

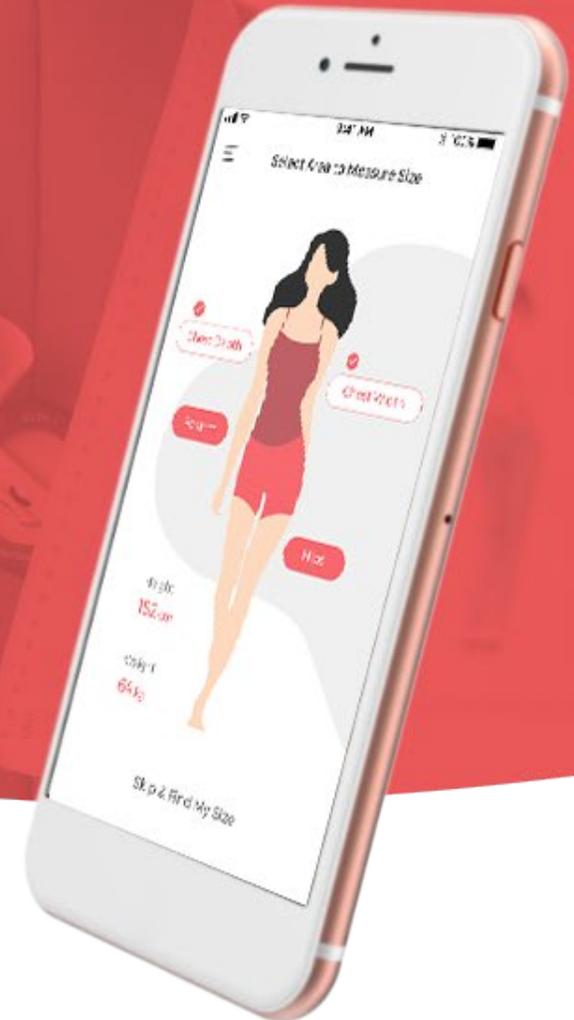


MySize, Inc.

