

Company Overview

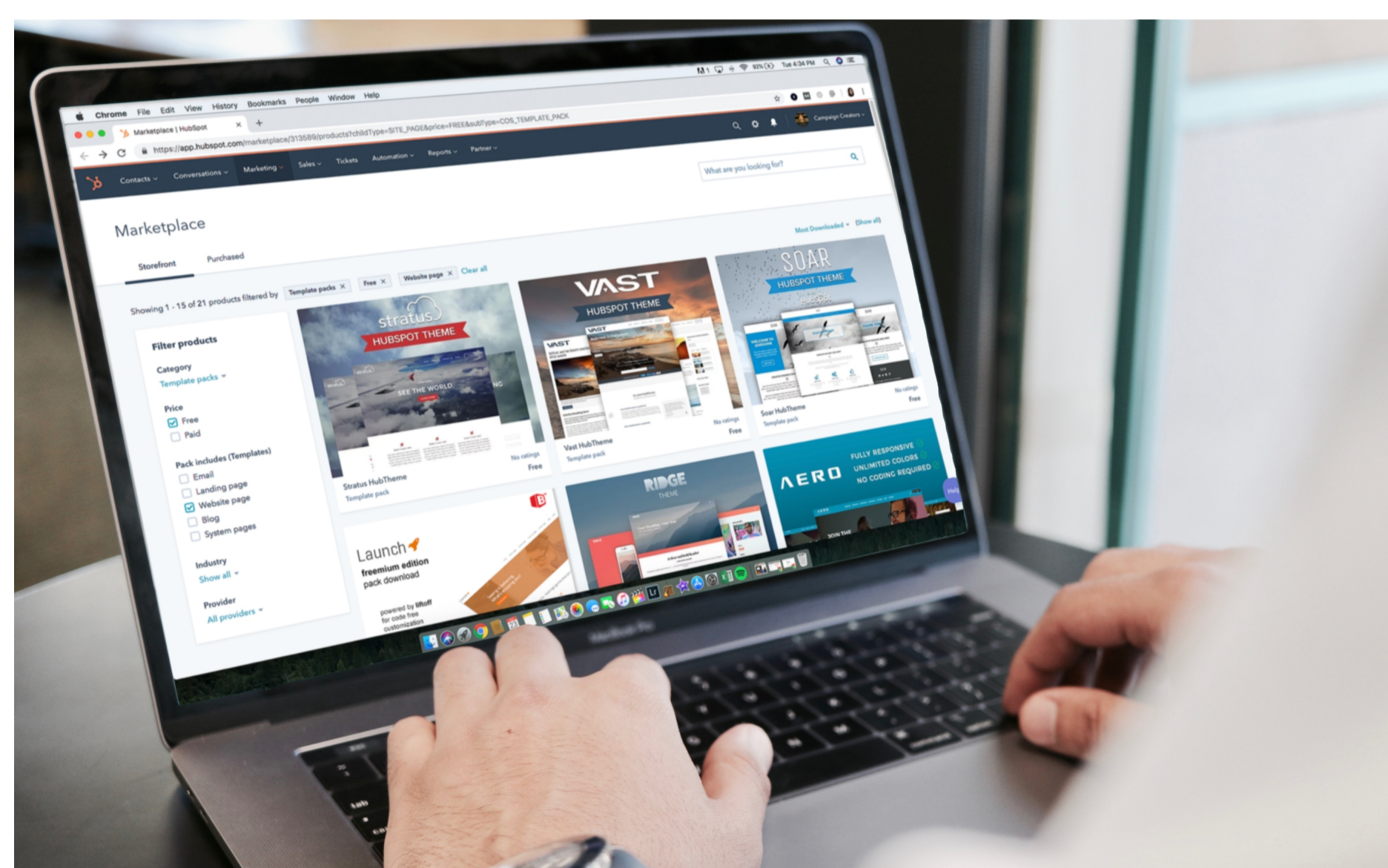
MySize, Inc. (NASDAQ: MYSZ) is an omnichannel e-commerce platform and provider of AI-driven measurement solutions that drive revenue growth and reduce costs for online retailers. MySize's patented award-winning technology, MySizeID™, generates user-friendly and highly accurate measurements on any smartphone. These measurements are used to increase revenue and reduce returns in the \$664 B apparel market where 70% of online apparel returns are due to size. MySize's omnichannel retailer platform, Orgad was acquired in Q1 2022 as a profitable operating unit and is poised for robust growth, contributing to a projected \$5 million in 2022 revenues for MySize. The Company 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.

