



My Size to Host Body Scanning Event in New York City for Plus-Sized Shoppers

My Size will provide participants with a quick and accurate body measurement using its MySizeID mobile measurement technology, providing correct sizing information so shoppers can have a more confident online shopping experience

Airport City, Israel – Wednesday, August 8, 2018 – [My Size, Inc.](#) (the “Company” or “MySize”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today it will host a body scanning event for plus-sized shoppers in New York City on Friday, August 10, 2018. The event will be held at The Cornell Club New York, on 6 East 44th Street in Manhattan. Interested participants can register [here](#).

My Size will utilize its innovative MySizeID mobile measurement solution to provide quick and accurate body measurements for plus-sized shoppers – typically those over a size 10. Following the measurement and registration, participants will receive a fit profile that details their exact measurements, so they can shop more confidently at online retailers around the world. Interested participants, who will also receive a \$30 Amazon gift card for taking part in the event, should register quickly as similar events on Wednesday and Thursday of this week are already filled.

“Retail has long had an issue with fit as different brands provide different sizing information, making it difficult for shoppers to purchase apparel uniformly from various online retailers. It can be increasingly difficult for plus-sized shoppers, who often are pigeon holed into what a certain size should look like, without any actual consideration for each shopper’s unique body shape,” said My Size, Inc. CEO, Ronen Luzon. “We’re excited to showcase MySizeID at this event and to provide plus size shoppers with their own personal sizing profile, which will enable them to shop more confidently across various online retailers. It will also serve notice to the retail market that they need to make a better effort to adopt technologies that can improve the shopping experience. MySizeID is that solution.”

[Fashionista reports](#) that the plus-sized apparel market was worth \$21.4 billion in 2016, and that plus-sized clothing represents 10% of retail sales, and 33% of sales within the coveted Gen-Z group. Still, with two-thirds of American women above a size 14, there remains a significant gap in available options in both apparel and sizing due to issues with fit and retailers taking a blanket approach to sizing. According to research by Bodylabs, 85% of shoppers said they would purchase more apparel items if they could ensure a proper fit – retailers are literally losing out on sales by not focusing on solutions to fit issues.

The MySizeID app is a turnkey solution that helps a merchant's customers choose the appropriate apparel size for that specific brand, based on the shopper's real measurements. My Size'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 any e-commerce platform, store owners will be able to add the MySizeID app to their storefront through a simple integration and provide their shoppers with a more personalized experience.

MySizeID can increase the sales of apparel retailers by reducing or even eliminating their customers' 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, leading to greater brand loyalty.

Please click [here](#) to register for the fit event on August 10, 2018.

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.

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