**Investor presentation:
September 2019**

Nasdaq:MYSZ

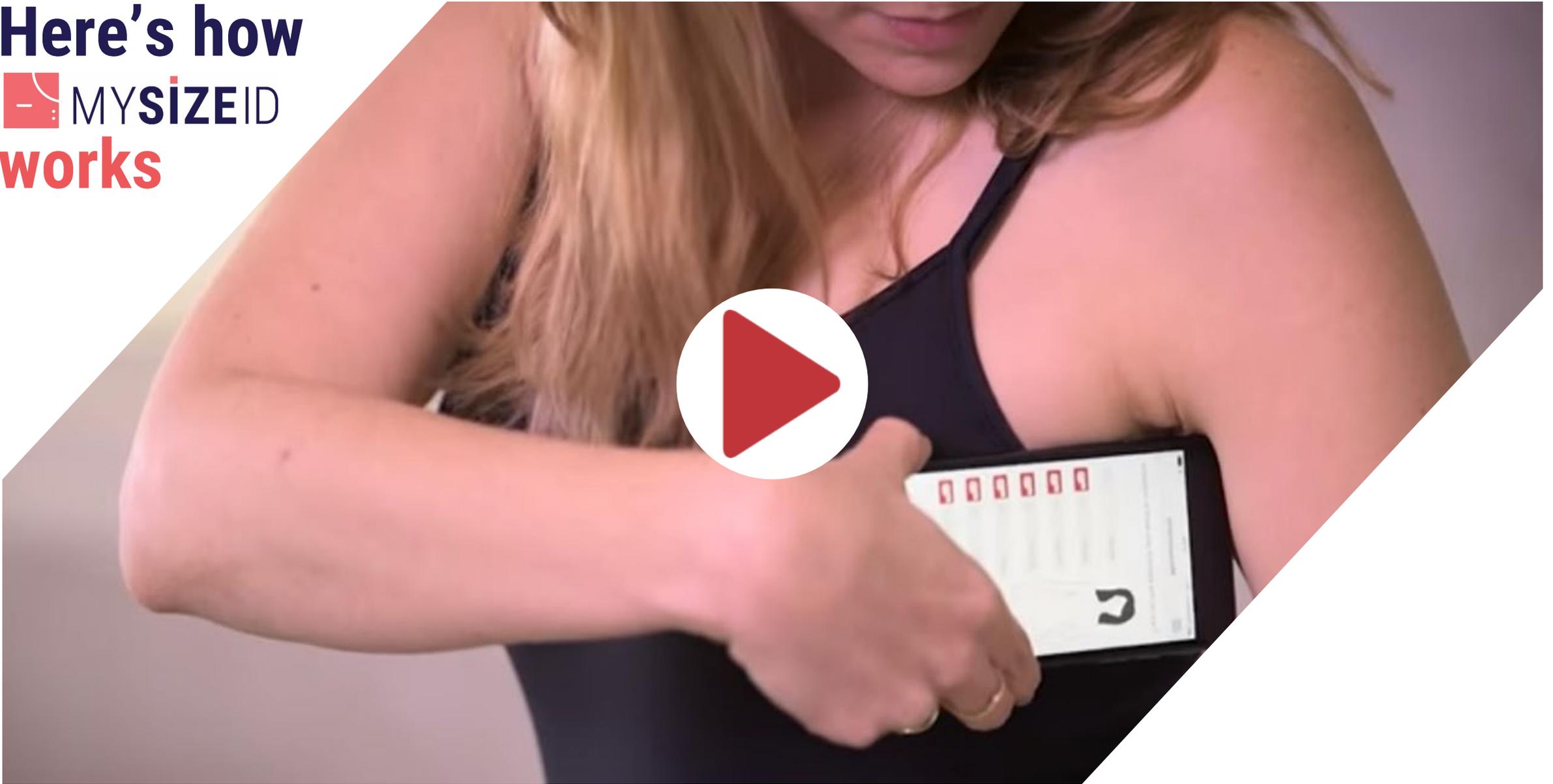
TASE: MYSZ



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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 27, 2019, 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.

Here's how MYSIZEID works





My Size, Inc. (NASDAQ: MYSZ) is a consumer technology and big data company with a proprietary sizing and measurement technology:

- Generates highly accurate measurements used in a variety of consumer friendly, every day uses, such as on-line apparel shopping, logistics and courier services, and home DIY.

The Company's flagship product, MySizeID™ serves the e-commerce apparel market

- Currently a \$332 billion¹ global market
- ~\$8.4 billion² in e-commerce apparel returns being size related

Improves retailer revenues and lowers their operating costs, while improving the consumer's shopping experience

Broad domestic and international patents and patent pending applications for measurement and fitting.

