



My Size to Showcase its MySizeID™ Mobile Measurement Technology at Shop.org

Company will demonstrate its innovative smartphone measurement technology for apparel sizing at premier international event for online retailers

Airport City, Israel – August 29, 2018 – [My Size, Inc.](#) (the “Company” or “My Size”) (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 [Shop.org](#), the premier international event for online retailers. My Size will also be a sponsor of the event, hosted by the National Retail Federation and taking place from September 12-14, 2018 in Las Vegas at The Venetian Hotel.

My Size will be located in the Startup Zone at booth #SZ16, demonstrating how its MySizeID™ mobile solution can help apparel companies to reduce costs and enhance shopper experience by providing a more efficient sizing solution for consumers. My Size will also participate in the Retailers Tour, where groups of retailers visit specific vendor booths to engage in discussions about retail-related topics that matter most to them. The focus of My Size’s Retailers Tour presentation will be personalization.

“Shop.org is a preeminent event in the online retail industry and we are excited for the opportunity to showcase our technology in the Startup Zone to many of the world’s leading brands,” said My Size CEO, Ronen Luzon. “Shop.org provides us with a platform to meet with large retailers from around the world all in one place, and to show them how MySizeID™ can save them money by eliminating excess returns and increase revenues by providing a more confident online shopping experience. We look forward to networking with other leaders in the industry, and highlighting why MySizeID™ is a must-have technology for any online retailer.”

Shop.org gathers the best and brightest in strategic planning, e-commerce, marketing, merchandising, IT, user experience, operations, and data analytics to help retailers discover ways to effectively drive revenue and return on investment growth.

According to [Statista](#), online retail sales in the U.S. in 2017 were \$2.3 trillion, and are expected to grow to \$4.88 trillion in 2021. MySizeID™ can increase the sales of apparel retailers by reducing or potentially 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.

To schedule a demonstration with My Size at Shop.org, please email shoporg@mysizeid.com or [visit us at the event page](#).

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.

Israel Press Contact:

Eran Yoels
Rimon, Cohen and Co.

Eran@rcspr.co.il
+972-52-440-8020

U.S. Press Contact:

Matthew Bretzius
FischTank Marketing & PR
matt@fischtankpr.com