



MySize Launches SizeUp “Measurement from the Air” Smart Measuring Tape for the Android Market

SizeUp “Measurement from the Air” for Android is free for 30 days following download

Airport City, Israel, May 24, 2017 --- MySize Inc. (the “Company”) (NASDAQ: MYSZ; TASE: MYSZ), developer of proprietary, smartphone measurement applications, announced today the market introduction of SizeUp “Measurement from the Air” – a smart measuring tape for the android market. Like the iOS version, the application for Android is free for all new users for thirty days following download. Today’s news follows the world introduction of the SizeUp “Measurement from the Air” smart measuring tape on January 5, 2017 for the iOS market.

“The new technology advancements offered by the new SizeUp ‘Measurement from the Air’ smart measuring tape for Android are the result of the diligent efforts of our talented development team, who thoughtfully and successfully navigated the various obstacles encountered during the upgrade process of SizeUp. The launch today reflects our strong commitment to technological excellence and providing the very best smart measuring tape for the DIY and home improvement markets,” commented Billy Pardo, Chief of Product at MySize Inc.

The upgrades provided by SizeUp “Measurement from the Air” enable users to instantly and accurately measure smooth or rigidly surfaced objects by first placing their smartphone on one side of an object, then lifting it slightly and moving it to the other end, horizontally or vertically. It is easy to calibrate for improved accuracy. There is no need to clean a surface before measuring. Gaps between surfaces can be measured. Your last measurement is displayed for reference. And you can share measurements with friends. SizeUp “Measurement from the Air” services a global market, as measurements can be taken in either inches or centimeters.

“This is a major milestone in the evolution of the company and its R&D program. As of today, many more mobile phone users have the opportunity to access a smart measuring tape, whenever and wherever they need, using only the smartphone they already carry,” said Ronen Luzon, CEO of MySize Inc.

According to a February 2017 industry report, Android and iOS accounted for 99.6 percent of all smartphone sales in the fourth quarter of 2016. The same report shows that 432 million smartphones sold in the last quarter of 2016, 352 million ran Android (81.7 percent) and 77 million ran iOS (17.9 percent).

Luzon continued, “A smart measuring tape is a practicality that everyone should have, like the flashlight and the calculator in your phone. We are delighted to be providing a

new standard tool that everyone can enjoy and which we believe will come in particularly handy for the continuously growing DIY home improvement market, for which in the US alone, [researchers](#) are predicting a CAGR of 6.01% between 2017-2021.”

Please click [here](#) to view a short video illustrating how the SizeUp “measurement from the air” smart measuring tape makes shopping easier and more fun than ever.

Please click [here](#) to download SizeUp “measurement from the air” smart measuring tape for Android.

Please click [here](#) to download the SizeUp “measurement from the air” smart measuring tape for iOS.

Please click [here](#) to access our electronic press kit.

About MySize Inc.

MySize Inc. (TASE: MYSZ) (NASDAQ: MYSZ) has developed a unique measurement technology based on sophisticated algorithms and cutting edge technology with broad applications including apparel industry, e-commerce, shipping and parcel industry measurement. This proprietary technology is driven by several patent-pending algorithms which are able to calculate and record measurements in a variety of novel ways. To learn more about MySize, please visit our website. www.mysizeid.com.

Follow us on [Facebook](#), [LinkedIn](#) and [Twitter](#).

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. Known material factors that could cause actual results to differ materially from those in the forward-looking statements include: an active trading market for our common stock may not develop on NASDAQ; the trading price for our common stock may fluctuate significantly; and the Company will continue to be a "controlled company," as defined under NASDAQ rules, and the interests of our controlling stockholder may differ from those of our public stockholders. 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.

Press Contact

Marjie Hadad

MH Communications

marjierhadad@gmail.com

+972-54-536-5220