¹https://cdn.statcdn.com/static/pdf/ca_study_readsample/DMO_sample_38340.pdf

²Retailers and the Ghost Economy The Haunting of Returns, IHL Group

MySize at a glance



2014

Founded in Israel



+10

Commercial agreements



4

Patents granted in 3 regions



~\$18M

Invested in the platform to date



30

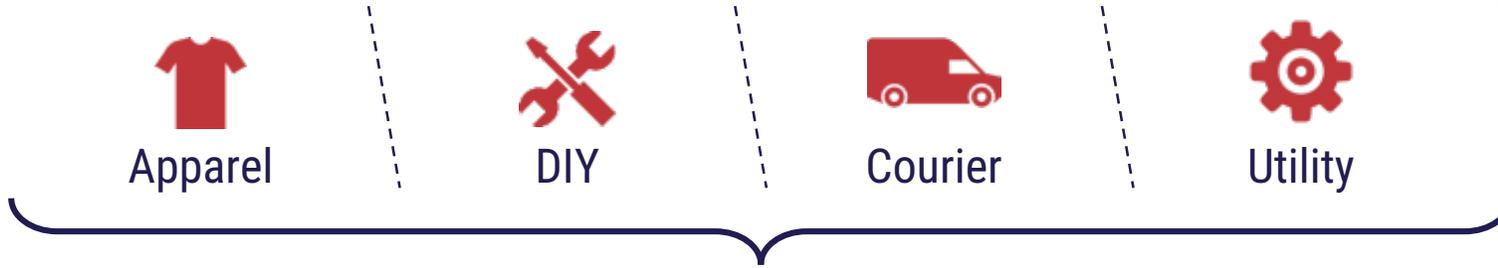
Employees in R&D, M&S and Management

Awards

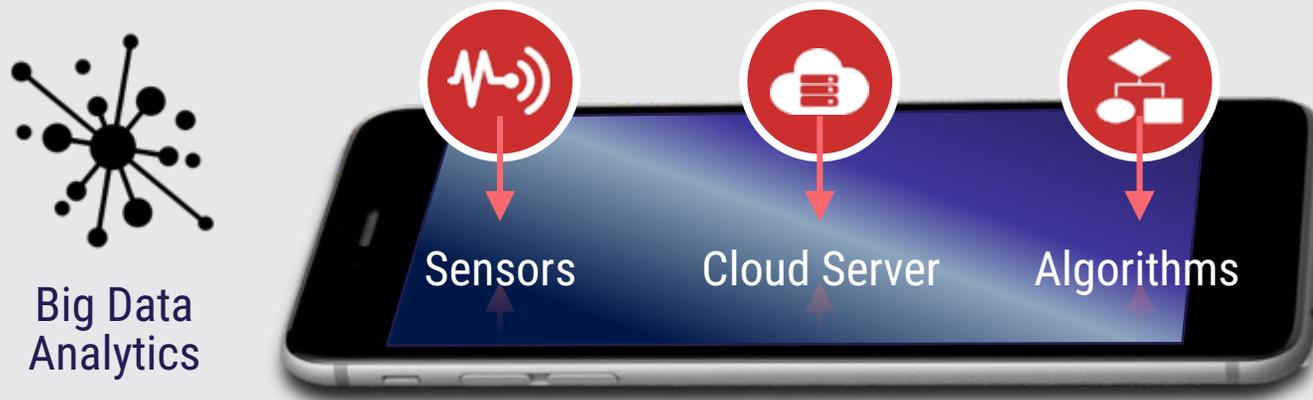


Opportunities

MARKETS



TECHNOLOGY



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

 **MYSIZEID**
Retailer | Consumer

 **BOXSIZE**
Courier | Consumer

 **SIZEUP**
Consumer



Innovative customizable platform technology

Serving Multi-billion \$ Markets



TAM¹
\$13.3B

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



TAM²
\$0.44B

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



TAM³
\$3.7B

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

TAM:

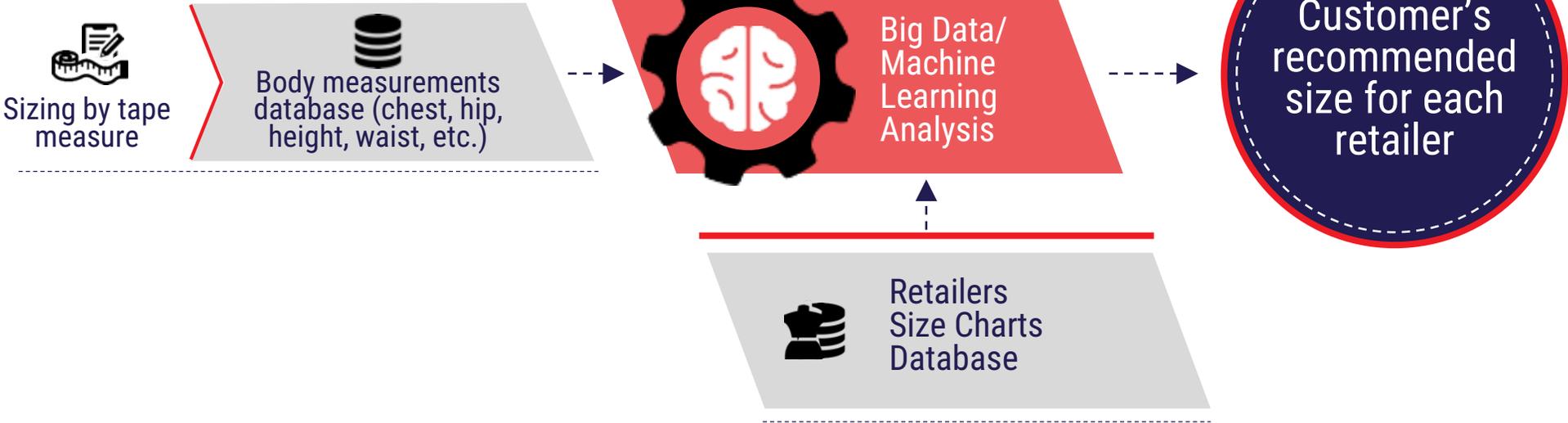
1) TAM was derived by assuming a 4% royalty of the revenue from the global online fashion market (estimated at \$332.1 B in 2016 according to Statista).
 2) TAM was derived by assuming a 4% royalty of the revenue from the global online DIY home improvement market (estimated at \$10.9B in 2017 according 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)

A game changer in simple and highly 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



