

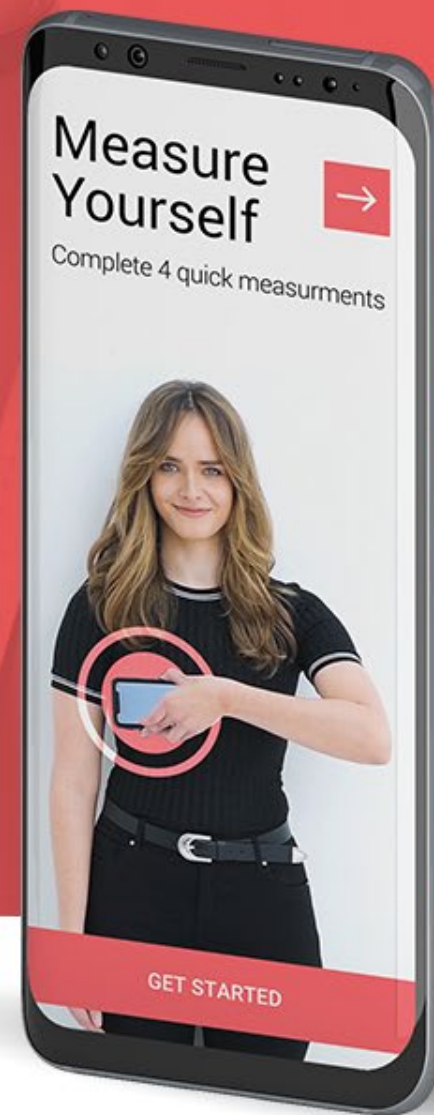


MySize, Inc.

