

## **British Luxury Brand Temperley London to Implement MySize's MySizeID Apparel Sizing Tech**

*MySizeID supports Temperley London's commitment to sustainability while enhancing business economics and user experience*

**Airport city, Israel, – August 15, 2022 – [MySize](#), Inc. (NASDAQ: MYSZ) (TASE: MYSZ.TA)** (“MySize” or the “Company”), an omnichannel e-commerce platform and provider of AI-driven measurement solutions to drive revenue growth and reduce costs for its business clients, today announced it has entered an agreement with [Temperley London](#), a luxury British fashion brand, to license its [MySizeID](#) apparel sizing solution.

Founded by renowned British fashion designer Alice Temperley, the brand is available at luxury department stores worldwide, through <https://www.temperleylondon.com/>, and standalone Temperley London stores including its flagship store in Somerset, as well as stores in Chelsea, Fitzrovia, Marbella, and Dubai. Temperley London is famed for bohemian, feminine, and effortless styles that speak to British heritage, with each piece crafted to celebrate the wearer.

MySizeID will support Temperley London's customers generate highly accurate measurements of their body to select the optimal Temperley London size through an app on their mobile phone. MySizeID syncs the customer's measurement data to the brand's sizing chart and only presents items for purchase that match their measurements to ensure a correct fit.

Alice Temperley, Founder and Creative Director of Temperley London, commented, “We make timeless fashion designed to last, enveloping our customer in luxury with the principle of sustainability at its core. By implementing MySizeID, we are helping our customers optimize fit and reduce the potential for returns, resulting in associated financial and environmental benefits.”

“Appropriate sizing for online fashion purchases is a critical component of any brand's user experience, and this is especially so for a luxury brand. We are very pleased to partner with Temperley London to support their customers in finding the right fit and to become a part of this unparalleled brand's environmental sustainability movement,” stated Ronen Luzon, CEO, and Founder of MySize.

### **About MySize Inc.**

MySize, Inc. (NASDAQ: MYSZ) (TASE: MYSZ.TA) is an omnichannel e-commerce platform and provider of AI-driven measurement solutions to drive revenue growth and reduce costs for its business clients. Orgad, its online retailer platform, has expertise in e-commerce, supply chain, and technology operating as a third-party seller on Amazon.com and other sites. MySize recently launched FirstLook Smart Mirror, a mirror-like touch display that provides in-store customers an enhanced shopping experience and contactless checkout. FirstLook Smart Mirror extends MySize's reach into physical stores and is expected to contribute to revenues through unit sales and recurring service fees.

MySize 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 MySize, 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.

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.

To learn more about MySize and for additional information, please visit: our website: [www.mysizeid.com](http://www.mysizeid.com).

### **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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