

Ticker.....	MYSZ
Exchange.....	NASDAQ/TASE
Share Price (as of 8/18/2020.....)	\$1.15
Common Shares Outstanding.....	7.2M
Market Capitalization.....	\$8.3M
Avg. 3 mo. Trading Volume.....	1.0M
Fiscal year-end.....	December 31

All currency is expressed in US Dollars

My Size, Inc. (NASDAQ: MYSZ) is a technology and big data company with a proprietary technology platform that generates accurate measurements on any smartphone and mobile device. The Company's flagship product, MySizeID™ serves the e-commerce apparel market. MySizeID™ is a B2B platform that generates a recommended size match between a specific person and a specific manufacturer's garment. The MySizeID™ measurement app uses sensor technology as opposed to photo/imaging on the smartphone to capture accurate measurements. MySizeID™ is an ideal solution for retailers—by improving size matches, retailers can minimize returns and costs, while increasing revenues, brand loyalty, and customer satisfaction. Beyond apparel, My Size also created BoxSize which enables customers to measure packages and calculate shipping costs via their smartphone and SizeUp a smart tape measure app for the e-commerce Do It Yourself (DIY) market.

Investment Highlights

- ✓ Proprietary sizing and measurement technology
- ✓ **Licensing business model for high margins and fast growth**
- ✓ Generates highly accurate measurements used in a variety of consumer friendly, every day uses, such as on-line apparel shopping, logistics and courier services, and home DIY
- ✓ The Company's flagship product, **MySizeID™** serves the e-commerce apparel market: currently a \$332 billion global market
 - Improves retailer revenues and lowers their operating costs, while improving the consumer's shopping experience
- ✓ **My Size projects over 20 million size recommendations for MySizeID™ in 2020**
- ✓ Broad domestic and international patents and patent pending applications for measurement and fitting
- ✓ **Big data/machine learning analytics**

Serving Multi-billion \$ Markets



TAM¹
\$13.3B

- White label solution
- Integration with apparel e-tailers
- Generates accurate size recommendations
- Option for shared ID profiles



TAM²
\$0.44B

- Downloadable app
- Create measurement profiles of any space
- Perfect for online/POS DIY market



TAM³
\$3.7B

- White label solution
- Integration with courier back-office systems
- Accurate, onsite DIM calculations

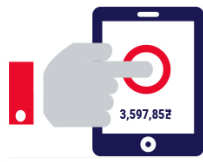
MySizeID™: Flagship Product - Serving the Retail Market

- MySizeID™ serves the e-commerce apparel market
 - \$72 billion market in the U.S. alone
- With 70% of e-commerce apparel returns being size related, MySizeID improves retailer revenues
- Lowers cart abandonment rates and virtually eliminates size-related returns while building customer loyalty
- Working with **Tier 1 retailers**, current MySizeID client portfolio includes U.S. Polo Assn., DeMoulin, Pentti, Isay and many more.

Commercialization Strategy

- **Tier 1 & 2 retailers:** ecommerce + brick & mortar
 - Integration underway with two Tier 1 international retailers
 - Following launch, potential access to millions of monthly consumers
 - Thousands of stores
- **3rd party:** small e-commerce platforms
 - My Size widget integration
 - Potential access to millions of users
 - Monthly license fee

MySizeID Business Model



NUMBER OF FIT
RECOMMENDATIONS

X



\$0.1 PER FIT
RECOMMENDATION

=



**MYSIZE'S
REVENUE**

EXAMPLE: XYZ company has 500,000 (with 100% penetration) Fit recommendations per month x \$0.1 per Fit Recommendation = MySize's Revenue is \$50,000

BoxSize Serving Courier & Logistics Markets

BoxSize Business Model

- BoxSize streamlines delivery management
- Highly accurate parcel measurement and cost calculation
- Real-time DIM details for improved logistics
 - Integration with ERP systems
 - Barcode scan
 - Image capture
 - Geo-location tagging



Model

Monthly
subscription
based on volume
and users

Customer

Independent
cargo
companies

MySize anticipated revenue

\$300 month and
up based on a
0.1\$ per package
measured



The Future of E-Commerce- Micro Fulfillment Centers

My Size Driving Profitability Across Multiple Verticals

- The U.S. third-party logistics market size alone was valued at \$194.0 billion in 2019
- Small to mid-size retailers are partnering with third-party logistics companies to fill gaps in online order fulfillment and rapid delivery
- JV with Logystico, a leading fulfillment company, specializing in automating the order fulfillment process
- JV will exclusively operate and manage micro-fulfillment centers using My Size's BoxSize platform for retail vendors in the United States
- My Size to build back-end system for Logystico
- Revenue share model- real estate



Increasing customer revenues by
fostering conversions



Increasing customer margins via
improved package measurement
accuracy



Higher customer profitability due
to reduced returns



Increasing customer profitability
with cost saving efficiencies



Driving customer sales via
valuable data and analytics

For Additional Information

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