



TRUCCO

MySize Announces the Launch of RealSize on Trucco's Website

Airport City, Israel, August 15, 2017 --- MySize, Inc. (the "Company" or "MySize") (NASDAQ: MYSZ; TASE: MYSZ), developer of proprietary, measurement technologies using smartphones, in cooperation with TRUCCO, a high end women's apparel retailer headquartered in Spain, announced today the launch of RealSize on the [TRUCCO website](#). As reported by MySize in a [press release](#) dated July 19, 2017, RealSize is available for download at the Apple app store. RealSize is a white label measurement application developed by MySize based on the Company's TrueSize technology.

RealSize empowers online shoppers to always choose the right sized garment, based on the measurements taken by the RealSize app. No more wasting time or money with incorrect size selections and returns. RealSize recommends the appropriate size of the garment of choice on the TRUCCO website based on the measurements calculated by the application of a piece of clothing from the customer's own wardrobe. Please click [here](#) to watch a video demonstrating how to use RealSize.

Mr. Ronen Luzon, CEO of MySize, Inc., said, "Customer satisfaction is key to the success of any retailer. We are proud to partner with TRUCCO to upgrade the shopping experience of their online customers and look forward to doing the same for other retailers interested in driving online sales, reducing the return rate and improving customer loyalty."

Billy Pardo, Chief Product Officer of My Size, Inc. stated, "The milestone announced today is a reflection of the strong cooperation we have with TRUCCO. We were and remain very enthusiastic to work with a retailer like TRUCCO, who shares our vision of offering online customers an easy to use and effective measurement tool. Our vision has been transformed into practice and we are thrilled to partner with TRUCCO and its customers for the launch of RealSize."

About TRUCCO

TRUCCO is a 100% Spanish-owned women's clothing brand with more than 30 years' of experience in the fashion sector. TRUCCO belongs to the Spanish firm In Situ S.A., which also owns several other women's fashion brands such as Naëlle. The brand has over 240 points of sale in more than 20 countries all over the world including, but not limited to, Andorra, Chile, China, Costa Rica, Czech Republic, Dominican Republic, France, Guatemala, Israel, Kuwait, Libya, Malaysia, Mexico, Panama, Paraguay, Peru, Portugal, Qatar, Russia, Singapore, Slovakia, Spain, Taiwan and Thailand - including own stores, franchises, multi-brand stores and department store corners.

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, 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 at 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; 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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