



## **My Size Integrating MySizeID into e-Commerce Platform of Tricorp, a Leading European Workwear Supplier**

*Tricorp offering MySizeID to its customers and distributors; goal to provide contactless fitting solutions amidst COVID-19 pandemic*

*By using MySizeID, Tricorp aims to reduce the number of returns and decrease CO2 emissions*

**Airport City, Israel, September 21, 2020** – [My Size, Inc.](#) (the "Company" or "My Size") (NASDAQ: MYSZ) (TASE: MYSZ), the developer and creator of smartphone measurement solutions, today announced that Tricorp, a leading European workwear supplier, is integrating the MySizeID widget into their e-commerce platform with a goal to increase conversions and decrease returns. Tricorp is also offering MySizeID to their distributors, as a contactless solution for fitting sessions amidst the COVID-19 pandemic.

Ruud Kuijpers, CFO of Tricorp stated, "At Tricorp, our goal is to be progressive, innovative and at the forefront of the workwear market while providing the best fitting workwear in a sustainable and safe manner. Most of our customers have to be measured for their workwear uniforms, which is done by us or our distributors. During the COVID-19 pandemic and beyond, we wanted to provide our distributors and customers with a contactless measurement solution that will enhance safety, while increasing conversions and reducing returns. MySizeID not only improves operating costs, it's also environmentally friendly since it helps avoid unnecessary returns and shipping, which is also aligned with our mission of reducing carbon emissions and environmental impact."

Ronen Luzon, CEO of My Size Inc., commented, "We are pleased to work with Tricorp, an innovator in the workwear industry. The global workwear market, valued at approximately \$30 billion, represents a significant market opportunity for the MySizeID measurement solution. The measure-to-wear market, such as the workwear market, is highly customized and requires wearers to submit their own measurements in order for their workwear to be appropriately tailored. By using MySizeID, consumers can safely measure themselves and find their right size and fit without having to come in contact with others. MySizeID was designed to improve retailers' revenues, lower their operating costs, while improving the consumer's shopping experience and enhancing sustainability."

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

### **About Tricorp**

TRICORP WORKWEAR – LOOK LIKE A TEAM. WORK LIKE A TEAM.

We are Tricorp, a single team of more than 65 employees. We work with others and together in order to design and produce the best workwear for every professional, which is the very reason we



are in business. Our aim is to supply professionals with a work outfit that would help them with their everyday performance in a sustainable way. Tricorp supplies workwear for every professional; not just for men and women, but for professionals in the most diverse fields. We believe that professionals are entitled to demand more from their workwear. It must fit perfectly. Professionals come in all shapes and sizes, which is not a problem for us, since our efforts are focused on developing collections of uniform workwear that are available in various sizes and fits. We make sure that professionals are able to work in safe, reliable and high-quality workwear, regardless the area they work in. TRICORP.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 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](http://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.

Own a fashion store and want to increase sales as well? [Click here](#)

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.



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