Investor presentation: September 2020

Nasdaq:MYSZ

TASE: MYSZ

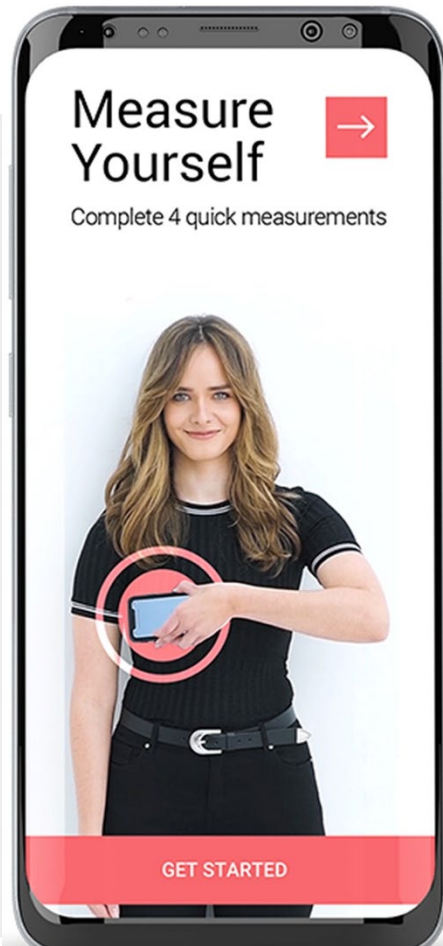


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These forward-looking statements may be included in, but are not limited to, this presentation, various filings made by us with the SEC, press releases or oral statements made by or with the approval of one of our authorized executive officers. Forward-looking statements relate to anticipated or expected events, activities, trends or results as of the date they are made. Because forward-looking statements relate to matters that have not yet occurred, these statements are inherently subject to risks and uncertainties that could cause our actual results to differ materially from any future results expressed or implied by the forward-looking statements. Many factors could cause our actual activities or results to differ materially from the activities and results anticipated in forward-looking statements, including, but not limited to, the factors summarized below. These factors include, but are not limited to, the following: our history of losses and needs for additional capital to fund our operations; our inability to obtain additional capital on acceptable terms, or at all; the impact of the recent outbreak of the coronavirus; market acceptance of our products and brand; our ability to develop and expand our sales and marketing capabilities, the unpredictability of our sales cycles; our dependence on rights that we purchased from an affiliated party; acceptance of our brand; our reliance on third parties; our ability to establish and maintain strategic partnerships and other corporate collaborations; the implementation of our business model and strategic plans for our business; the scope of protection we are able to establish and maintain for intellectual property rights and our ability to operate our business without infringing the intellectual property rights of others; competitive companies, technologies and our industry; our ability to remain listed on Nasdaq and statements as to the impact of the political and security situation in Israel on our business. More detailed information about the risks and uncertainties affecting My Size is contained under the heading “Risk Factors” included in My Size’s most recent Annual Report on Form 10-K filed with the SEC on March 19, 2020, and in other filings that My Size has made and may make with the SEC in the future. These statements are only current predictions and are subject to known and unknown risks, uncertainties and other factors that may cause our or our industry’s actual results, levels of activity, performance or achievements to be materially different from those anticipated by the forward-looking statements. Given these uncertainties, you should not rely upon forward-looking statements as predictions of future events. All forward-looking statements attributable to us or persons acting on our behalf included in, but not limited to, this presentation speak only as of the date hereof and are expressly qualified in their entirety by the foregoing. We undertake no obligations to update or revise forward-looking statements to reflect events or circumstances that arise after the date made or to reflect the occurrence of unanticipated events. In evaluating forward-looking statements, you should consider these risks and uncertainties. This presentation also contains estimates and other statistical data made by independent parties and by My Size relating to market size and growth and other industry data. These data involve a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. We have not independently verified the statistical and other industry data generated by independent parties and contained in this presentation and, accordingly, cannot guarantee their accuracy or completeness. