

# Investor Presentation

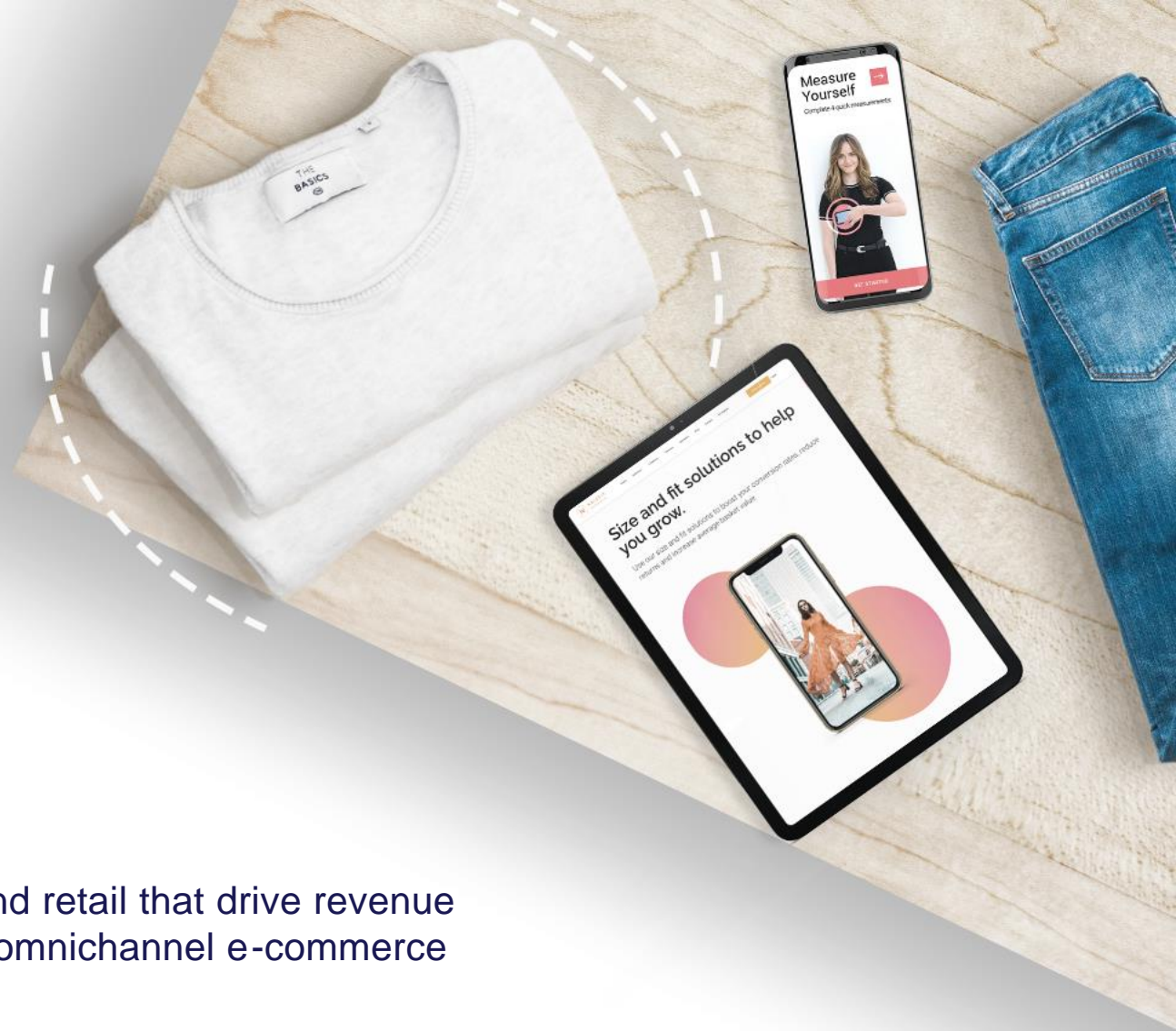
APRIL 2023 | NASDAQ: MYSZ

MySize 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.



