

My Size introduces “MySizeID – The Movie”, demonstrating the company’s novel body measurement technology

To be shown at the CES international innovation conference in Las Vegas

Airport City, Israel, 8 January 2018: My Size, Inc. (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications will be presenting “MySizeID – The Movie” at the CES international innovation conference in Las Vegas. “MySizeID – The Movie” is a video, produced by the [Directors’ Cut](#) production house, which demonstrates the capabilities of the Company’s new, innovative, body measurement technology that may change the manner in which consumers purchase clothing online. To watch the video – press [here](#).

My Size’s body measurement technology, MySizeID, will enable consumers to measure their body using their smartphones which will allow the application to recommend the correct size for clothing purchased online. The application involves that 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.

“We are very happy to launch both the new and innovative technology and the unique film demonstrating its advantages at the trade show,” said **My Size CEO, Ronen Luzon**. “We believe that the MySizeID technology can significantly transform online commerce and change the manner in which people purchase clothes, while saving time and money due to incorrectly selecting clothes of the wrong size.”

The Company will be participating in the international CES innovation tradeshow in Las Vegas on January 9-12, 2018 (Booth # 51702). For more information regarding CES – press [here](#).

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. www.mysizeid.com. Follow us on [Facebook](#), [LinkedIn](#) and [Twitter](#).

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. Actual results to differ materially from those in the forward-looking statements and the trading price for our common stock may fluctuate significantly. 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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