



My Size Integrates MySizeID into SWEET FIT Virtual Fitting Mirror

*Combines real-time body measurement and augmented reality
to allow shoppers to virtually try on clothes*

Airport City, Israel, June 29, 2020 – [My Size, Inc.](#) (the "Company" or "My Size") (NASDAQ: MYSZ) (TASE: MYSZ), the developer and creator of smartphone measurement solutions, today announced that SWEET FIT, an interactive virtual fitting mirror, has integrated MySizeID into its technology platform. SWEET FIT is a virtual fitting mirror that uses augmented reality technology to scan a person's figure and display a virtual outfit. With the integration of MySizeID, shoppers can select the appropriate apparel size for a specific brand, based on real-time body measurements. SWEET FIT is currently available in France, with plans to expand internationally.

Florence Moine, CEO and Founder of SWEET FIT, stated, "We are excited to incorporate MySizeID into our augmented reality mirror. Due to the COVID-19 pandemic, fitting rooms in retail stores are currently shut down across France. By using MySizeID, customers can receive very precise size recommendations for articles of clothing they wish to virtually 'try on.' As a result, retail stores now have a contactless solution for customers that want to see how an article of clothing will look and fit on them."

Ronen Luzon, Chief Executive Officer of My Size, commented, "SWEET FIT is an ideal technology partner for MySizeID. Retailers are looking for a contactless solution that will help safely bring customers back into brick and mortar stores. By combining the SWEET FIT mirror and MySizeID, customers can now feel at ease that they are getting the right size recommendation, with the additional benefit and fun experience of virtually trying on clothes."

For the latest news coverage, please follow the Company on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Twitter](#).

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 measurement 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. We routinely post information that may be important to investors in the Investor Relations section of our website. Follow us on [Facebook](#), [LinkedIn](#), [Instagram](#) and [Twitter](#).

Please click [here](#) for a demonstration of how MySizeID provides a full sizing 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](#) to download MySizeID for Android.

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.

U.S. Press Contact:
5W Public Relations
mysizeid@5wpr.com

IR Contact:
Crescendo Communications, LLC
Tel: +1 212-671-1020
Email: MYSZ@crescendo-ir.com