



My Size to Showcase its MySizeID™ Mobile Measurement Technology at What's Next in Retail Tech in Amsterdam

Company continues expansion of international marketing and branding efforts with second industry event in the Netherlands

Airport City, Israel – November 12, 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 What's Next in Retail Tech, a leading global retail technology event being hosted by RetailTrends. The What's News in Retail Tech event is taking place November 13, 2018 in Amsterdam.

My Size will demonstrate 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.

“What's Next in Retail Tech is an exciting international event bringing together the brightest minds innovating the retail technology space and large retailers from around the world. As we continue to expand our sales efforts into European markets like the Netherlands, it is important for My Size to participate in leading regional events like this,” said My Size CEO, Ronen Luzon. “We look forward to showcasing the power of MySizeID™ and the impact it can have for online apparel retailers. This is a terrific opportunity for My Size to show retailers that sizing does not have to be an issue for them any longer.”

According to [data from Statista](#), online retail sales in the U.S. in 2017 were approximately \$2.3 trillion and are expected to grow to approximately \$4.88 trillion in 2021. 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, which may lead to greater brand loyalty.

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 MySizeID™ provides a full fashion solution for the retail industry.

Register [here](#) for a one-month free trial of MySizeID solution for 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.

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