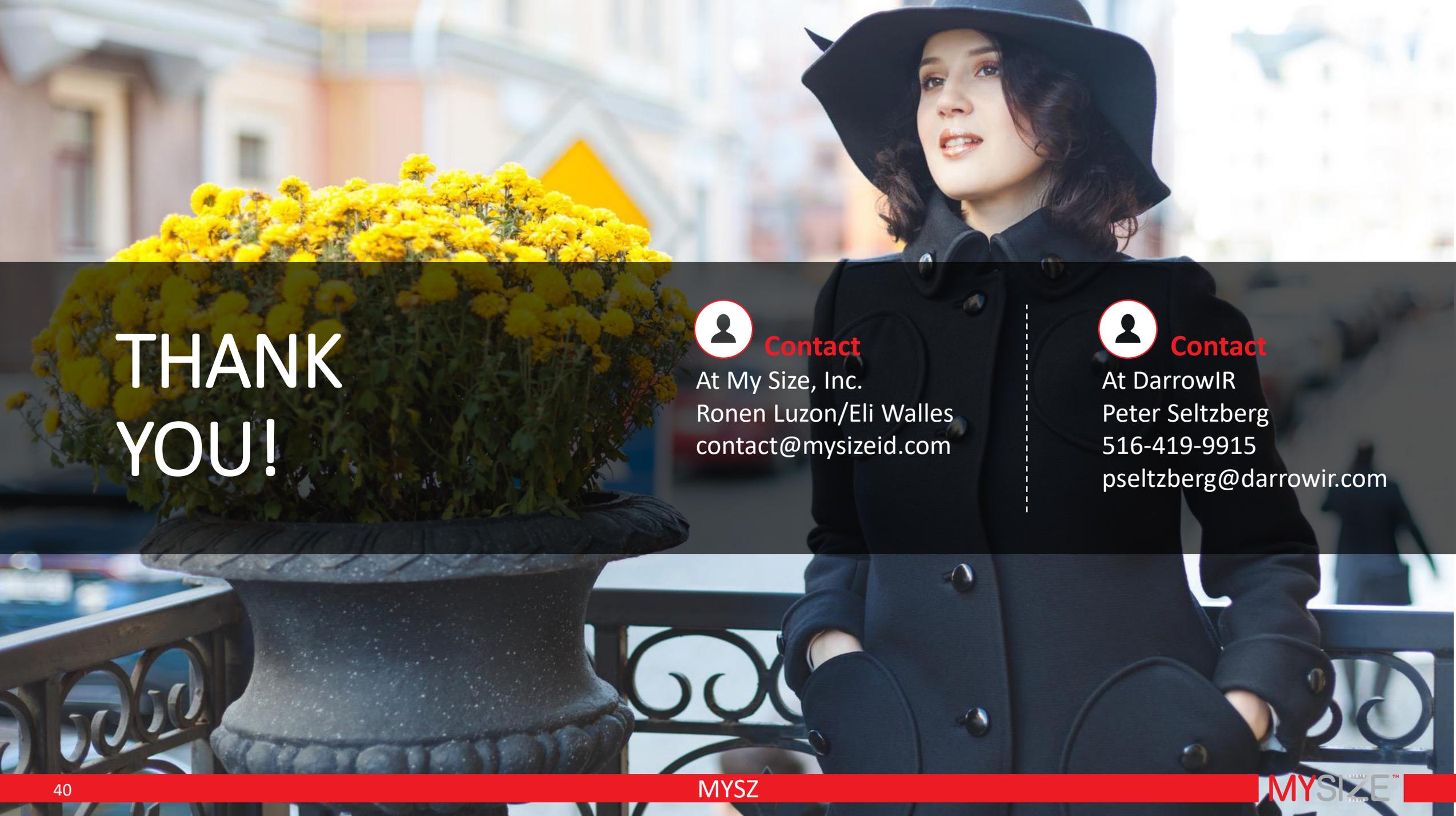


Increasing profitability with cost saving efficiencies



Driving sales via valuable data and analytics

ON TRACK FOR  
ADDITIONAL  
INTEGRATIONS  
IN 2019



# THANK YOU!



## Contact

At My Size, Inc.  
Ronen Luzon/Eli Walles  
[contact@mysizeid.com](mailto:contact@mysizeid.com)



## Contact

At DarrowIR  
Peter Seltzberg  
516-419-9915  
[pseltzberg@darrowir.com](mailto:pseltzberg@darrowir.com)



# APPENDIX

# The Sales **TEAM**



**MS. SUSAN MOSES**

- Leading expert on retail, advertising, fashion and media with a focus on plus sizes.
- Celebrity stylist and designer
- Founder of Empowering Women NYC



**MR. ARGUN ERSEN**

- Former Managing Partner of Deriva Location Based Analytics
- Former Development Manager for PSC Scanning, Turkey Liaison office
- Additional managerial positions at DataLogic and IBM



**MS. TAO FLEURY**

- Former sales and BD positions at Mi9 Retail
- Highly experienced in retail proposition sourcing, in building customer acquisition strategies, and in maintaining client relationships



**MS. JESSICA HOOPFER**

- Former Director of Global Strategy and Growth-Retail at Napco Media
- Former Head of Americas – Operation & Sales at Rakuten Fitsme



**MR. CLAUDIO MENEGATTI**

- Former CEO of NJoy City
- Highly experienced in e-commerce and online advertisements