



My Size Successfully Completes Integration of MySizeID for DeMoulin, the Largest Manufacturer of Music Performance Group Apparel in the World

Launches MySize SDK on DeMoulin Application

Airport City, Israel, July 30, 2019 – [My Size, Inc.](#) (the "Company" or "My Size") (NASDAQ: MYSZ) (TASE: MYSZ), the developer and creator of smartphone measurement solutions, today announced it has successfully integrated and launched its MySizeID smart measurement solution software development kit (SDK) for DeMoulin, the oldest and largest manufacturer of music performance group apparel in the world. Completion of this integration with DeMoulin follows the Company's earlier announcement on June 20 that it had commenced the integration for two leading apparel providers targeting the specialist uniform and workwear markets, one of which was DeMoulin.

Ronen Luzon, Chief Executive Officer of My Size, commented, "We are pleased to successfully integrate and launch MySizeID on the DeMoulin application. Specialist uniforms represent a significant market opportunity for the MySizeID smart mobile measurement solution. The measure-to-wear market, such as the uniform market, is very custom and requires wearers to submit their own measurements in order for their uniforms to be appropriately tailored. With the difficulty that comes from self-measurement, mistakes are often made, which results in ill-fitting items and extra cost for the consumer in having the item remade or tailored. We believe MySizeID is the ideal solution for this market."

The MySizeID app is a turnkey solution that helps any online shopper choose the appropriate apparel size for that specific brand, based on the shopper's real-time body measurements. My Size's innovative technology enables consumers to measure themselves once using their smartphone and then be matched with a brand-specific apparel item in their size.

Donald Adamski, President and CEO of DeMoulin, stated, "As the industry leader, we strive to bring the best products and services to our customers and by integrating MySizeID into our DeMoulin smartphone app, we continue to live up to our goals. This addition allows our customers to quickly and easily measure themselves, to properly fit themselves the first time. When our customers have a performance date, they don't have the time to exchange merchandise for size. We are excited about the opportunities this will bring to our company."

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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