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which we compete are necessarily subject to a high degree of uncertainty and risk due to a variety of factors. These and other factors could cause results or outcomes to differ materially from those expressed in the estimates made by the independent parties and by My Size. This presentation shall not constitute an offer to sell or the solicitation of an offer to buy, nor shall there be any sale of these securities in any state or other jurisdiction in which such offer, solicitation or sale would be unlawful prior to registration or qualification under the securities laws of any such state or other jurisdiction.

Important Information about COVID-19

In late 2019, a novel strain of COVID-19, also known as coronavirus, was reported in Wuhan, China. While initially the outbreak was largely concentrated in China, it has now spread to Israel and the United States, and infections have been reported globally. Many countries around the world, including in Israel, have significant governmental measures implemented to control the spread of the virus, including temporary closure of businesses, severe restrictions on travel and the movement of people, and other material limitations on the conduct of business. These measures have resulted in work stoppages and other disruptions. It is too early to assess the full impact of the coronavirus outbreak, but coronavirus is adversely affecting our marketing and sales activities. The extent to which the coronavirus impacts our operations will depend on future developments, which are highly uncertain and cannot be predicted with confidence, including the duration and severity of the outbreak, and the actions that may be required to contain the coronavirus or treat its impact. In particular, the continued spread of the coronavirus globally, could have a material adverse impact on our operations and workforce, including our marketing and sales activities and ability to raise additional capital, which in turn could have a material adverse impact on our business, financial condition and results of operation.



My Size, Inc. (NASDAQ: MYSZ) is a consumer technology and big data company with a proprietary sizing and measurement technology:

- 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

- Estimated to be a \$332 billion¹ global market in 2016
- ~\$8.4 billion² in e-commerce apparel returns being size related

Improves retailer revenues and lowers their operating costs, while improving the consumer's shopping experience

Broad domestic and international patents and patent pending applications for measurement and fitting.

¹https://cdn.statcdn.com/static/pdf/ca_study_readsample/DMO_sample_38340.pdf

²Retailers and the Ghost Economy The Haunting of Returns, IHL Group

E-TAIL INDUSTRY

Inaccurate measurements lead to lost revenue



\$8.4B

in size related returns in online apparel purchases worldwide



~69%

e-commerce shopping cart abandonment rate in fashion

SIZE AND FIT TECHNOLOGIES

REDUCE RETURNS

¹ Retailers and the Ghost Economy The Haunting of Returns, IHL Group

² e-Commerce fashion shopping cart abandonment rate: The [SaleCycle Ecommerce Stats Report, 2018](#)