~69%

e-commerce shopping cart abandonment rate in fashion

MEASUREMENT TECHNOLOGIES REDUCE RETURNS

MySizeID Direct benefits

Driving profitability through increased revenues and improved efficiencies



Increase customer confidence



INCREASE CONVERSIONS BY 30%*



Improve sizing efficiencies



REDUCE RETURN VOLUMES BY 50%*



Improve customer experience



INCREASE BRAND LOYALTY



Valuable big data



REDUCE CART ABANDONMENT

* Based on pilot with a leading retailer

A growing base of **Retail partners**



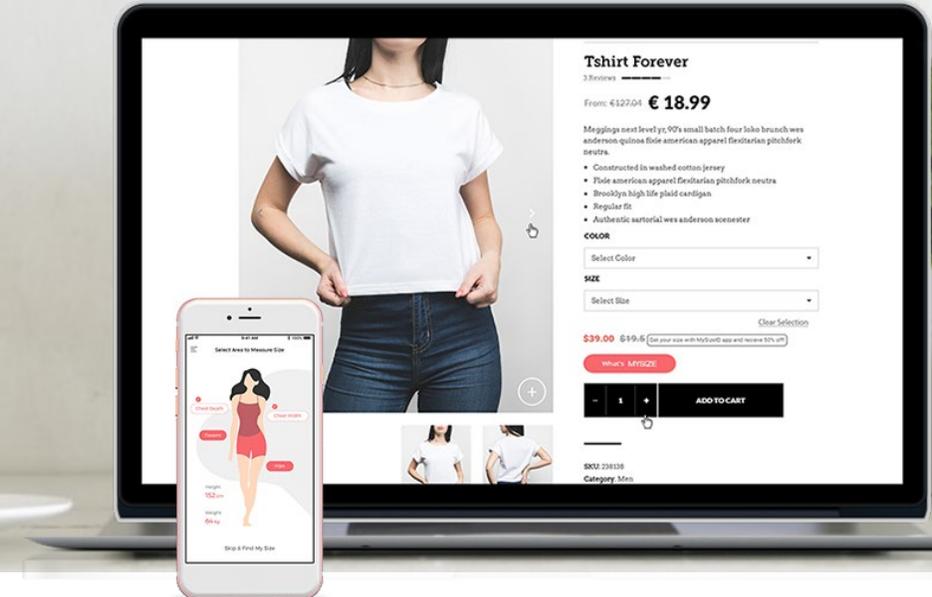
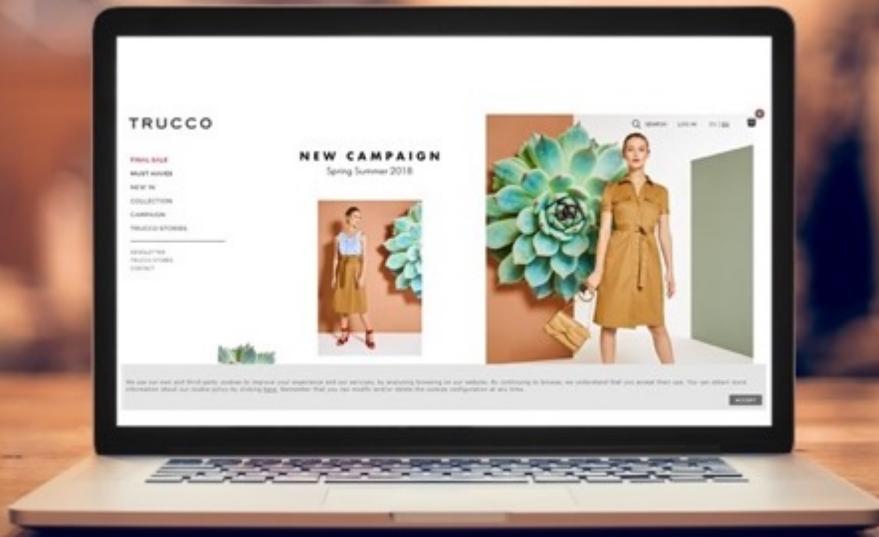
MySizeID targets a \$13.3B Global TAM

Tier 1 / 2 Independent Retailers eCommerce + Brick & Mortar

- 3 pilots with international retailers
- Following launch potential access to millions of monthly consumers
- Thousands of stores

3rd Party for Small e-commerce Platform

- My Size widget integration
- Potential access to millions of users
- Monthly license fee



