



MySize to Launch App for Evropeyskiy Mall, Streamlining In-Person Shopping From Browsing to Point of Sale

The app, will be featured in Russia's largest mall, will see the shopping center's hundreds of thousands of daily visitors independently manage their shopping experience, from the fitting process through purchase.

Airport City, Israel – March 22, 2021 – [MySize, Inc](#) (the "Company" or "My Size") (NASDAQ: MYSZ, TASE: MYSZ), the developer and creator of e-commerce measurement solutions, today announced the planned launch of their application supported by Evropeyskiy Mall, the largest shopping center in Russia. The app will give consumers an ultra streamlined in-person shopping experience, allowing them to virtually obtain fits for apparel at dozens of retailers in the mall, along with seamless cashier-free purchasing via in-app check out.

With some 600,000 daily visitors, the Evropeyskiy Mall is the second most popular mall in the world and the most visited shopping center in Europe. The industry-leading retail and entertainment complex boasts 180,000 m² of floor space distributed over eight levels, 250 clothing and footwear stores, 30 cosmetics and perfumery stores, 70 accessories and jewelry stores, 50 sports and children's stores, as well as 100 electronics and household appliance stores, and more than 30 restaurants and cafes.

Visitors to the Evropeyskiy Mall will be able to download the MySizeID app, which leverages sensors already built into the customers' smartphones, to instantly obtain highly accurate clothing sizes in any brand's apparel.

By giving customers the online shopping convenience of independently managed purchases, paired with the in-person retail benefit of being able to leave the mall with an item physically in hand, MySize and Evropeyskiy Mall are giving consumers an unparalleled next-generation shopping experience.

"The MySizeID Evropeyskiy Mall app is the culmination of years of innovative technology and hard-earned wisdom about what offers the most value to consumers and retailers," said Ronen Luzon, CEO, and Founder of MySize. "By pairing the best benefits of the online shopping experience and our fit technology with the advantages of in-person retail, our app offers a unique hybrid omnichannel approach that provides serious value to both customers and merchants."

About MySize 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 that 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 free plan 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:

Strauss Communications

joel@strausscomms.com

www.strausscomms.com

IR Contact:

Or Kles, CFO

ir@mysizeid.com