**ORGAD**

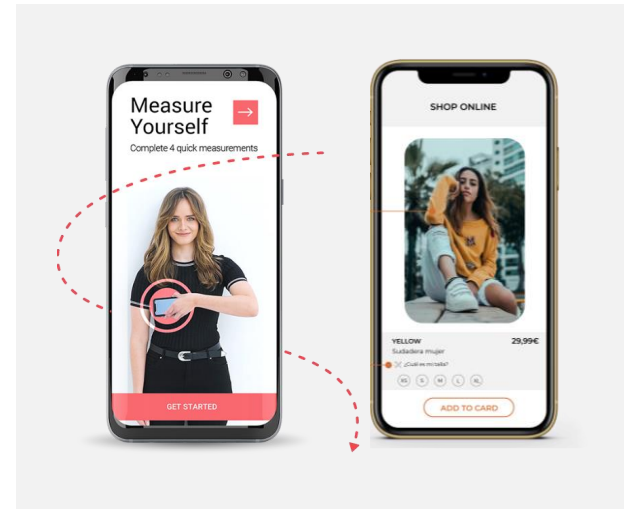
**SMART CATALOGUE**



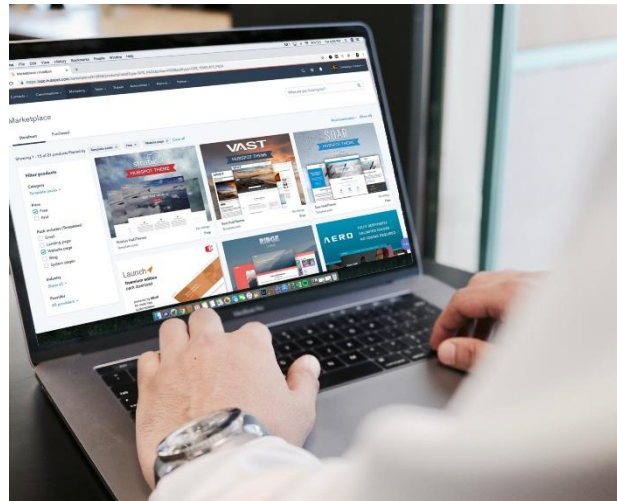
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These factors include, but are not limited to, the following: our history of losses and needs for additional capital to fund our operations; our inability to obtain additional capital on acceptable terms, or at all; the impact of any resurgence of the COVID-19 pandemic; market acceptance of our products and brand; our ability to develop and expand our sales and marketing capabilities, the unpredictability of our sales cycles our dependence on rights that we purchased from an affiliated party; acceptance of our brand; our reliance on third parties; our ability to establish and maintain strategic partnerships and other corporate collaborations; the implementation of our business model and strategic plans for our business; the scope of protection we are able to establish and maintain for intellectual property rights and our ability to operate our business without infringing the intellectual property rights of others; competitive companies, technologies and our industry; our ability to remain listed on Nasdaq and statements as to the impact of the political and security situation in Israel on our business. More detailed information about the risks and uncertainties affecting My Size is contained under the heading “Risk Factors” included in My Size’s most recent Annual Report on Form 10-K filed with the SEC on April 14, 2023, and in other filings that My Size has made and may make with the SEC in the future. These statements are only current predictions and are subject to known and unknown risks, uncertainties and other factors that may cause our or our industry’s actual results, levels of activity, performance or achievements to be materially different from those anticipated by the forward-looking statements. Given these uncertainties, you should not rely upon forward-looking statements as predictions of future events. All forward-looking statements attributable to us or persons acting on our behalf included in, but not limited to, this presentation speak only as of the date hereof and are expressly qualified in their entirety by the foregoing. 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# Multiple High-Margin Recurring Revenue Streams

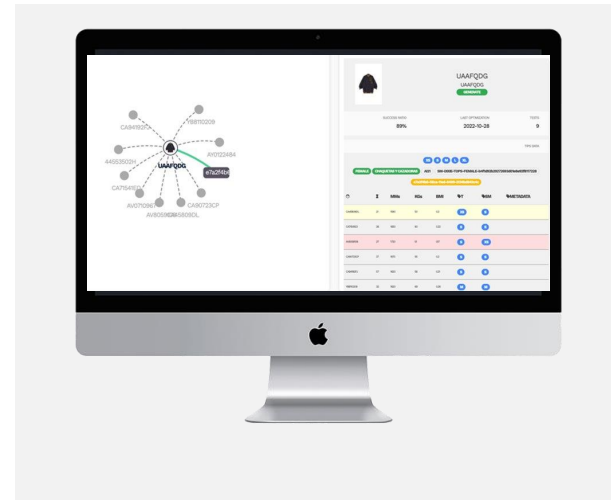


AI-driven measuring tech for accurate body measurements improves online shopping experience and e-retailer ROI



