



My Size to Showcase its Technology at the 6th Annual Go eCommerce Summit in Israel

Company will demonstrate its turnkey smartphone measurement technology to improve apparel fit and decrease size-based returns for online retailers

Airport City, Israel – July 24, 2018 – [MySize, Inc.](#) (the “Company” or “MySize”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today it will participate in the 6th Annual [Go eCommerce](#) summit in Tel Aviv, Israel on July 25. The Company will showcase its MySizeID™ mobile solution to highlight how e-commerce retailers can enhance shopper experience and reduce costs by providing a more efficient sizing solution that dramatically reduces merchandise returns. MySize will be a Bronze Sponsor of the event and will be providing demos of its technology at its booth (#8) throughout the summit, including a first look at MySizeID™ fully integrated into a Shopify online store.

Go eCommerce has grown into the largest e-commerce event in Israel. The summit brings together 1,500 managers and key decision makers from the global e-commerce industry to discuss innovative technologies and solutions that can improve efficiencies and help businesses succeed online.

“We are excited to be participating in Go eCommerce, the premier e-commerce event in Israel. We look forward to meeting with the leading minds and decisions makers within the industry and showcasing how MySizeID™ can address the needs of large, small, and emerging online retailers alike,” said My Size CEO, Ronen Luzon. “Our turnkey solution enables a merchant’s customers to choose the appropriate apparel size for each specific brand, based on that shopper’s real measurements in “real time.” No more guessing sizes and no more unnecessary size-related returns. MySizeID™ provides the right fit, each and every time.”

MySize [recently announced](#) the open registration for its MySizeID™ mobile measurement technology for online retailers utilizing third party e-commerce platforms – a direct solution to a growing industry issue. In an online clothing market, estimated to be valued at over \$72 billion in the U.S. alone, 70% of apparel returns are size related, while 32% of shoppers don’t purchase fashion online because of uncertainty around size and fit, according to a Drapers Etail Report.

MySizeID can increase the sales of apparel retailers by reducing or even eliminating their customer’s uncertainties regarding size and fit. Based on My Size’s estimates, the MySizeID™ app can increase average order values by approximately 20% and can reduce return rates by approximately 30%. Furthermore, MySizeID™ enhances the customer experience by increasing confidence in the retailer and sizing, which can lead to greater brand loyalty.

To schedule a demo or meeting with MySize at Go eCommerce, please click [here](#).

Please click [here](#) for a demonstration of how the BoxSizeID™ app works.

Please click [here](#) for a demonstration of how the MySizeID™ retail app works.

Please click [here](#) for a demonstration of the SizeUp™ “measurement from the air” smart measuring tape.

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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