Commercialization strategy

Third Party model

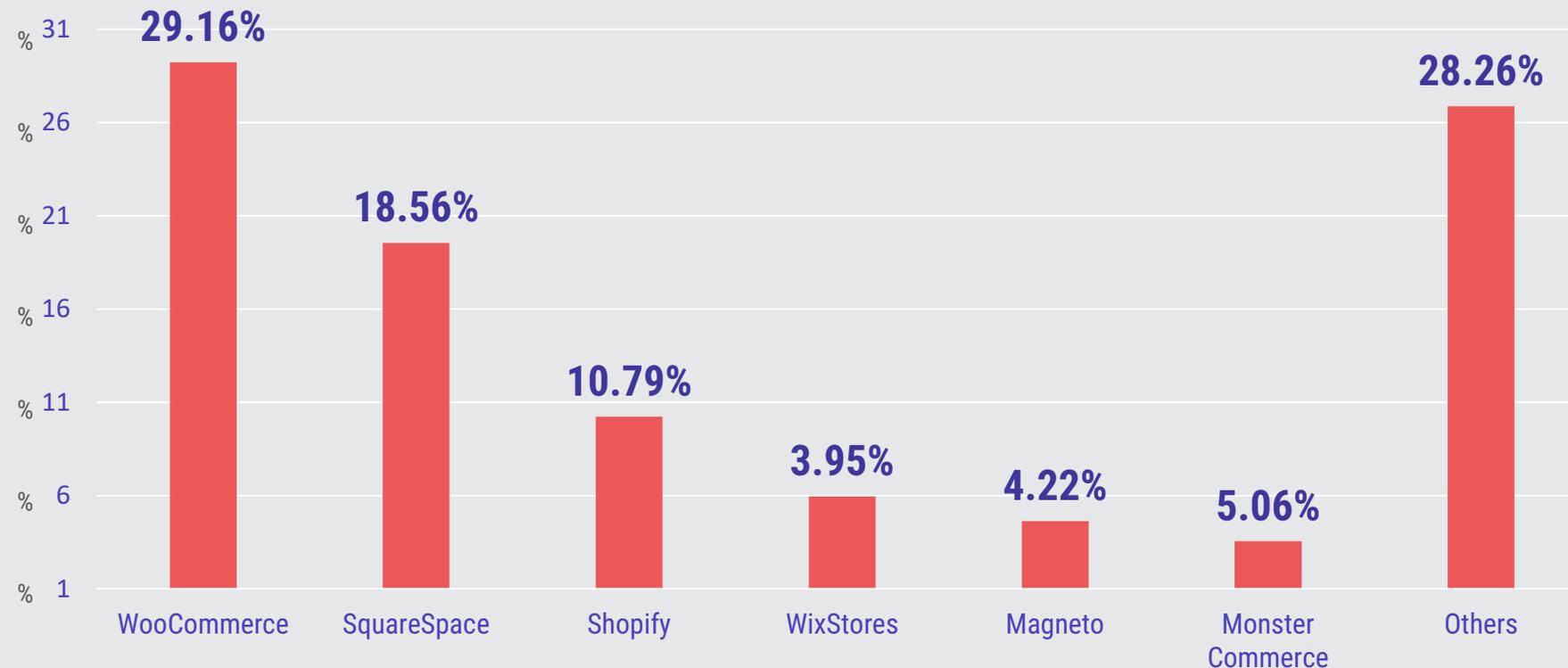
01

Partner with e-commerce 3rd party platform providers

02

Direct partnerships with e-commerce players

Total e-commerce Sites on Platforms 1.5M



Business model

Model

Monthly subscription and pay per click ("PPC")