Equity Overview *(as of 8.19.22)*

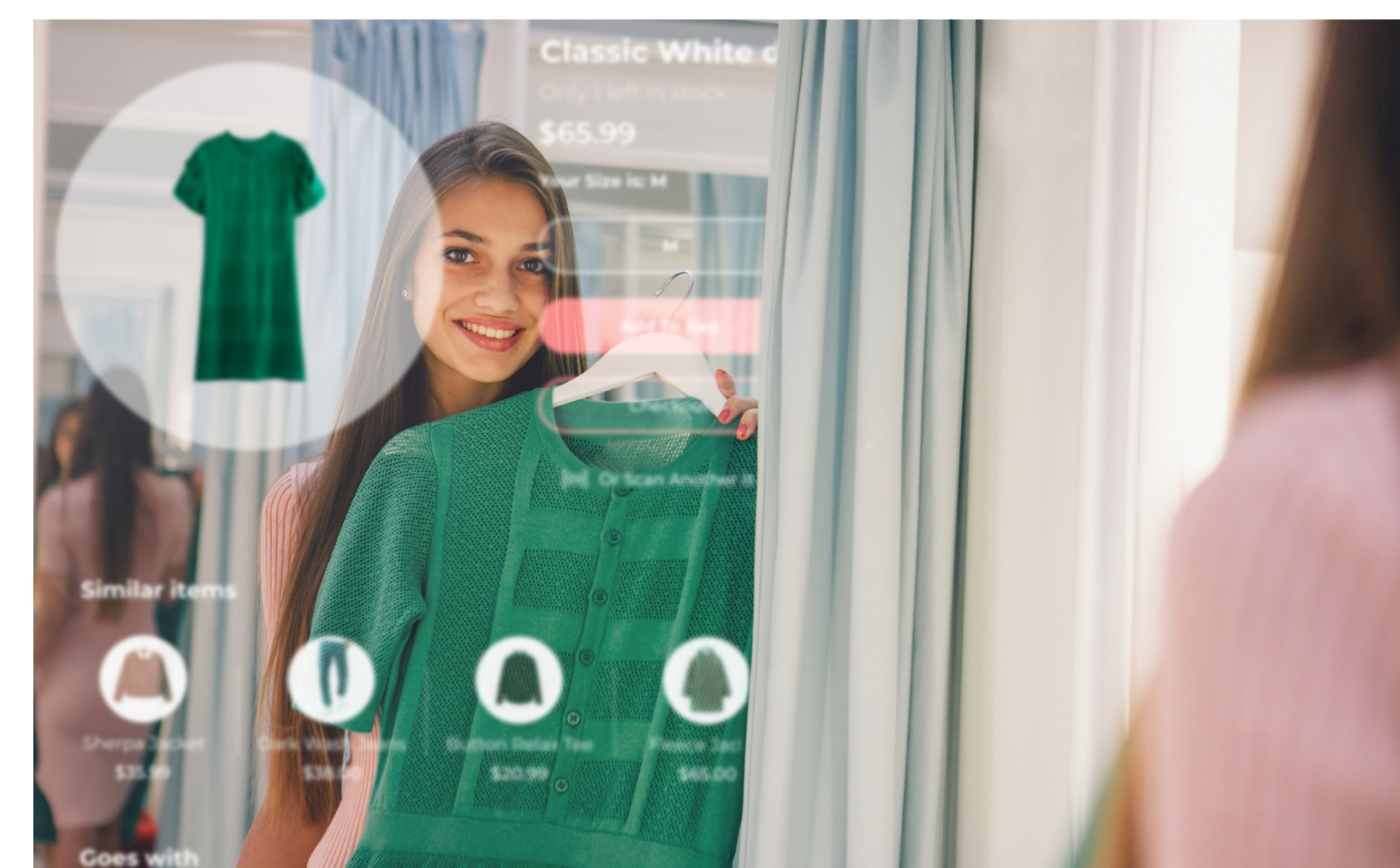
NASDAQ and TASE	MYSZ
Price Per Share	\$0.29
Market Cap	\$7.4 M
Shares Outstanding	\$25.5 M
Average Daily Volume	\$1.1 M
Cash Balance (6/30/22)	\$6.5 M with no debt
2022 Revenue Guidance	\$5 M



