



My Size, Inc. Beta-Testing New “Room Dimension” App Designed to Support Multi-Billion Dollar Home Improvement and Interior Design Markets

Airport City, Israel, July 27, 2017 --- My Size, Inc. (“the Company”) (NASDAQ: MYSZ; Tel Aviv Stock Exchange: MYSZ), developer of proprietary measurement technologies using smartphones, announced today that it has further expanded My Size’s quickly growing technology and product pipeline with the introduction of the Company’s “Room Dimension” smartphone application. The new mobile application, currently at the beta stage of testing, is in design to support the continuously growing, multi-billion-dollar home improvement and interior design markets.

As reported on the [EC&M](#) website, the Leading Indicator of Remodeling Activity (LIRA) projects that annual growth in home improvement and repair expenditures will remain elevated throughout 2017 with spending levels ending the year up 6.7% at \$317 billion, on par with the 6.9% growth estimated for 2016. In addition, [according to Allied Market Research](#), the Home Decor Market is expected to garner \$664.0 billion by 2020, registering a compound annual growth rate of 4.2% during the forecast period of 2015 through 2020.

“The home improvement and interior design markets are busier than ever. Time is money, so we decided to design an easy to use and efficient smartphone measurement application tailored for the needs of these important sectors,” said Billy Pardo, Chief Product Office at My Size, Inc.

Ms. Pardo continued, “The days of fiddling with protractors, measuring tapes, pencils and papers are nearly over. With My Size’s Room Dimension application, you will soon be able to accurately and instantly draw a room plan, map your interior, and design your home from your smartphone. More specifically, for example, in less than two minutes, you’ll be able to measure and get a 2D sketch of an approximately 100 square foot room.”

Room Dimension works by simply moving your smart phone along the wall. The current plans call for the Room Dimension drawing to include the lengths and widths of walls, windows and doors and the angles between them which drawings can then be stored and shared. In the future, drawings could be available in 3D and users could be able to virtually move furniture around in the space.

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 do it yourself (DIY), shipping and parcel delivery industries. 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 My Size, 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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