Customer

3rd party platform websites and independent websites

My Size Anticipated Revenue

\$49 month and up based on \$0.1 per fit recommendation

How the numbers add up to potential revenues to MySize-Third Party model

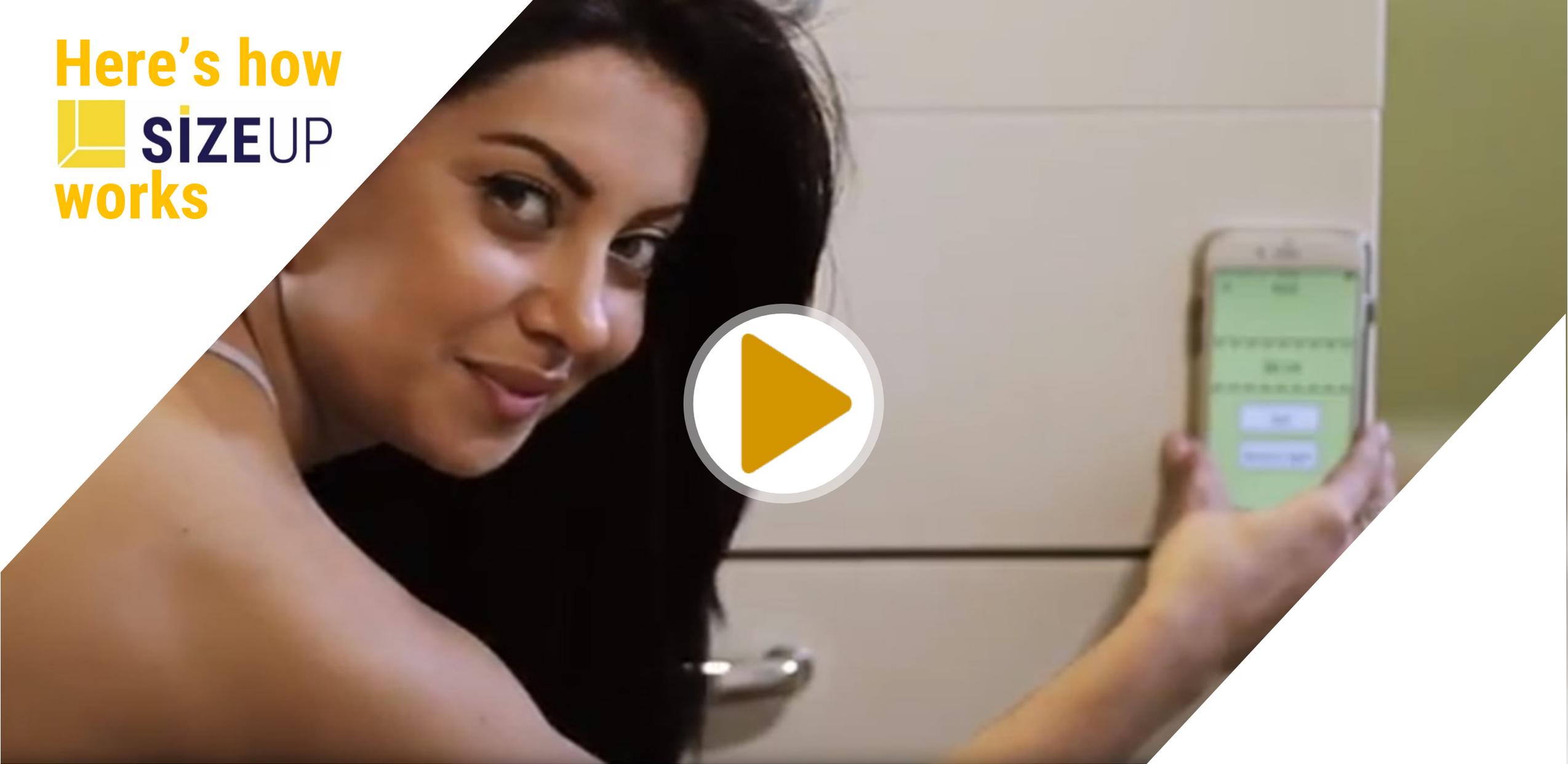
Ecommerce players		Woo-commerce	Shopify	Total
		484,701	179,382	
Penetration Rate	\$ per account			
1%	\$49	237,503	87,857	325,360 \$
5%	\$49	1,187,517	439,485	1,627,002 \$
10%	\$49	2,375,035	878,971	3,254,006 \$
15%	\$49	3,562,552	1,318,457	4,881,009 \$

From 3rd 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 3rd party platform providers and are CURRENTLY integrated with and available for ALL Shopify accounts



**SizeUp air
measurement app
with machine learning
>1M downloads to date**

Here's how **SIZEUP** works



SizeUp will foster growth of online DIY market

Underserved market **poised for growth**



DIY Market: **\$670B¹** in 2017 up 2.6% from 2016



Currently **\$10.9B²** online



41%² growth in online sales (2016-2017)



