



My Size CEO Ronen Luzon to Present to Leading Global Retailers at Modint Textiles in Transition Event

Company to demonstrate how its innovative mobile smart measurement solutions for fashion and retail can reduce size-based returns while increasing customer loyalty

Airport City, Israel, June 3, 2019 – [My Size, Inc.](#) (the "Company" or "My Size") (NASDAQ: MYSZ) (TASE: MYSZ), the developer and creator of smartphone measurement solutions, today announced that its CEO Ronen Luzon will present to leading global retailers at the [Modint Textiles in Transition](#) event, to be held June 11 in The Netherlands. Luzon's presentation will take place from 2:15-2:45 (GMT+2).

The Modint Textiles in Transition event is one of Europe's leading seminars addressing quality, sizing, and product development within the apparel industry. The morning portion of the program will feature expert speakers discussing quality issues, testing, and quality of recycled materials. The afternoon portion will present industry experts, including My Size, on sizing and digital product development to share B2B and B2C perspectives. Other presenting companies include Tailor & Stitch, Royal Blue Avenue, and STITCH and HATCH.

"I look forward to joining a tremendous group of innovators within the fashion and apparel industries at the Modint Textiles in Transition event to showcase MySizeID as a powerful sizing solution for retailers," said Ronen Luzon, Chief Executive Officer of My Size. "It's no secret that the apparel industry has a sizing issue. We believe this can be addressed and solved through the product development phase, using new technologies to ensure consistent and accurate sizing of garments throughout the lifecycle of the item's creation. MySizeID enables quality control of apparel sizing from creation through testing to sale – all through a seamless integration and use from your preferred mobile device."

The European apparel market [is worth \\$490 billion USD](#), with projected growth of 3% annually through 2023. Women and girl's apparel represents the largest segment of the market, with \$190 billion in sales projected in 2019.

The MySizeID app is a turnkey solution that helps any merchant's customers choose the appropriate apparel size for that specific brand, based on the shopper's real measurements. My Size's innovative technology enables consumers to measure themselves using their smartphone and then be matched with a brand-specific apparel item in their size. Once launched on any given e-commerce platform, store owners will be able to add the MySizeID app to their storefront through a simple integration and provide their shoppers with a more personalized experience.

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.

Please click [here](#) to download MySizeID for Android.

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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