

MySize to Present at Ladenburg Thalmann Virtual Technology Expo on December 7th 2022

Presentation on Wednesday, December 7th at 1:00 PM ET

AIRPORT CITY, Israel – December 6, 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 the Company’s CEO, Ronen Luzon, will be presenting at the upcoming Ladenburg Thalmann Virtual Technology Expo on Wednesday, December 7th, at 1:00 PM ET.

MySize’s presentation will showcase the Company’s promising near and long-term outlook following the closing of its second acquisition this year. By bringing Naiz Fit and Orgad into the fold, MySize has created multiple complementary revenue streams and furthered its position as a leader in the fashion-tech industry and a consolidator of sizing solutions.

Event: MySize Presentation at the Ladenburg Thalmann Virtual Technology Expo

Date: Wednesday, December 7th, 2022

Time: 1:00 PM ET on Track 1

Register to watch the presentation here: <https://ladenburgtech22.sequireevents.com/>. Investors can also request 1x1 meetings with Company on the event website.

Summary of Ladenburg Thalmann Virtual Technology Expo Conference

The one-day Expo will feature virtual presentations from the management of approximately 50 Technology and Media companies covering ad-tech, cloud, communications, connectivity, cybersecurity, defense, digital mining, e-commerce, software and services, fintech, media, mobility, payments and semiconductors. Management teams will be presenting virtually to a select invite-only institutional investor audience. The event will be hosted through Sequire, a zoom-based virtual conferencing platform. In addition, presenting companies will have the option to host one-on-one meetings. This Virtual Expo follows on from Ladenburg’s highly successful Virtual Technology Expo 2021 which had over 1,100 registrants.

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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