

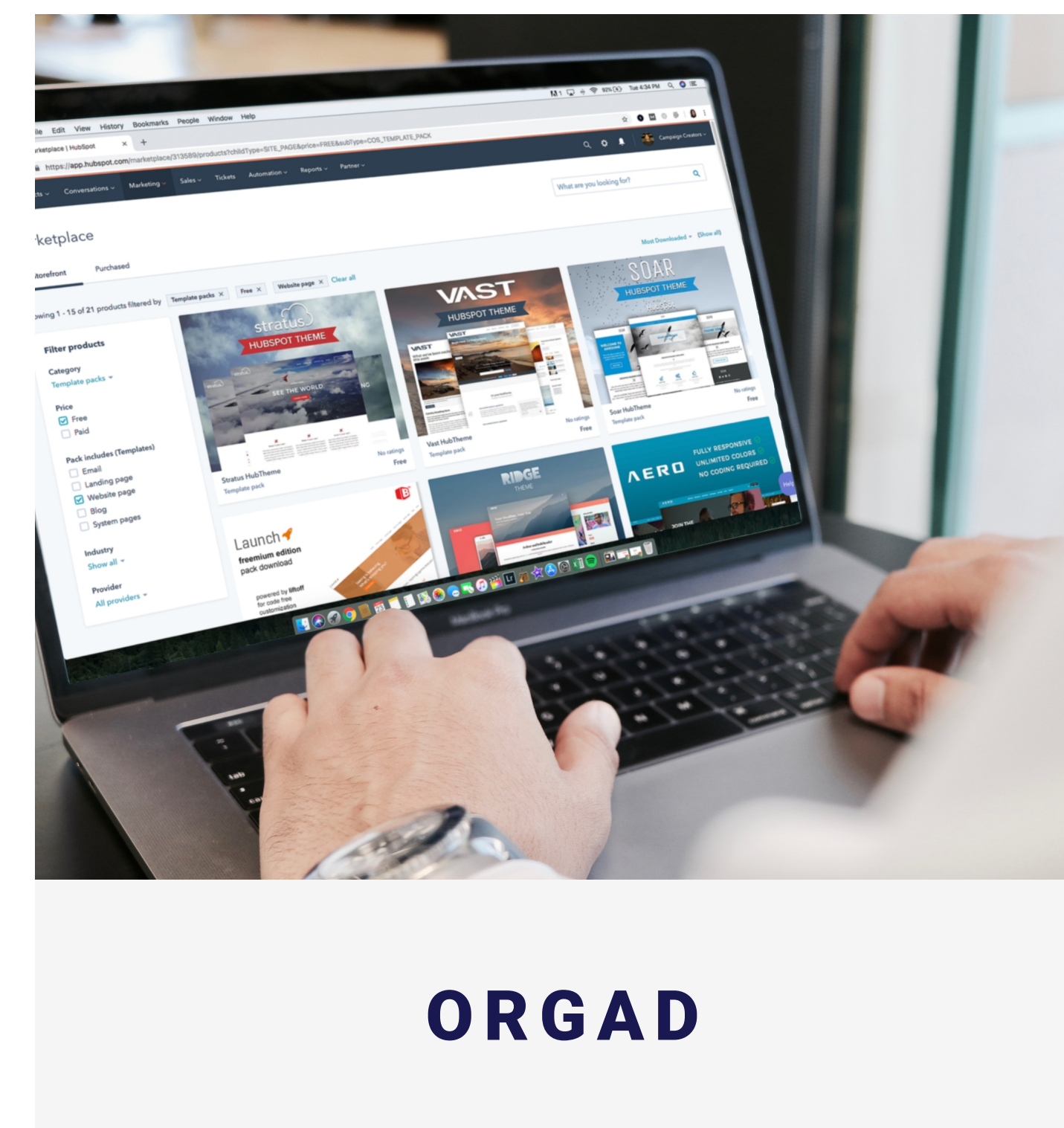
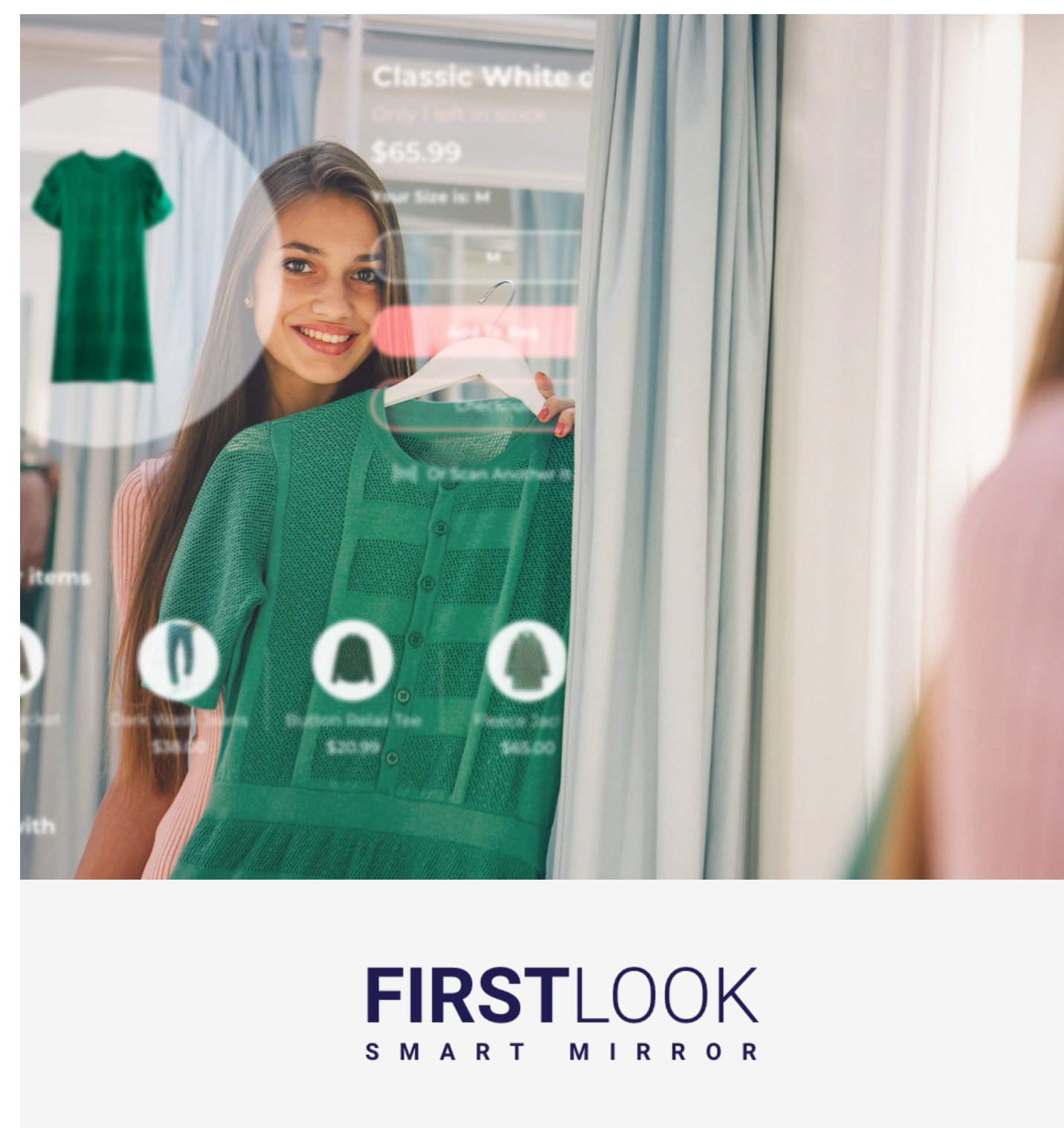
