

My Size Launches MySizeID™ Mobile Measurement Solution to Lightspeed Platform, Providing Personalized Shopping Technologies for e-Retailers Worldwide

Company's second 3rd-party e-commerce integration is designed to empower online retailers utilizing the Lightspeed Retail online platform by increasing customer satisfaction and reducing size-based returns

Airport City, Israel, April 2, 2019 – [My Size, Inc.](#) (the "Company" or "My Size") (NASDAQ: MYSZ) (TASE: MYSZ), the developer and creator of smartphone measurement solutions, today announced it the general availability of its MySizeID mobile measurement solutions for integration on the [Lightspeed Retail](#) online platform. This is the Company's second 3rd-party e-commerce integration, which followed [the launch of the partnership](#) with Lightspeed in October of 2018.

Following a 30-day free trial period, retailers will be able to subscribe to a monthly paid service plan to continue providing MySizeID to customers, while also maintaining the back-office services for data and sizing entry the solution provides. Retailers will access MySizeID through a simple widget integration from the Lightspeed app store.

"We are thrilled to announce the general availability of MySizeID to all Lightspeed online retailers and to provide a simple, turnkey solution that can increase customer loyalty, decrease size-based returns, and most importantly, impact a seller's bottom line," said Ronen Luzon, Chief Executive Officer of My Size. "Partnerships like these are crucial to the success of My Size, as we continue to expand our 3rd party licensing program that we believe will generate consistent revenue while also expanding our global userbase. We look forward to working with all of the incredible retailers on the Lightspeed platform and showcasing the power of MySizeID to the global e-commerce community."

[Lightspeed](#) is a leading point-of-sale solution for independent retailers and restaurants that reported during 2018 it processed over \$13 billion in gross transaction value. Last year [My Size announced](#) open registration for MySizeID for a host of third-party providers in an effort to further penetrate the [estimated \\$122 billion](#) U.S. online clothing market.

The MySizeID app is a turnkey solution that helps any online shopper choose the appropriate apparel size for a specific brand, based on the shopper's real-world body measurements. My Size's innovative technology enables consumers to measure themselves once using their smartphone and then sync their personalized MySizeID fit profile to the retailer's sizing charts. The consumer then receives size recommendations for individual apparel items to ensure a proper fit each and every time.

To download MySizeID for Lightspeed, please visit the appropriate country website below:
[USA/CAN](#), [NL](#), [FR](#), [BE](#), [DE](#).

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 measurement technology is driven by several algorithms which are able to calculate and record measurements in a variety of novel ways. To learn more about My Size, please visit our website: www.mysizeid.com. We routinely post information that may be important to investors in the Investor Relations section of our website. Follow us on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Twitter](#).

Please click [here](#) for a demonstration of how MySizeID provides a full sizing 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.

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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