



My Size Launches MySizeID™ Smart Measurement Fashion App for iOS

Company's new consumer application will enable more than 700 million iPhone users to accurately measure their bodies with their mobile device, to ensure proper sizing and fit for any online retail apparel purchase

Airport City, Israel – September 26, 2018 – [My Size, Inc.](#) (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, announced today the launch of its MySizeID™ smart measurement technology for iOS. The newly released fashion app can be downloaded [here](#).

The MySizeID™ app for iOS is a turnkey solution that enables users to accurately measure themselves through just a few simple movements with their smartphone to create their own MySizeID™ fit profile. Once the measurement is complete, the user can select a brand from within the MySizeID™ app and learn their exact size for each type of apparel item sold by that specific brand. The user can then shop that brand – either in person or online – with confidence knowing their exact size and not having to worry about purchasing and returning ill-fitting merchandise.

“We are thrilled to launch MySizeID™ in the Apple App store today and to potentially put our technology into the hands of millions of consumers who are looking for a better way to shop for apparel online. Recent research by Body Labs has shown that 85% of shoppers said they would purchase more apparel items if they could ensure a proper fit, but a true lack of sizing system has left shoppers frustrated and retailers missing out on profits,” said My Size CEO, Ronen Luzon. “By downloading MySizeID™, shoppers can ensure they are buying properly sized items, each and every time. The simple body measurement takes minutes, and the user’s size profile quickly syncs to the sizing charts of leading brands across the globe to make a recommendation on item size. MySizeID™ is a must download for online shoppers across the world.”

The Company’s proprietary and patent-pending algorithms utilize a smartphone’s built-in sensors, combined with anthropometric data, to accurately measure a person’s body dimensions to provide accurate sizing for any article of clothing. My Size also offers an element of privacy that other measurement technologies do not, as it does not require the user to undress and take a photo of their body in order to populate an accurate measurement.

Smartphones have become an integral tool within online retail, as [62% of smartphone users](#) globally have made an online purchase using a mobile device within the last six months. Mobile phones play an especially important role in online retail user experience, as [40% of users](#) will turn to a competitor after a poor mobile shopping experience. Launching to iOS will make MySizeID™ available to more than [700 million iPhone users](#) worldwide.

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% - currently [costing retailers approximately \\$62 billion annually](#). Furthermore, MySizeID™ enhances the customer experience, leading to greater brand loyalty.

As part of the app launch, My Size has teamed up with global fashion influencers like Korin Avraham for its latest movie, showcasing how easy it is for consumers to measure themselves and purchase correctly sized items from their mobile device. To watch My Size's newest movie, click [here](#).

To download MySizeID™ for iOS, please click [here](#).

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](#).

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.

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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