



## **My Size Announces General Availability of MySizeID™ Mobile Measurement Technology on Leading E-Commerce Platform**

*Shopify online store owners can now integrate innovative MySizeID™ technology for greater customer satisfaction and minimizing size-based returns*

**Airport City, Israel – March 5, 2019 – [My Size, Inc.](#)** (the “Company” or “My Size”) (NASDAQ: MYSZ; TASE: MYSZ), the developer and creator of smartphone measurement applications, today announced the availability of its MySizeID technology for online retailers utilizing the Shopify platform. Fashion and apparel retailers can now deploy the MySizeID turnkey solution through the simple integration of the MySizeID widget on their site to provide the most personalized and efficient online shopping experience for their customers. MySizeID will also provide full back-office services for data and sizing entry, and a process for consumers to create their own personal sizing profile. The solution is a complete sizing solution for retailers and is designed to ensure consumers are purchasing the correctly sized items for their bodies, without the hassles, time, and expense of merchandise return authorizations, credits, refunds and re-buys.

“We are excited to announce the general availability of MySizeID for the Shopify platform, and to bring our innovative and user-friendly measurement solution to retailers around the world,” said Ronen Luzon, CEO, My Size, Inc. “There is a significant market opportunity for My Size within this growing market of smaller and emerging online retailers, which we intend to monetize and use as a channel for mass distribution of our technology. Today, retailers can provide their customers with a more personal and confident online shopping experience with a simple integration of MySizeID™ into their online store.”

Interested retailers can try MySizeID as a fully integrated tool by visiting [Modelista.shop](#), an online apparel store owned by My Size. [Modelista.shop](#) has already integrated MySizeID and is providing personal fit profiles to all of its customers.

The MySizeID app is a turnkey solution that helps online shoppers choose the appropriate apparel size for a 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.

According to [Endadget](#), the top three e-commerce platform providers alone host more than 1.1 million websites. My Size and its MySizeID™ solution gives any internet retailer a more accurate

and efficient sizing solution to increase sales and minimize returns. Today we take a critical step toward meeting that market need.

In an online clothing market, estimated to be valued at over [\\$112 billion in the U.S. alone](#), 70% of apparel returns are size related, [according to a Drapers Etail Report](#). MySizeID can increase the sales of apparel retailer by reducing or even eliminating their customer's uncertainties regarding size and fit. Furthermore, MySizeID enhances the customer experience, leading to greater brand loyalty.

Please click [here](#) for installing MySizeID Shopify app.

### **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.

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