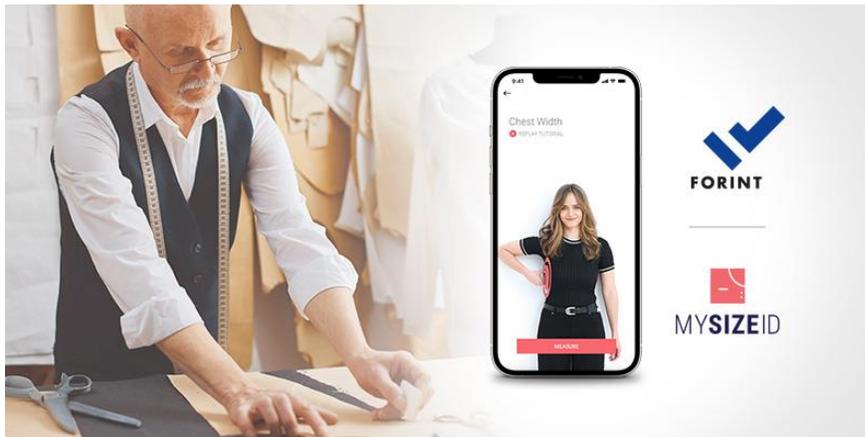


Italian Uniform Maker Forint to Integrate MySize’s Sizing Solution into Offerings for its Customers Including the Vatican, Italy’s Presidency and Senate

AIRPORT CITY, Israel – December 8, 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 that [Forint](#) S.p.a., a leading Italian maker of uniforms, has selected the MySizeID sizing solution for its business. Forint will offer MySizeID to all of its business-to-business customers, providing a smarter and easier way to interact, resulting in a seamless experience and more accurate service.



MySizeID Digital Sizing Solution Selected by Uniform Maker Forint

For 40 years, Forint has been providing clothes and uniforms of high quality through trust, accuracy, and tailored solutions. Forint’s customers in Italy include large retailers, airlines, cruise ship companies, railway companies, passenger and goods transport companies, airports, roads and motorways, recycling operatives, local police, banking institutions, sports federations, military corps, and hotels.

Paolo Tansini, Forint’s Sales Manager, commented, “For decades, Forint has been delivering efficiency and speed while maintaining class and attention to detail with sartorial elegance. We’ve done this by adopting technology and working with the best. We believe MySizeID will further support and enhance Forint’s excellence in customer service and flawless fit.”

“We are very pleased to partner with Forint to ensure optimal uniform fit and user experience for all of Forint’s institutional and corporate customers,” stated MySize CEO and Founder, Ronen Luzon. “Our sizing solutions are designed to improve economics while reducing environmental waste. We are eager to share these benefits with Forint’s broad and prestigious customer base in Italy.”

About MySize Inc.

MySize, Inc. (NASDAQ: MYSZ) (TASE: MYSZ.TA) is an omnichannel e-commerce platform and provider of AI-driven measurement solutions including MySizeID and recently acquired Naiz Fit 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.

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 the MySizeID solution for your online store and [here](#) for the Naiz Fiz solution.

To learn more about MySize and for additional information, please visit: our website: 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, including statements related to the acquisition, expected revenues, and the expected closing of the acquisition. 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 may 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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