

My Size to Present at the 8th Annual LD Micro Invitational on June 5, 2018

LOS ANGELES, CA / ACCESSWIRE / May 17, 2018/ My Size, Inc. (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, today announced that it will be presenting at the 8th Annual LD Micro Invitational on Tuesday, June 5, 2018 at 4:00 p.m. (PDT)/7:00 p.m. (EDT). Ronen Luzon, the CEO of My Size, will be presenting and meeting with investors.

My Size offers solutions critical to eliminating the sizing and measurement issues impacting several burgeoning markets, including the retail, parcel delivery, and do-it-yourself (“DIY”) home improvement market, seamlessly embedding the core technology behind the Company’s TrueSize™, SizeUp™ and BoxSizeID™ applications into any company’s existing or white label mobile app. The technology provides users with the ability to instantly and accurately measure objects with a quick movement of their mobile phone. The Company’s proprietary and patent-pending algorithms utilize a smartphone’s sensors, combined with anthropometric data, to accurately measure everything from everyday objects to body measurements.

My Size’s body measurement technology, MySizeID, enables its users to measure their body using their smartphones, allowing the application to determine the correct size for clothing purchased online. The application involves the use of a technological innovation that the Company believes will significantly reduce the margin of error experienced by consumers who purchase the wrong size online and thereby increase consumer confidence in online purchases on matters relating to size.

“The event is slated to be our largest Invitational to date,” stated Chris Lahiji, President of LD Micro. “When the fires caused the cancellation of our Main Event back in December, we vowed to come back even stronger. This event showcases our firm’s ability to attract the most unique and exciting names in micro-cap.”

The conference will be held at the Luxe Sunset Bel Air Hotel, will feature 230 companies in the small-cap/micro-cap space, and will be attended by over 1,000 individuals.

View My Size profile here: <https://www.ldmicro.com/profile/MYSZ>

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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, DIY, shipping and parcel delivery industries. This proprietary technology is driven by several 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. <http://www.mysizeid.com>

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About LD Micro

LD Micro (“LDM”) was founded in 2006 with the sole purpose of being an independent resource in the microcap space. The firm hosts several influential conferences annually (Invitational, Summit, and Main Event).

In 2015, LDM launched the first pure microcap index (the LDMi) to exclusively provide intraday information on the entire sector. LDM will continue to provide valuable tools for the benefit of everyone in the small and micro-cap universe.

For those interested in attending the 8th Annual LD Micro Invitational, please contact David Scher at david@ldmicro.com or visit www.ldmicro.com for more information.

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