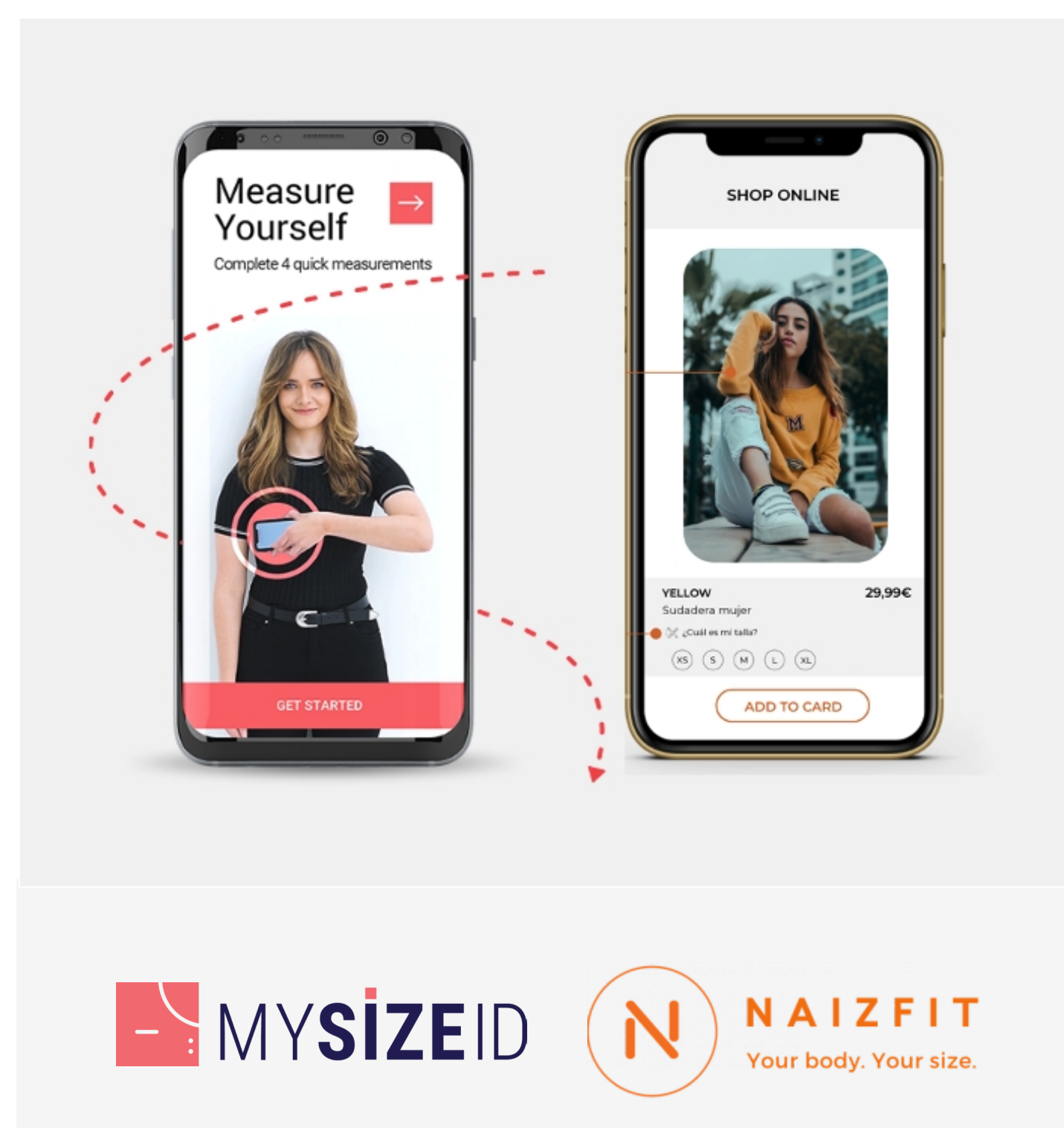
Company Overview