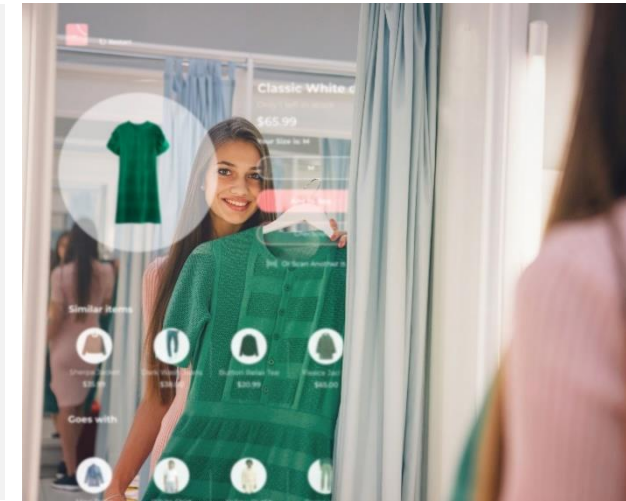
**ORGAD**

Omnichannel high-growth e-commerce platform with supply chain and tech expertise in apparel business



**SMART CATALOGUE**

Powering brand design teams with real-time customer sizing data to optimize a brand's product portfolio and inventory decisions



Mirror-like touch display that provides in-store customers an enhanced online shopping experience and contactless checkout

# Why MYsize Now?

- Recent acquisitions, Naiz Bespoke Technologies, S.L. ("Naiz Fit") and Orgad International Marketing Ltd. ("Orgad"), boost MySize's financial performance and market position
- 2022 revenues of \$4.5 M, a 33X increase over 2021 – Met revenue guidance
- Q4 2022 revenues of \$2.5 M put Company on path to double revenues in 2023
- Strategic Naiz Fit acquisition positions MySize as leader in digital apparel sizing solutions
- Reaching commercial inflection point with global footprint—clients include Levi's, Dockers, Speedo, U.S. Polo Association, Moschino, Desigual, and more
- Comparable companies acquired by major players Snap (NYSE:SNAP), Gap (NYSE:GPS), Walmart (NYSE:WMT), and Zalando (ZAL.DE) at attractive valuations

# Financial & Equity Snapshot

Exchange/Ticker: NASDAQ: MYSZ

Stock Price: ~\$1.48\*

Market Cap: ~\$3.6 million\*

Shares Outstanding: 2.45 M\*

52-Week Range: \$1.13 - \$12.52\*

Average Daily Volume: 181 K\*

2023 Revenue Guidance: ~\$9 M

\* As of April 13, 2023.

