



My Size Adds New Features and Expands Availability for Mobile Smart Tape Measure App, SizeUp

New features include Google Vision-based image recognition and an enhanced algorithm for improved measurement accuracy; expanded availability continues penetration of massive Android market share, which claims almost 86% of global mobile users

Airport City, Israel – August 02, 2018 – [My Size, Inc.](#) (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today new features to its mobile smart tape measure app, [SizeUp](#), as well as expanded availability to an additional 11 Android devices. SizeUp is now supported on **45** different smartphone models worldwide.

The newest SizeUp release includes an improved algorithm to further enhance measurement precision, which is accurate within two centimeters when measuring objects up to 1.5 meters. SizeUp now also utilizes the Google Vision API for image content analysis including object detection and title suggestions. There is also a new, simple registration feature for enhanced communications between SizeUp and the end user.

SizeUp also expanded availability within the Android mobile device marketplace. The newly compatible Android mobile devices include the Samsung S9, Samsung S9+, Google Pixel 2XL, Google Pixel 2, Google Pixel, LG G6, LG V30, LG V30+, Huawei P20, Huawei P20 pro, Huawei P20 lite, and Samsung A8. The full list of the supported Android devices can be found [here](#).

“Since the launch in early 2017, we have received extremely positive feedback from our users across the globe about how SizeUp helps them to accurately measure household items and for DIY projects. By enhancing our measurement algorithm and adding rich features like Google Vision, we have further improved SizeUp’s capabilities and provided an even more powerful smart tape measure to our users,” said My Size CEO, Ronen Luzon. “The expanded compatibility is especially exciting because it enables us to put our technology into the hands of many more mobile users across the globe. As the world becomes more digitized, we are replacing antiquated processes with mobile technologies for convenience and better performance. It’s our goal to have SizeUp be the smart measurement tool of choice around the world.”

The expanded compatibility enables My Size to further penetrate a mobile device market that is estimated to reach [2.5 billion devices in 2019](#). The market share for Android devices is particularly significant, claiming [almost 86%](#) of all global smart phone users in the first quarter of 2018. The Company also continues to provide support for the three leading global cellular device makers – Samsung, Apple, and Huawei – who together made up [almost 47%](#) of the global market share in the

fourth quarter of 2017, an important market as developing countries continue to adopt less expensive smart phone models.

SizeUp is a mobile smart tape measure allowing users to instantly and accurately measure objects by placing their smartphone at one end of the object, lifting it slightly, and moving it to the other end either vertically or horizontally. SizeUp is easy to calibrate in order to ensure accuracy, can measure intervals between surfaces, and automatically stores the last measurement taken. First launched to the global iOS and Android markets in 2017, SizeUp has more than 900,000 downloads to date. It is available to all users for free for 30 days, with a full featured version available for purchase following the trial period.

My Size also recently unveiled a series of short videos showcasing how SizeUp can be handy in your everyday life – from the bathroom to the bedroom to the ... funeral viewing room? Watch all three videos on our [YouTube channel](#).

Please click [here](#) for a demonstration of the SizeUp™ “measurement from the air” smart measuring tape, or download to your [Android](#) or [iOS](#) device.

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.

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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