MySize, Inc. (Nasdaq: MYSZ) is a provider of AI-driven solutions for fashion and retail that drive revenue growth and reduce costs for its business clients and an omnichannel e-commerce company. MySize's proprietary award-winning technologies, MySizeID™ and NaizFit, generate user-friendly and highly accurate measurements on any smartphone. These measurements are used to increase revenue and reduce returns in the \$668 B apparel market where 70% of online apparel returns are due to size. MySize's two acquisitions in 2022 contributed to a 33X revenue increase to \$4.5 million, meeting management's revenue guidance for the year. Q4 2022 revenues of \$2.5 million put the Company on a path to double revenues in 2023. By bringing its acquisitions, 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.

Equity Overview (as of 4.29.23)

NASDAQ and TASE	MYSZ
Price Per Share	~\$1.25
Market Cap	~\$3 M
Shares Outstanding	~2.45 M
Average Daily Volume	190 K
Cash Balance (12/31/22)	\$2.1 M*
2023 Revenue Guidance	\$9 - \$10 M

*\$3 M raised Jan 23



Investment Highlights

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

MySize's patented AI-driven measuring technologies, MySizeID and NaizFit, solve a major pain point for e-commerce retailers and improve ROI in the \$668 B apparel market where 70% of online returns are due to size. MySizeID and NaizFit are mobile phone based technologies that generate 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, Perry Ellis, Moschino, Canali, 7 For Mankind, and Desigual. MySize is positioned as a consolidator of sizing solutions, transforming a fragmented market to establish an industry standard, increase value for customers, and boost its pricing power. The sizing solutions business generates Software as a Service (SaaS) revenues with up to 80% margins based on monthly or annual recurring revenue 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 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 contributed significantly to 2022 revenues. 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 New Products: FirstLook Smart Mirror and Smart Catalogue Bring AI Tech to Physical Stores & the Design Process

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 MySize's AI-driven measurement and data algorithms designed to help increase sale conversion. Naiz Fit's Smart Catalogue is an innovative new SaaS based solution that helps fashion designers create patterns that optimize fit, with the aim of reducing unsold items, improving economics for fashion brands and retailers, while reducing environmental footprint.

Retail Partners Include



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.