



My Size to Showcase its MySized™ Mobile Measurement Technology at CurvyCon NYC

Company will demonstrate its innovative smartphone measurement technology for apparel sizing at premier plus-size event during NY Fashion Week

Airport City, Israel – August 23, 2018 – [My Size, Inc.](#) (the “Company” or “MySize”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today it will showcase its innovative smartphone measurement technology for apparel sizing at [CurvyCon NYC](#), taking place from September 6-9, 2018 at Center 415 in New York City, during NY Fashion Week. My Size will demonstrate how its MySized™ mobile solution can help apparel companies to reduce costs and enhance shopper experience by providing a more efficient sizing solution for consumers.

CurvyCon is a premiere plus-size event founded by fashion and lifestyle influencers Chastity Garner and Cece Olisa. The event brings plus size brands, fashionistas, shopaholics, brands, YouTubers, and other apparel-related vendors into one space to chat curvy, shop curvy, and embrace curvy. My Size will join global retail brands such as Lane Bryant, Loft, Old Navy, Target, Levi’s, Macy’s, Dia & Co., Eloquii, and JCPenney to highlight opportunities within the plus-size fashion industry.

“We are excited to showcase our MySized™ mobile measurement technology at CurvyCon, a premier plus-size event during NY Fashion Week. This is a terrific opportunity for us to demonstrate the value of our sizing solutions to some of the world’s leading apparel brands, and to highlight how our technology can specifically help to generate revenue and cut costs within the growing plus-size market,” said My Size CEO, Ronen Luzon. “Fashion should not be limited by size. With MySized™, consumers can shop more confidently knowing that they are buying the correct product for their body, which will ultimately have a positive impact on the retailers’ bottom line.”

The MySized™ app is a turnkey solution that helps any 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 given e-commerce platform, store owners will be able to add the MySized™ app to their storefront through a simple integration and provide their shoppers with a more personalized shopping experience.

[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 [68% of women](#) in the U.S. wearing a size 14 and up, and more than 100 million U.S. women as potential customers for plus-sized products, 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 rather than focusing on solutions to address the sizing issues.

MySizeID™ believes that it 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%. MySizeID™ also addresses the industry's [\\$62 billion return problem](#) by reducing return rates by approximately 30%. Furthermore, MySizeID™ enhances the customer experience, leading to greater brand loyalty.

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.

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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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