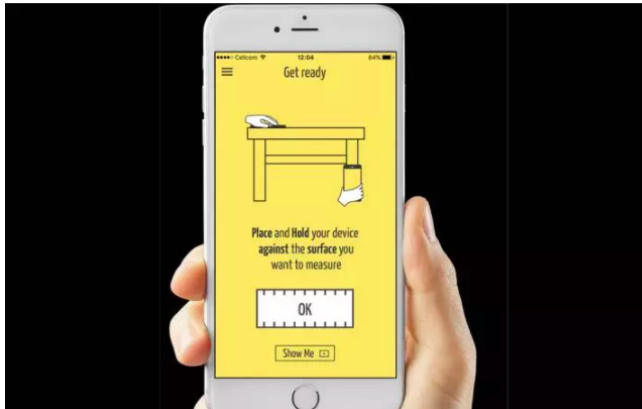


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## My Size to introduce MySizeID app for e-commerce

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Courtesy: My Size

My Size, the developer and creator of smartphone measurement applications, plans to launch its MySizeID app in the growing e-commerce platform market. My Size is making a new version of its MySizeID measurement technology that can be seamlessly integrated into a retailer's online store, directly through the e-commerce platform that the website was built on.

E-commerce platform providers offer established and new retailers a quick, turnkey method of creating and managing their online stores – including access to third party applications that retailers can easily incorporate into their websites to optimise their businesses.

Once added to the e-commerce platform's app store, any online retailer building its store through that specific platform can add MySizeID to its online store through an easy "plug and play" widget installation.

According to Engadget, the top three e-commerce platform providers alone host more than 1.1 million websites, a portion of which are retailers that seek a more accurate and efficient sizing solution to increase sales and minimise returns.

"When buying clothes online, especially from new brands, it can be difficult for shoppers to know which size is the right fit for them. MySizeID changes this by offering an accurate and user-friendly solution to online retailers to ensure their consumers get the right fit, every time," said Ronen Luzon, CEO, My Size. "By making MySizeID available to e-commerce platforms, we are addressing the needs of a large market of smaller and emerging apparel retailers that can easily integrate our sizing technology into their online stores. The e-commerce platform market presents a significant opportunity for the company that we intend to monetise by charging each storefront that uses our apparel sizing app a monthly fee."

The MySizeID app is a turnkey solution that helps any merchant's customers choose the appropriate apparel size for that specific brand, based on the shopper's specific measurements. MySize's innovative technology enables consumers to measure themselves using their smartphone and then be matched with a brand-specific apparel item in their size. Once launched on e-commerce platforms, store owners will be able to add the MySizeID app to their storefronts through a simple widget and provide their shoppers with a more personalised shopping experience.

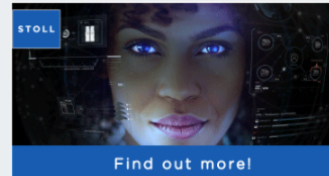
The company expects that MySizeID will increase the sales of apparel retailers by reducing their customers' uncertainties regarding size and fit. (SV)

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