MySize at a glance



2014

Founded in
Israel



8

Global Sales
Office



9

Patents granted
in 5 regions



~\$27M

Invested in the
platform to
date



30

Employees
in R&D,
M&S and
Management

Awards



Opportunities

MARKETS



Apparel



DIY



Courier



Utility

TECHNOLOGY



Big Data Analytics



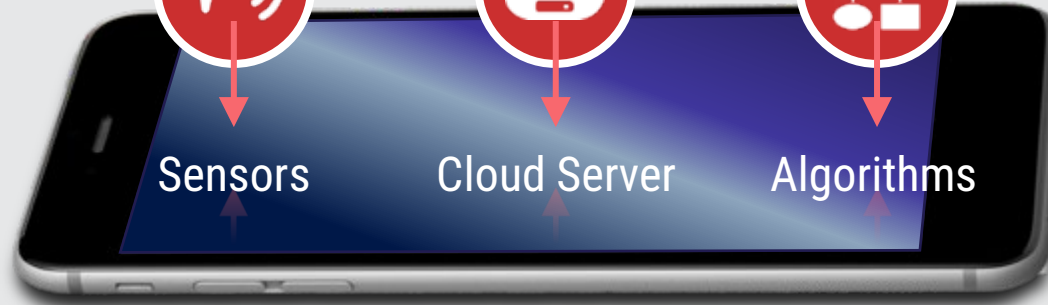
Sensors



Cloud Server



Algorithms



The My Size proprietary & patented measurement algorithms are scalable to many different markets and can be deployed as customized solutions to improve the customer experience



MY**size**ID



BOX**size**



sizeUP

Innovative customizable platform technology

Serving Multi-billion \$ Markets

\$13.3B (TAM¹)



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



\$3.7B (TAM²)



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



\$0.44B (TAM³)



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

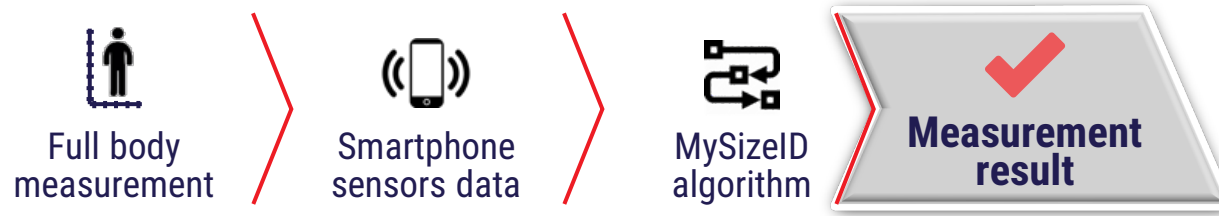


TAM:

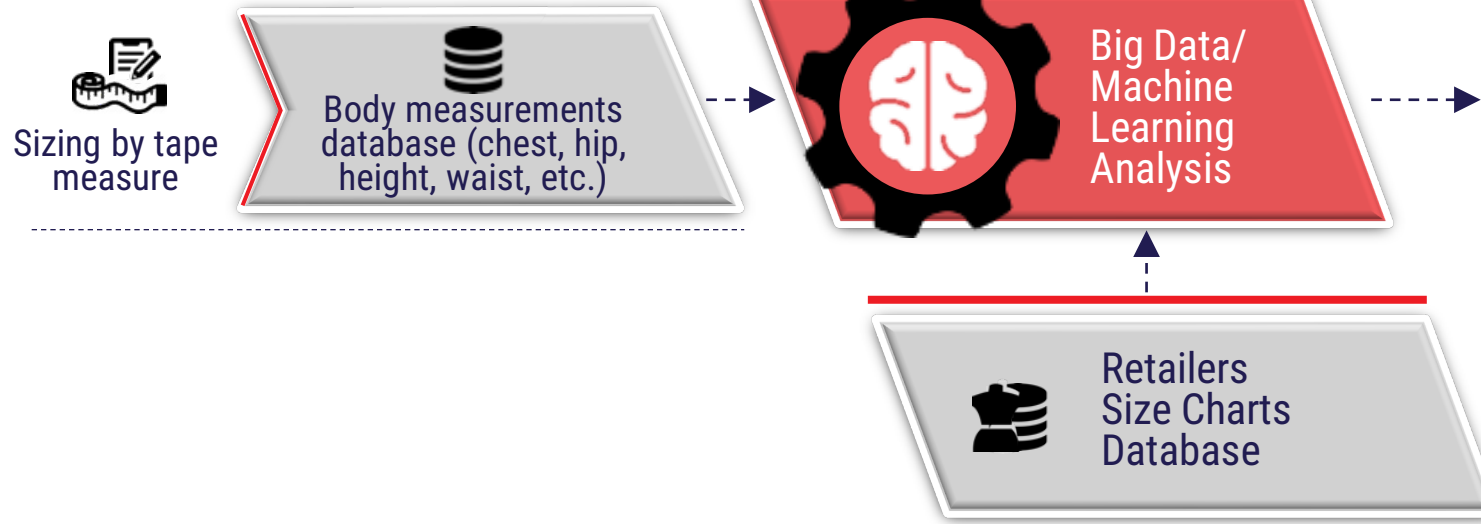
- 1) TAM was derived by assuming a 4% royalty of the revenue from the global online fashion market (estimated at \$332.1 B in 2016 according to Statista).
- 2) TAM was derived by assuming a 4% royalty of the revenue from the global online DIY home improvement market (estimated at \$10.9B in 2017 according to NPD).
- 3) TAM was derived by assuming \$0.05 payment per package delivered worldwide (estimated to be 74.4B in 2017 according to Pitney Bowes)