 **MYSizeID**



ORGAD



FIRSTLOOK
SMART MIRROR

Investment Highlights

AI-Driven Measuring Technology Improves ROI for E-commerce Retailers

MySize's AI-driven measuring technology, with 11 patents in 5 regions, solves a major pain point for e-commerce retailers and improves ROI in the \$664 B apparel market where 70% of online returns are due to size. MySizeID™ generates a recommended size match between a specific person and a specific retailer's garment. The Company's sophisticated proprietary algorithms, fed by multiple databases, are the technological brain that drives this innovation. As the biggest names in retail are seeking solutions for accurate sizing for online apparel shoppers, comparable company valuations are driven by M&A activity including acquisitions made by Gap (NYSE:GPS), Snap (NYSE:SNAP), Walmart (NYSE:WMT), and Zalando (ZAL.DE).

Commercial Inflection Point with MySizeID™ Adoption by Top Retailers

MySize now has more than 1,000 B2B retailer partnerships including some of the biggest names in apparel such as Levi's, Polo, Speedo, Dockers, Nautica, and Perry Ellis. Revenue is generated based on the number of fit recommendations made by MySize for the retailer's online shoppers.

Strategic Expansion into E-commerce and Digital Management

In Q1 2022, MySize acquired Orgad, an omnichannel e-commerce platform that is headquartered in Israel and operates globally, including in the U.S. and Europe. Orgad generated ~\$2.5 million in revenue in 2021 with profitable operations and is poised for robust growth as it integrates the MySizeID™ measurement solution into its retail operations. As a third-party seller and aggregator on Amazon.com, eBay, and other sites, Orgad currently manages more than 1,000 SKUs, mainly in fashion, apparel, and shoes, and is ready to expand into tens of thousands of SKUs. MySize is evaluating additional e-commerce acquisitions to drive revenue and technology adoption.

Launched FirstLook Smart Mirror Bringing AI Tech to Physical Stores

MySize extended its reach into physical stores with the launch of FirstLook Smart Mirror, an interactive, mirror-like touch display that provides shoppers in physical stores with an enhanced shopping experience and contactless checkout. FirstLook Smart Mirror has the potential to revolutionize the fashion retail buying experience through MySizeID's AI-driven measurement and data algorithms designed to help increase sale conversions and reduce returns in the physical store retail environment. The revenue model includes an upfront purchase price for the mirror plus recurring monthly service fees.

Retail Partners Include



NAUTICA

U.S. POLO ASSN.
SINCE 1890

DOCKERS

speedo

GANT

For Additional Information

Or Kles - CFO
or@mysizeid.com

Disclaimer: Except for historical information contained herein, the statements in this fact sheet are "forward looking" within the meaning of the Private Securities Litigation Act of 1995. This fact sheet includes estimates and projections and, as such, reflects only management's current expectations. A fuller discussion of My Size, Inc.'s risks and uncertainties are described in the Company's filings with the Securities and Exchange Commission, which should be reviewed in conjunction with this overview.