



My Size Inc.
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COMPANY OVERVIEW—January 2019

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 a \$72 billion market in the U.S. alone. With 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.

EQUITY OVERVIEW

NASDAQ: MYSZ and TASE: MYSZ

Price Per Share: (02/01/19): \$0.76

Shares Outstanding (02/01/19): ~29.8 M

Market Cap (02/01/19): ~\$22.4 M

Avg. 3 mo. Trading Volume (02/01/19): 237k

Recent Headlines:

January 13, 2019

My Size's BoxSizeID™ Captures Additional Revenue for One of Israel's Leading Packaging Delivery Companies by Improving Operational Efficiency and Reducing Operating Expenses

January 9, 2019

My Size Names Jessica Hoopfer Director U.S. Sales

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

December 6, 2018

My Size Names Tao Fleury U.S. Sales Manager

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

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Disclaimer: Except for historical information contained herein, the statements in this fact sheet are "forward looking" within the meaning of the Private Securities Litigation Act of 1995. This fact sheet includes estimates and projections and, as such, reflects only management's current expectations. A fuller discussion of My Size, Inc.'s risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission, which should be reviewed in conjunction with this overview.

At A Glance-My Size

My Size ID--Breakthrough Patented Technology for Accurate Measurements

The MySizeID™ is a B2B platform that generates a recommended size match between a specific person and a specific manufacturer's garment. The Company's sophisticated proprietary algorithms, fed by multiple databases, are the technological brain that drive this innovation. First, a retail shopper takes their own measurements with the MySizeID measurement app, which uses sensor technology (as opposed to photo/imaging) on the smartphone to capture accurate measurements. This person-specific 2D information is combined with global human body measurement databases from pattern makers, creating a 3D body parts correlation formula. These results are correlated with the specific labels' size charts and specs to generate a size recommendation for the specific shopper in that label/brand. My Size patents have been approved in several countries including the U.S. and are pending in other markets. Available for iOS and Android.

My Size ID--Solves Huge Point of Pain for \$2 Trillion Global E-Commerce

Market 70% of online apparel returns are due to size/poor or improper fit. In the U.S. alone, the e-commerce apparel market is worth \$72 billion. The wider e-commerce industry is worth \$395 billion in the U.S. and \$2 trillion worldwide. By improving size matches, retailers can minimize returns and costs, while increasing revenues, brand loyalty, and customer satisfaction.

Beyond Apparel- Other Applications

BoxSizeID™ is an app which enables customers to measure packages and calculate shipping costs via their smartphone. MySize has partnered with Israel-based Katz Fast Delivery Interurban, now using BoxSizeID.

SizeUp™ is a smart tape measure app for the e-commerce Do It Yourself (DIY) market. It measures the distance of an object by moving a smartphone across a surface. It can be used to measure anything from the amount of paint needed to paint a room, to the amount of lumber required for a renovation project. SizeUp has been downloaded over one million times to date.

Big data analytics is a \$130 billion market in which My Size is a player as a result of the large amounts of consumer data its apps generate. Each time a consumer uses the Company's technology to buy an item of clothing, ship a package or measure an item of interest, that information is stored and analyzed on the Company's cloud server. This data is of high value to retailers and advertisers.

Licensing Business Model for High Margins and Fast Growth

My Size's business model is based on multiple, layered revenue streams generated from partnerships with retailers, third-party e-commerce providers and Logistic companies. Fees are generated each time My Size technology is being used. Specialized advertising is delivered utilizing My Size's database to identify the user's exact needs. Offline, brick and mortar shopping fees are generated from clothing and fashion stores that use My Size's real-time data for their customers.