A game changer in simple and highly accurate solution for the apparel retail market

Smartphone measurement



Research



Micro services



MySizeID Direct benefits

Driving profitability through increased revenues and improved efficiencies



Increase customer confidence



**INCREASE
CONVERSIONS
BY 30%***



Improve sizing efficiencies



**REDUCE RETURN
VOLUMES
BY 50%***



Improve customer experience



**INCREASE BRAND
LOYALTY**



Valuable big data



**REDUCE CART
ABANDONMENT**

* Based on pilot with a leading retailer



Direct Benefits:

Driving profitability through increased revenues and improved efficiencies.

Potential to increase sales X3*

*Based on increase of sales over 3-month period of one of MySize's clients



A growing base of **Retail partners**



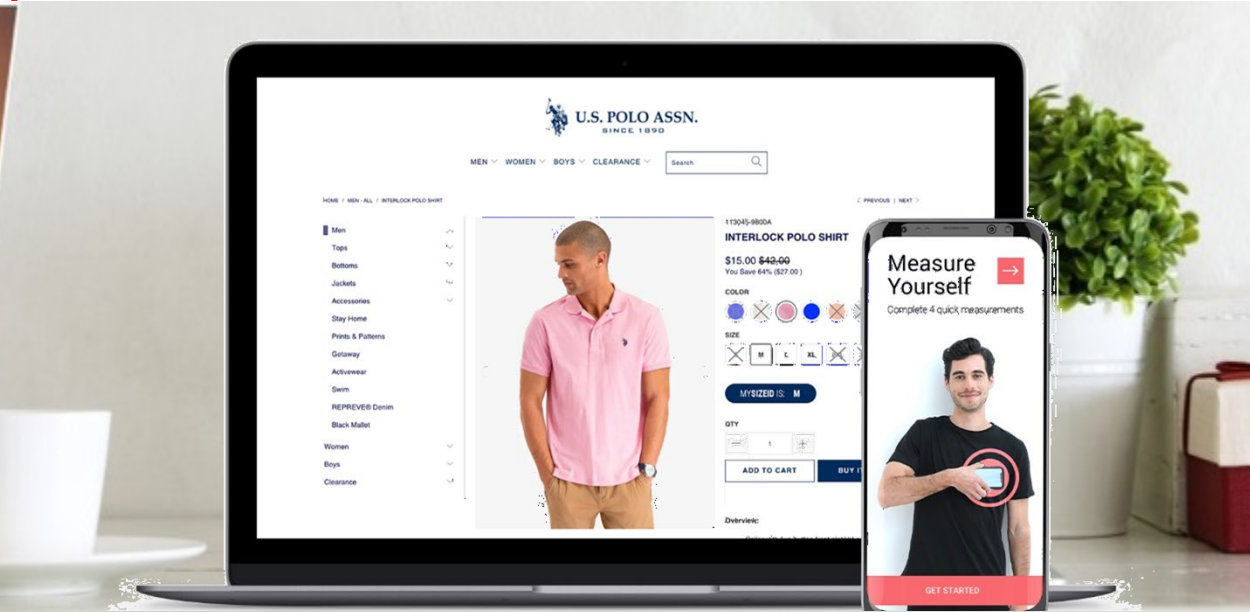
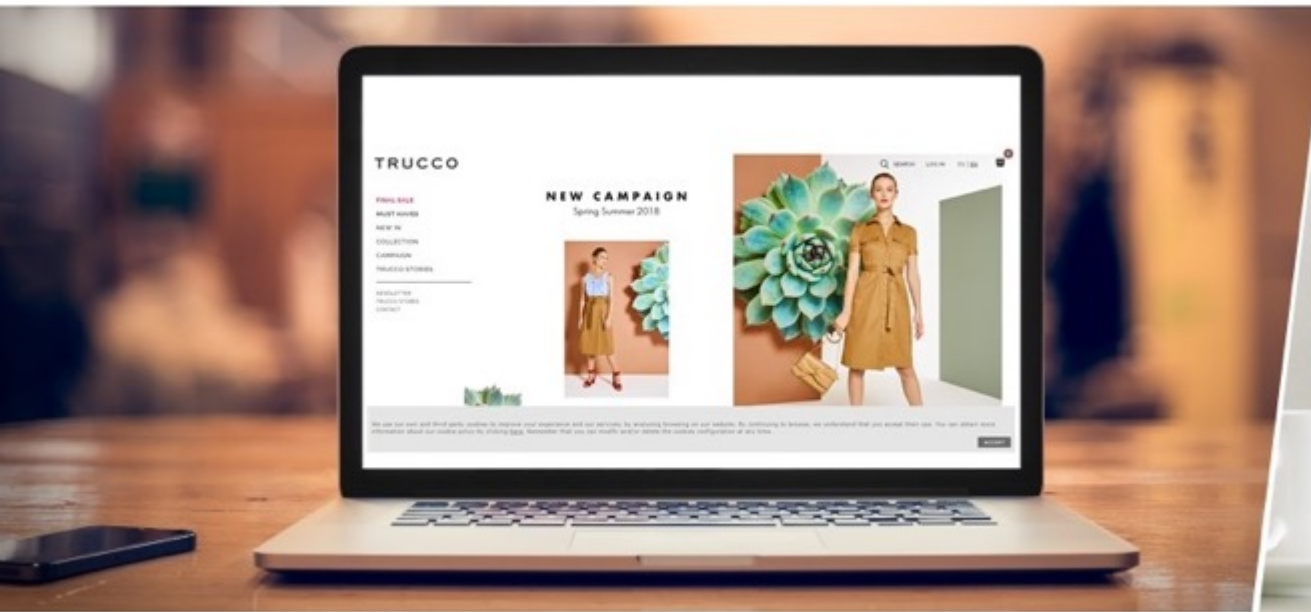
MySizeID targets a \$13.3B Global TAM

