



My Size Files Patent Applications in Seven Key Markets Including the U.S. and Europe for its Smartphone-Based Measurement Technology

Company's intellectual property portfolio includes three issued patents in addition to patent-pending applications

Airport City, Israel – May 10, 2018 – MySize, Inc. (the “Company” or “MySize”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today it has filed patent applications for its latest technology titled “A system for and a method of measuring using a handheld electronic device” in seven key markets including the U.S., Europe, Russia, Japan, Australia, China, and Israel. These applications were filed through the Patent Cooperation Treaty (“PCT”), and the Company plans to file the same patent application in numerous additional countries that participate in the PCT.

“We are rapidly building our intellectual property portfolio globally, as we continue to innovate and advance digital measurement technologies that create improved economics and customer satisfaction,” said My Size CEO Ronen Luzon. “We believe strongly in our technology as a solution to minimize costs across the retail, parcel, and do-it-yourself (“DIY”) markets, and that our robust intellectual property portfolio fortifies our competitive advantage.”

My Size’s technology is protected by three patents issued in each of Russia, Japan and the U.S. and one patent-pending application. Furthermore, we intend to submit additional patent applications which are currently in process.

My Size’s patent application titled “A system for and a method of measuring using a handheld electronic device” focuses on a method of measuring a path over a 3-dimensional object using a handheld electronic device comprising an acceleration sensor.

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.

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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. 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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