

My Size Partners with Lightspeed to Provide MySizeID™ Mobile Measurement Solution to e-Retailers Worldwide

Online retailers utilizing the Lightspeed Retail online platform will be able to integrate MySizeID™ technology for greater customer satisfaction and minimizing size-based returns

Airport City, Israel, October 22, 2018 – [My Size, Inc.](#) (the "Company" or "My Size") (NASDAQ: MYSZ) (TASE: MYSZ), the developer and creator of smartphone measurement applications, today announced it has partnered with [Lightspeed](#), a leading point-of-sale solution for independent retailers and restaurants with roughly \$15 billion in annual on-line apparel transactions, to provide access to its MySizeID™ mobile measurement solution to e-retailers worldwide. My Size will also be exhibiting its MySizeID™ solution (booth #6) at Lightspeed's [Connect](#) conference on October 24, 2018 in The Netherlands. Lightspeed Connect is the largest annual omnichannel event in Europe, connecting retailers with solutions they need to create smarter sales decisions.

Retailers utilizing Lightspeed's online platform will soon be able to deploy the MySizeID™ turnkey solution through a simple widget integration from the Lightspeed app store and offer their customers the personalized and efficient online shopping experience they deserve. With MySizeID™, retailers can provide customers with a personal sizing profile to ensure each item purchased fits properly, without having to guess the appropriate size and excessive returns.

Following a 30-day free trial period, retailers will be able to subscribe to a monthly paid service plan to continue providing MySizeID™ to customers, while also maintaining the back office services for data and sizing entry the solution provides.

"We are excited to partner with Lightspeed to bring MySizeID™ to their incredible roster of retailers, and to help those retailers increase their sales and decrease the cost associated with unnecessary and size-related returns," said Ronen Luzon, Chief Executive Officer of My Size. "We are also pleased to expand further into the third party e-commerce platform market with a licensing program that we believe will generate revenue on a monthly basis. This is a significant step toward getting MySizeID™ into the hands of more users across the globe."

The MySizeID™ app is a turnkey solution that helps any online shopper choose the appropriate apparel size for that specific brand, based on the shopper's real-time body measurements. My Size's innovative technology enables consumers to measure themselves once using their smartphone and then be matched with a brand-specific apparel item in their size.

The top three e-commerce platform providers alone host more than 1.1 million websites, according to [Endadget](#). Earlier this year [My Size announced](#) open registration for MySizeID™ for a host of third-party providers in an effort to further penetrate the \$72 billion U.S. online clothing market.

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.

About Lightspeed

Headquartered in Montréal, Canada, Lightspeed is the most powerful cloud-based point of sale and [eCommerce](#) solution for independent businesses. Over 50,000 retailers and restaurateurs, processing over US \$15 billion in transactions annually use Lightspeed to grow and manage their business in-store and online. Lightspeed can be found in more than 100 countries, powering favorite local businesses, where the community goes to shop and dine. Founded in 2005, Lightspeed has grown to over 650 employees, with global offices in Canada, USA, Europe, and Australia.

For more information, please visit: <http://www.lightspeedhq.com>,

Facebook: [Facebook.com/LightspeedHQ](https://www.facebook.com/LightspeedHQ), Twitter: [@LightspeedHQ](https://twitter.com/LightspeedHQ) and Instagram: [@LightspeedHQ](https://www.instagram.com/LightspeedHQ).

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 MySize provides a full fashion solution for the retail industry

Register [here](#) for a three months free trial with MySizeID solution in your online store

Please click [here](#) to download MySizeID™ for iOS.

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.

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](http://FischTankMarketing.com)
matt@fischtankpr.com

IR Contact:

Darrow Associates Inc.
Peter Seltzberg, Managing Director
Investor Relations
516-419-9915
pseltzberg@darrowir.com