



MySizeID Solution Helps Levi's Go Green by reducing Return Rates

Integration of MySize's proprietary AI-driven sizing tech solution has reduced return rates along with CO2 emissions for Levi's Turkey and is poised for expansion.

Airport City, Israel – May 25, 2021 – [MySize](#), Inc (the "Company" or "My Size") (NASDAQ: **MYSZ**, TASE: MYSZ), the developer and creator of smartphone measurement solutions, today announced its successful integration of the MySizeID widget for Levi Strauss & Co. Turkey (Levi's Turkey), a subsidiary of Levi Strauss & Co.(NYSE:LEVI), which has reduced return rates for the world's global leader in jeans wear.

MySize's sizing solution utilizes Levi's size charts, product tables, GTIN, descriptions, and other relevant details, alongside MySize's patented algorithms, to provide online shoppers with a highly accurate size recommendation. The easy-to-use, plug-and-play widget is seamlessly integrated into Levi's site, enhancing customers' online shopping experience and boosting their engagement levels and confidence in the brand.

By empowering customers with their correct size, at various times during the pilot project MySize has helped Levi's reduce returns by up to 47%, saving the company on costly reverse logistics as well as strengthening Levi's commitment to sustainability. With ecommerce returns leading to [massive carbon dioxide emissions](#) from reverse logistics, MySize's return-stopping tech benefits the planet, as well as the bottom line.

"We started this project as a pilot last year and now the numbers are declining It's been a big success and that's why in March this year we entered into an ongoing agreement with MySize to continue to provide our customers with an easy, simple tool to generate their ideal fit," said **Ersin Arslan , Managing Director of Levi's Turkey**. "We've gotten to know our customers better, reduced the hassle, time and expense of merchandise returns and we've achieved all of it while becoming more sustainable. We're beyond excited to continue this partnership and see it expanding for an even bigger impact at Levi's in the near future."

"We are honored to partner with Levi's Turkey and provide them with a measurement solution that is a win for everyone - from the customers who gain a better experience, to the business costs, and even the environment," said **Ronen Luzon, CEO of MySize**. "The addition of Levi's Turkey to our roster of major retail brands fully adopting our solution demonstrates the pressing need for sizing solutions and the immense impact that MySize in particular provides."

About MySize Inc:

My Size, Inc. NASDAQ: **MYSZ** (TASE: 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.

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