Tier 1 / 2 Independent Retailers eCommerce + Brick & Mortar

- 3 pilots* with international retailers
- Following launch potential access to millions of monthly consumers
- Thousands of stores

3rd Party for Small e-commerce Platform

- My Size widget integration
- Potential access to millions of users
- Monthly license fee



*On hold due to COVID-19



Some of our current Retail partners



RefrigiWear

 **Kings Of Indigo®**

Boyish
JEANS



Penti


TRIAL

NOCTURNE

DeMOULIN®

NIYAZI
ERDOGAN



Commercialization strategy

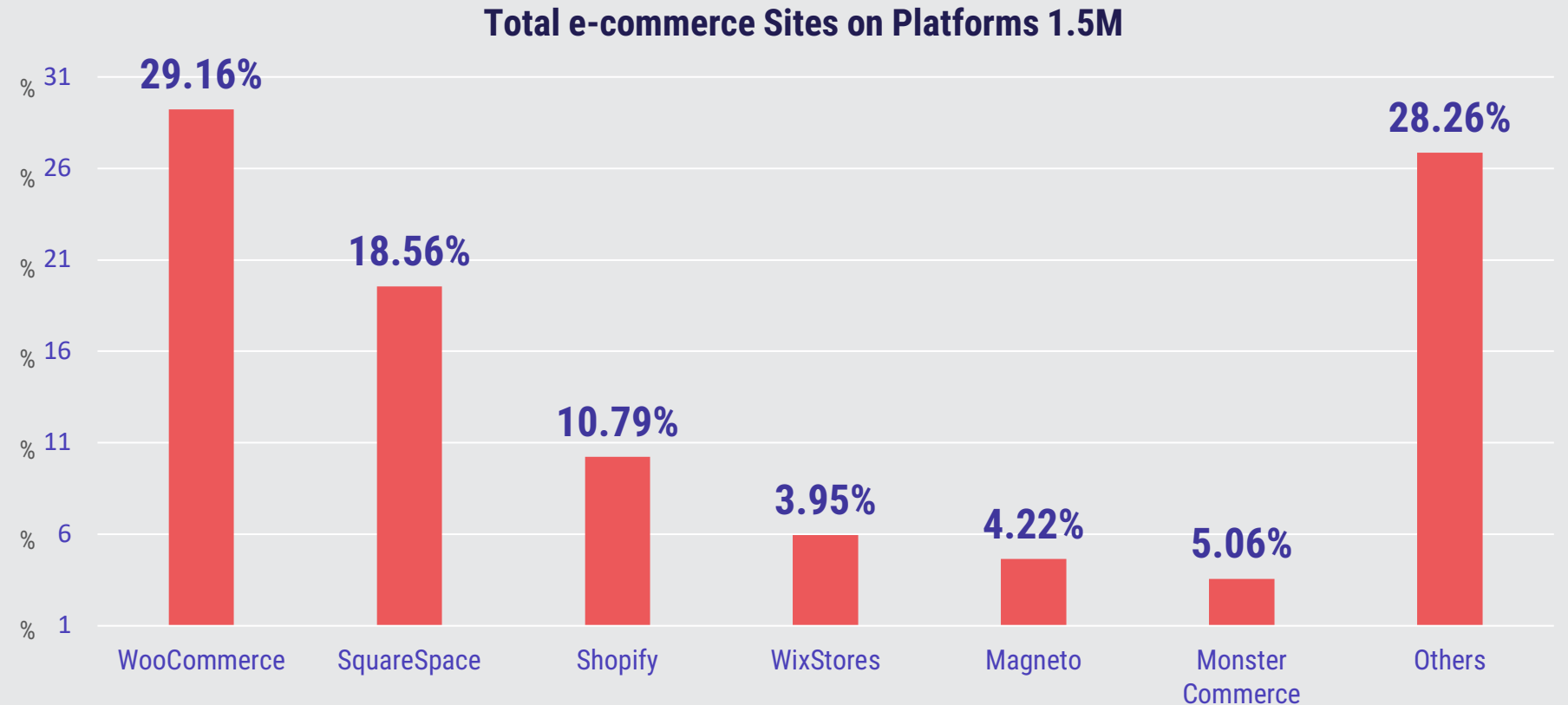
Third Party model

01

Partner with
e-commerce 3rd party
platform providers

02

Direct partnerships
with e-commerce
players



Business model

Model

Monthly
subscription and
pay per click
("PPC")

Customer

3rd party platform
websites and
independent
websites

My Size Anticipated Revenue

\$49 month and up
based on \$0.1
per fit
recommendation

How the numbers add up to potential revenues to MySize-Third Party model

Ecommerce players		Woo-commerce	Shopify	Total
		484,701	179,382	
Penetration Rate	\$ per account			
1%	\$49	237,503	87,857	325,360 \$
5%	\$49	1,187,517	439,485	1,627,002 \$
10%	\$49	2,375,035	878,971	3,254,006 \$
15%	\$49	3,562,552	1,318,457	4,881,009 \$

From 3rd party platforms, assuming various penetration rates and an average per account fee; dollar figures are gross, **revenue shares will vary from one to another, likely net 70%-plus to My Size.** We are pursuing multiple 3rd party platform providers and are CURRENTLY integrated with and available for ALL Shopify accounts

MySizeID engine

monthly traffic increases in 2400% in 6 months

The numbers represent a penetration 1%-7% of MySizeID technology on customer websites



