



## **My Size to Showcase Mobile Measurement Technologies for Retailers at E-commerce Berlin Expo**

**Airport City, Israel – February 5, 2019** – [MySize, Inc.](#) (the “Company” or “MySize”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement solutions, announced today it will showcase its innovative smartphone measurement technologies at E-commerce Berlin Expo, to be held on February 20, 2019 in Berlin. E-commerce Berlin Expo is a premier event for online retail in Europe, featuring 150 exhibitors and 40 speakers, and attended by more than 5,000 retail professionals from around the globe.

My Size will be located [at booth #B9.1](#) across from Stage A at Station Berlin, Luckenwalder Str. 4-6, demonstrating how its MySizeID™, BoxSizeID™, and SizeUp smart mobile measurement solutions can help retailers to improve customer shopper experience, reduce operating costs, and decrease inefficiencies.

“We’re excited to showcase My Size’s innovative smart mobile measurement solutions for retail at E-commerce Berlin Expo, and for the opportunity to engage with some of the leading industry minds from across Europe,” said My Size, Inc. CEO, Ronen Luzon. “Whether it’s offering customers a more accurate and personalized shopping experience with MySizeID, or improving logistical inefficiencies within shipping operations through BoxSizeID, My Size has powerful solutions that we believe can positively impact a retailer’s bottom line. We look forward to a successful event and the continued showcase of our technology within the European market.”

E-commerce Berlin Expo brings e-commerce leaders together from around the globe to highlight strategies, innovations, and trends that are disrupting the industry. With speakers from leaders like Facebook and Google and leading exhibitors from across the online retail landscape, E-commerce Berlin Expo provides a valuable opportunity for My Size to showcase the impact of its technology throughout the e-commerce value chain.

To schedule a demonstration with My Size at E-Commerce Berlin Expo, please email [contact@mysizeid.com](mailto:contact@mysizeid.com).

### **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. We routinely post information that may be important to investors in the Investor Relations section of our website. To learn

more about My Size, please visit our website. [www.mysizeid.com](http://www.mysizeid.com). Follow us on [Facebook](#), [LinkedIn](#), [Instagram](#), 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 the MySizeID solution for your online store.

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

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

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:

Yaniv Leibovich  
Leibovich Media  
[yanivleib@gmail.com](mailto:yanivleib@gmail.com)  
+972-54-444-0326

#### U.S. Press Contact:

Matthew Bretzius  
FischTank Marketing & PR  
[matt@fischtankpr.com](mailto:matt@fischtankpr.com)

IR Contact:

Darrow Associates Inc.

Peter Seltzberg, Managing Director

Investor Relations

516-419-9915

[pseltzberg@darrowir.com](mailto:pseltzberg@darrowir.com)