

## Spanish Menswear Brand Harper & Neyer Implements MySize's Naiz Fit Sizing Solution

*From fitted suits to preppy casual wear, with Naiz Fit, Harper & Neyer customers are ensured a perfect fit*

**AIRPORT CITY, Israel – February 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 [Harper & Neyer](#), a leading Spain-based menswear brand, has fully implemented and gone live with the [Naiz Fit](#) sizing solution, a MySize product. Naiz Fit is being utilized across Harper & Neyer’s global ecommerce sites to reduce returns related to size and fit issues.

With a strong European presence through 21 stores in Spain, France, Italy, Andorra, and Portugal, as well as Mexico, Harper & Neyer’s “dressed to win” motto reflects a brand with a clear target for active men who love fashion and are in need of a stylish, elegant and casual outfit.

“Our customers have a distinct taste in style that Harper & Neyer’s masculine collection embodies so well. Proper fit is essential to style and comfort. The Naiz Fit sizing tool seamlessly integrates into our ecommerce sites to lead our customers to the best size selection for their body and shape,” stated Nabil Salah, CEO of Harper & Neyer.

“Naiz Fit is emerging as the leading SaaS-based sizing solution for European fashion brands and retailers. Through our physical presence and the Naiz Fit team in Spain, MySize has deep marketing and service reach into the EU market, which is further fueling product adoption and accelerating growth for the MySize portfolio of sizing solutions,” stated MySize CEO and Founder, Ronen Luzon.”

MySize’s sizing solutions, MySizeID and Naiz Fit, are software-as-a-serve (SaaS) products offered to fashion brands and retailers worldwide.

### **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](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 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](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, 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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