



MySize Inc. CEO Ronen Luzon to Present at the National
Investment Banking Association (NIBA) 141st Investment Conference

*Mr. Luzon will speak on the topic: disruptive measurement
e-commerce innovation and associated investment opportunities*

Airport City, Israel, June 22, 2017 --- MySize Inc. (the "Company") (NASDAQ: MYSZ; TASE: MYSZ), developer of proprietary, smartphone measurement applications, announced today that Company CEO Mr. Ronen Luzon will address the National Investment Banking Association (NIBA) 141st Investment Conference on June 27, 2017 at the Westin Grand Central Hotel located at 212 East 42nd Street, New York, NY 10017.

Mr. Luzon's presentation titled: *Disruptive Measurement E-Commerce Innovation and Associated Investment Opportunities*, will review the currently unmet need for comprehensive measurement technology in the apparel, e-commerce DIY and parcel delivery markets and the present state of affairs. He will also describe how MySize has begun successfully filling this need with technology that enables correct choices on first selection, improves efficiency and saves money for both the vendor and the customer.

"It is an honor to be invited to present at the NIBA conference. I am enthusiastic to introduce participants to MySize and the value proposition of its technology and product pipeline," said Mr. Luzon.

About National Investment Banking Association (NIBA)

Since 1982, National Investment Banking Association (NIBA) has been a not-for-profit association comprised of micro-cap and small-cap professionals encompassing Broker Dealers, Investment Bankers, RIA's, Private Equity Groups, Family Offices, Boutique Corp. Finance, Specialized Investment Brokerages, Venture Capital Groups, Fund Managers, Investors, etc. NIBA provides unique opportunities for investment professionals to make valuable industry connections while gaining new perspectives on critical market challenges, issues and trends redefining today's dynamic and ever-evolving capital markets.

National Investment Banking Association continues to be the premier forum for quality micro-cap/small-cap companies seeking access and exposure to the financial community. NIBA's must-attend events showcase private and public companies actively seeking access to the financial industry. Companies first present formally to hundreds and then have the opportunity to meet privately and have in-depth discussions with interested parties.

During our 35 years NIBA network firms have completed thousands of equity offerings totaling over \$12 billion in new capital for emerging growth companies. Our network of firms represent over 8,800 registered representatives with an estimated \$86 billion in assets under management, and are responsible for 90% of all initial public offerings under \$20 million. For more information, please visit our website www.nibanet.org. You can also follow NIBA updates on Twitter @NIBAnet.

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, e-commerce DIY, 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.

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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.

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