



## **My Size Introduces SizeIT, a Smart Measuring Tape SDK**

Airport City, Israel, September 6, 2017 --- My Size, Inc. (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), developer of proprietary, smartphone measurement applications, expanded its technology pipeline once again today. The Company is proud to announce that its patent-pending, proprietary, SizeIT smart measuring tape SDK is now available to provide accurate measurement capabilities as part of the deliverable of any iOS mobile application. The Company anticipates that the smart measuring tape SDK will be available for Android devices in the future.

“SizeIT can be embedded in all iOS applications and the possibilities of use are virtually unlimited – from do it yourself (“DIY”), to home improvement, to parcel delivery and everything in between,” said My Size, Inc. CEO Mr. Ronen Luzon.

Mr. Luzon continued, “Our business model is based on the licensing of our technology. We charge the retailer a fee each time one of their customers uses our measurement technology. As such, market figures and projections are both important and relevant as they can serve as an indicator of the potential earnings of My Size. Consider a few examples: [Technavio Research](#) is forecasting that the DIY tools market will grow to \$13.9 billion by 2021; the [Home Improvement Research Institute](#) reports that in 2016, the total home improvement market grew to \$346 billion; and, [Accenture Consulting](#) estimates that parcel delivery will continue to grow annually by 7% annually and reach \$343 billion globally by 2020.”

My Size’s CTO Oded Shoshan said, “SizeIT enables retailers an opportunity to offer their online customers the luxury of measuring everything according to their needs. Shoppers are free to shop without interference, as it is not necessary to open a second application for measurement tools or look for a ruler or measuring tape at home, all which are very time consuming. In addition, the SizeIT SDK can be customized according to a retailer’s requirements. Retailers also benefit from tremendous support from My Size.”

SizeIT, like SizeUp, provides users with the ability to instantly and accurately measure surfaced objects by placing their smartphone on one side of an object and moving it to the other side of the object. The Company’s algorithm utilizes a smartphone’s motion sensors to calculate the travelled distance. There is no need to clean a surface before measuring. Gaps between surfaces can be measured. SizeIT is very quick and easy to integrate into any iOS mobile app.

Please click [here](#) for a demonstration of the SizeUp “measurement from the air” smart measuring tape, which provides a good example of how SizeIT can be embedded to work in any iOS mobile application.

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

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

### **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 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 My Size, please visit our website at [www.mysizeid.com](http://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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