SizeUp Business Model **royalties** on sales



Introducing BoxSize DIM measurement tool



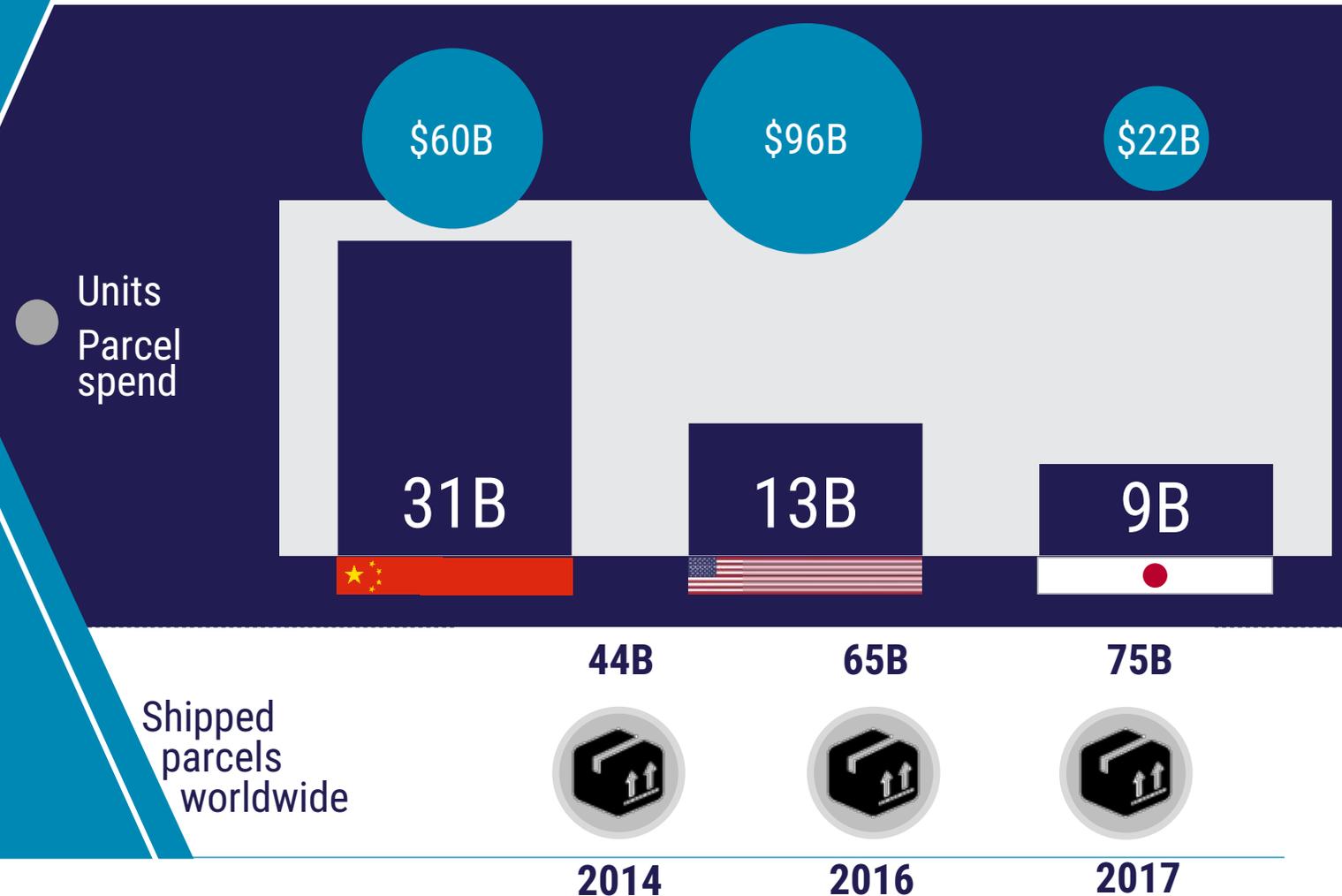
Accurate measurements combat industry inefficiencies



- 12% of shipments arrive at logistics 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

Parcel shipping business is **booming** worldwide

Parcel delivery service industry is growing 9% annually
43% of global respondents in the warehousing and distribution space use parcel/carton dimensioning
30% plan to support dimensioning of items in the future.



BoxSize streamlines delivery management

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

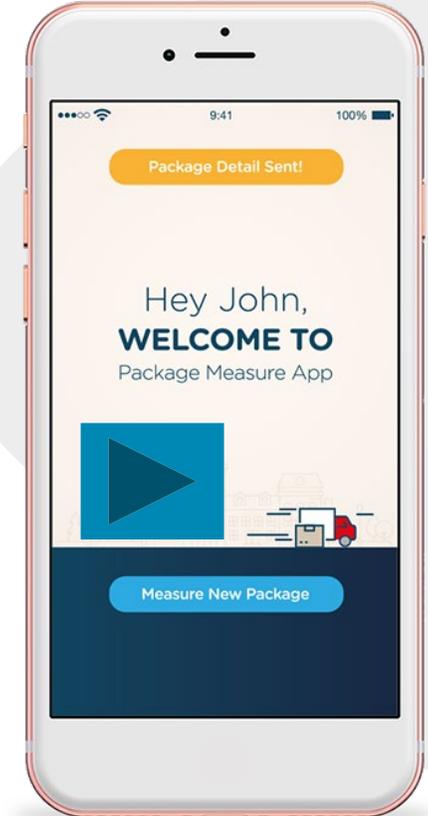


BoxSize success story

- Integrated at Israeli leading courier: **Katz**
- Katz Corporation is the second-largest package delivery company in Israel, and handles over 5M packages annually
- Katz **revenues increased by 2.5%**

“BoxSizeID demonstrated a high level of accuracy in the pilot performed at Katz Shipping’s logistic center and we expect it will generate significant yearly savings that are estimated to increase the company’s annual income by about 2.5%, to around \$1 million”