Introducing BoxSize DIM measurement tool



BOXsize in action

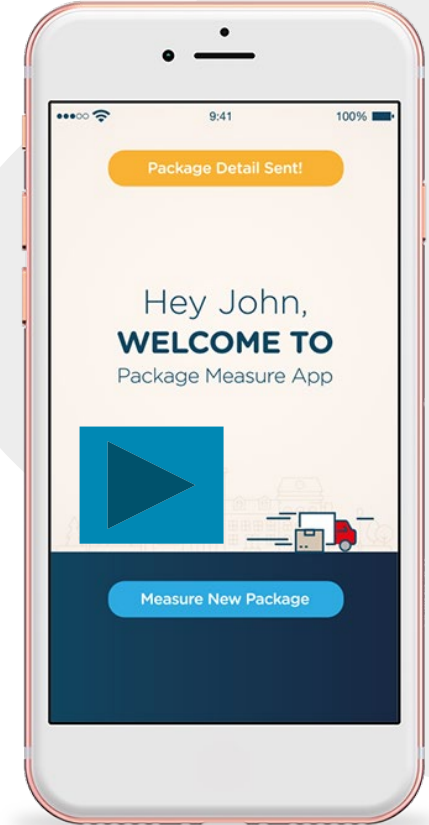


BoxSize success story

- Integrated at Israeli leading courier: **Katz**
- Katz Corporation is the second-largest package delivery company in Israel, and handles over 5M packages annually
- Katz **revenues increased by 2.5%**

“BoxSizeID demonstrated a high level of accuracy in the pilot performed at Katz Shipping’s logistic center and we expect it will generate significant yearly savings that are estimated to increase the company’s annual income by about 2.5%, to around \$1 million”

Katz CEO Sep 2018



Accurate measurements

combat industry inefficiencies



- 12% of shipments arrive at logistics center with inaccurate measurements
- Billing errors can cost freight companies 3-7% in additional costs
- Inaccurate measurements lead to 20% sub-utilization of warehouse space due to inefficient slotting

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



One click measurement

- Measures all three axis of a package or any 3D object by only ONE movement of the mobile device!
- Cut down the time it takes to measure a package by 50%

Some of our current technology logistics partners



Honeywell

MySize is a partner on Honeywell network and our BoxSize solution is Integrated on Honeywell Market place.
BoxSize solution is fully operational on Honeywell hand held devices



MySize is a partner on Zebra network
BoxSize solution is fully operational on Honeywell hand held devices

Business model

Logistics and courier



Model	Customer	MySize anticipated revenue
Monthly subscription based on volume and users	Independent cargo companies	\$300 month and up based on a 0.1\$ per package measured

Capitalization

Number of shares / equivalents*

Current shares outstanding	~7.23 Million
Options @ Wtd Avg strike price of \$1.17	~0.99 Million
Warrants @ Wtd Avg strike price of \$1.37	~5.43 Million
Convertible debt / equity	-
Total shares and equivalents (fully diluted)	~13.65 Million

**As of
August 18, 2020**

Balance Sheet **snapshot**

Traded on Nasdaq & TASE

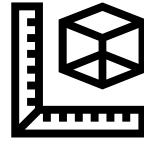
		June 30, 2020	December 31, 2019
(in thousands)			
Cash and cash equivalents**	-----▶	\$4,824	\$1,466
Current assets	-----▶	5,125	1,825
Long-term assets	-----▶	1,090	1,133
Total assets	-----▶	\$ 6,215	\$ 2,958
Total current liabilities*	-----▶	\$824	\$1,248
Long term debt	-----▶	-	-
Other long term liabilities	-----▶	598	659
Total liabilities	-----▶	1,422	1,907
Stockholders' equity	-----▶	4,793	1,051
Liabilities and stockholders' equity	-----▶	\$ 6,215	\$ 2,958

My Size brings Next Generation Data driven solutions

Driving profitability
across multiple verticals



Increasing customer revenues by
fostering conversions



Increasing customer margins via improved
package measurement accuracy



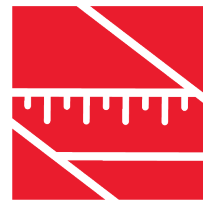
Higher customer
profitability due to reduced
returns



Increasing customer profitability
with cost saving efficiencies



Driving customer sales via
valuable data and analytics



MYSIZE measure
everything

Thank You!

Contact us

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The **Executive team**

Multidisciplinary
and seasoned
managers



OR KLES CFO

- Former KPMG Associate
- CPA, MBA



Eli Turchinsky CTO

- A seasoned tech expert in the field of mobile and web applications.
- BSc in Computer science



BILLY PARDO CPO

- Senior Director of Product at Fourier Education
- B.Sc. in computer sciences, MBA



RONEN LUZON Founder & CEO

- Serial entrepreneur
- Founded Malers, global security company
- Founded and led numerous startups
- BSC in IT&BIS