Katz CEO Sep 2018



Business model

Logistics and courier



Model	Customer	MySize anticipated revenue
Monthly subscription based on volume and users	Independent cargo companies	\$300 month and up based on a 0.1\$ per package measured

Courier commercialization strategy

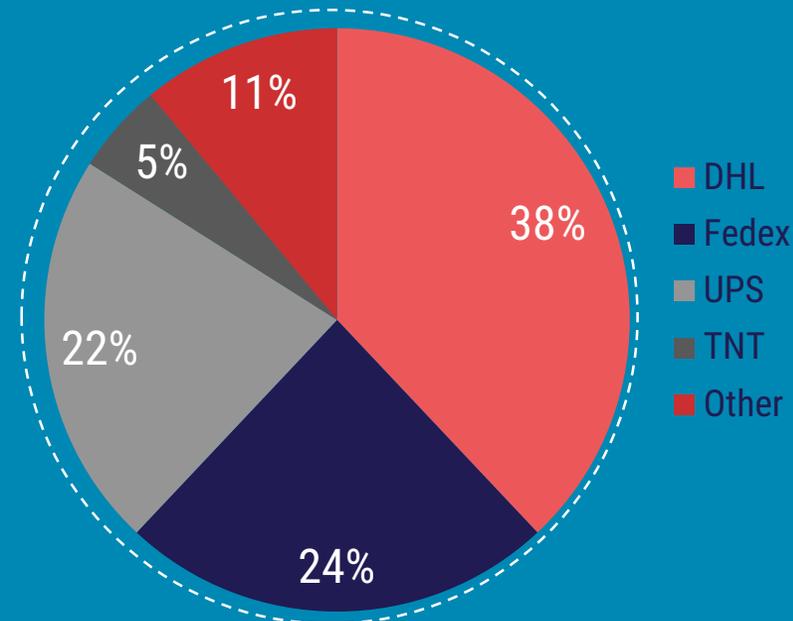
01

Direct partnerships with logistics and courier players

02

Partner with leading industrial manufactures

Market share of the leading courier service providers worldwide from 2010 to 2017



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

<https://www.handelsblatt.com/today/companies/express-services-ups-mulling-move-to-dispatch-european-rivals/23540180.html?ticket=ST-3686208-qJAfOJfeB3b2hKm5MziL-ap5>

 **BOXSIZE**
in action



Capitalization

	Number of shares / equivalents
Current shares outstanding	29.85 Million
Options @ Wtd Avg strike price of \$1.36	3.23 Million
Warrants @ Wtd Avg strike price of \$2.78	3.16 Million
Convertible debt / equity	-
Total shares and equivalents (fully diluted)	36.25 Million

**As of
June 30, 2019**

Balance Sheet **snapshot**

Traded on Nasdaq & TASE

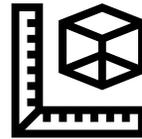
		June 30, 2019	December 31, 2018
	(in thousands)		
Cash and cash equivalents**	-----▶	4,412	\$6,620
Current assets	-----▶	4,513	6,838
Long-term assets	-----▶	270	279
Total assets	-----▶	\$ 4,783	\$7,117
Total current liabilities*	-----▶	\$1,692	\$1,823
Long term debt	-----▶	-	-
Other long term liabilities	-----▶	34	-
Total liabilities	-----▶	1,726	1,823
Stockholders' equity (deficit)	-----▶	3,057	5,294
Liabilities and stockholders' equity	-----▶	\$ 4,783	\$7,117

My Size brings next generation measurements

Driving profitability
across multiple verticals



Increasing customer revenues by
fostering conversions



Increasing customer margins via improved
package measurement accuracy



Higher customer
profitability due to reduced
returns



Increasing customer profitability
with cost saving efficiencies

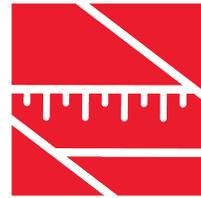


Driving customer sales via
valuable data and analytics

ON TRACK
FOR ADDITIONAL
INTEGRATIONS IN
2019



10cm



MYSIZE measure
everything

Thank You!

Contact us

Ronen Luzon

Ronen@mysizeid.com

The Executive team

Multidisciplinary
and seasoned
managers



OR KLES CFO

- Former KPMG Associate
- CPA, MBA



Eli Turchinsky CTO

- A seasoned tech expert in the field of mobile and web applications.
- BSc in Computer science



BILLY PARDO CPO

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



RONEN LUZON Founder & CEO

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

The Sales team



MS. EMILY TENE

- Former Senior Stylist and specialized in men's custom clothing at Trunk.
- highly experienced in men and women's clothing in regards to fit.



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 FLUERY

- 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