# Fashion E-commerce Continues To Grow

2021 **\$668** Billion



2025 **\$1.2** Trillion

## But... Selling clothes online is costly

**6X**

More Returns  
than in store

**70%**

Of returns are  
fit related

**69%**

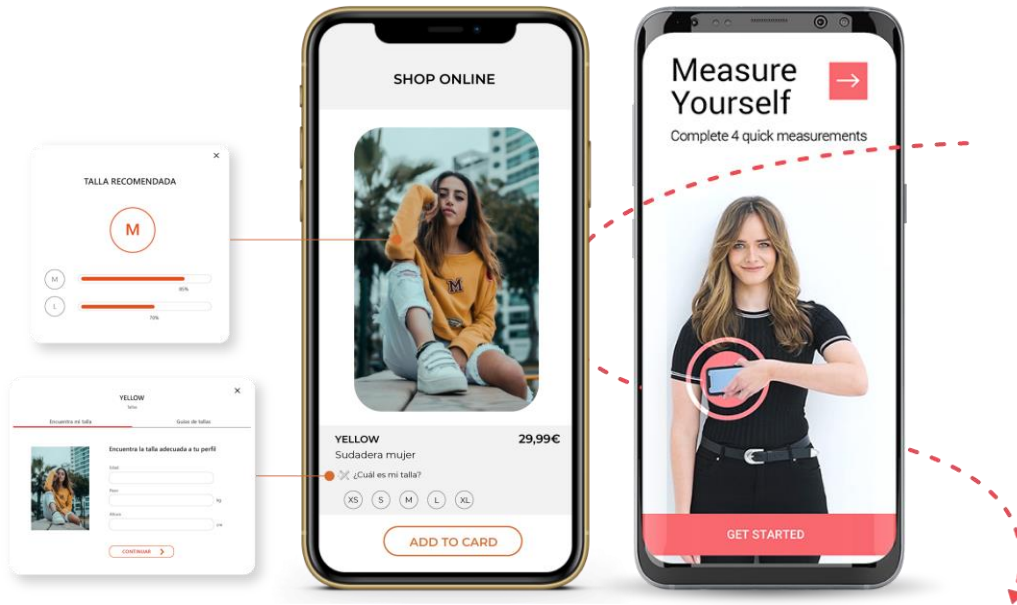
Carts  
abandoned

Value of returned items ~50% Less



# MySizeID & Naiz Fit

## Sizing Solutions Address the Core Problem



Shopper **doubt** and **lack of confidence** in size and style fit



A robust, end-to-end e-commerce model that **builds consumer confidence**

**Expand Market & Revenues**

# MySize is Positioning as a Consolidator of Sizing Solutions

- Transforming a fragmented market to:
  - establish industry standard
  - increase value for customers
  - boost pricing power
- Software-as-a-Service (SaaS) business with up to 80% margins based on monthly/annual recurring revenue
- Plus transaction revenue based on number of size recommendations
- Following Naiz Fit acquisition, MySize projects \$1 million in sizing solution SaaS revenues in 2023



# Top tier size solution retail partners

## Casual



## Uniforms



## Lingerie, Swim & Sport



## Luxury





# Penti

## Success Story

600  
stores

35  
countries

4M  
online  
customers

30%  
online  
sales

▲  
**\$1.15M**  
additional  
revenues

▲  
**20%**  
increase in  
order size

▼  
**50%**  
reduction  
in returns

**3X**  
transaction  
value among  
MySize users

Source: <https://mysizeid.com/reports/global-apparel-company-penti-reports-online-apparel-sales-threetimes-higher-for-customers-utilizing-mysizeid/>



## Success Story

**\$6.2 B**  
Revenue FY 2022



**47%**  
reduction in  
womenswear  
returns



**44%**  
reduction in  
menswear  
returns

Sources:

- <https://mysizeid.com/reports/mysizes-sizing-tech-benefits-levis-direct-to-consumer-sales-article-in-modern-retail-most-clicked-stories-by-national-retail-federation/>
- <https://finance.yahoo.com/quote/LEVI/financials?p=LEVI>
- <https://mysizeid.com/reports/mysizes-sizing-tech-benefits-levis-direct-to-consumer-sales-article-in-modern-retail-most-clicked-stories-by-national-retail-federation/>

# MOSCHINO

## Success Story



**+37%**

increase in average  
basket value



**+112,000**

users with a  
personalized size  
recommendation



**+800%**

increase in conversion  
rate compared to buyers  
who do not use our tool

Source: [https://www.canva.com/design/DAFDr30vFmo/wYYotMpPEry7Uayllccv8g/view?utm\\_content=DAFDr30vFmo&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink](https://www.canva.com/design/DAFDr30vFmo/wYYotMpPEry7Uayllccv8g/view?utm_content=DAFDr30vFmo&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink)



# Peer Valuations

The same way LivePerson's (NASDAQ: LPSN - \$4 billion valuation at 10X revenue) chat application transformed e-commerce by increasing conversion rates and decreasing costs, we believe that sizing technology is gaining traction to do the same. Retailers are taking notice.

**Filing: Snap paid \$124M for Fit Analytics as it gears up for a bigger e-commerce push**

**Walmart Acquires Israeli Virtual Fitting Room Startup Zeekit**

**It's a fit: Zalando buys Swiss body scanning tech startup Fision**

Walmart 

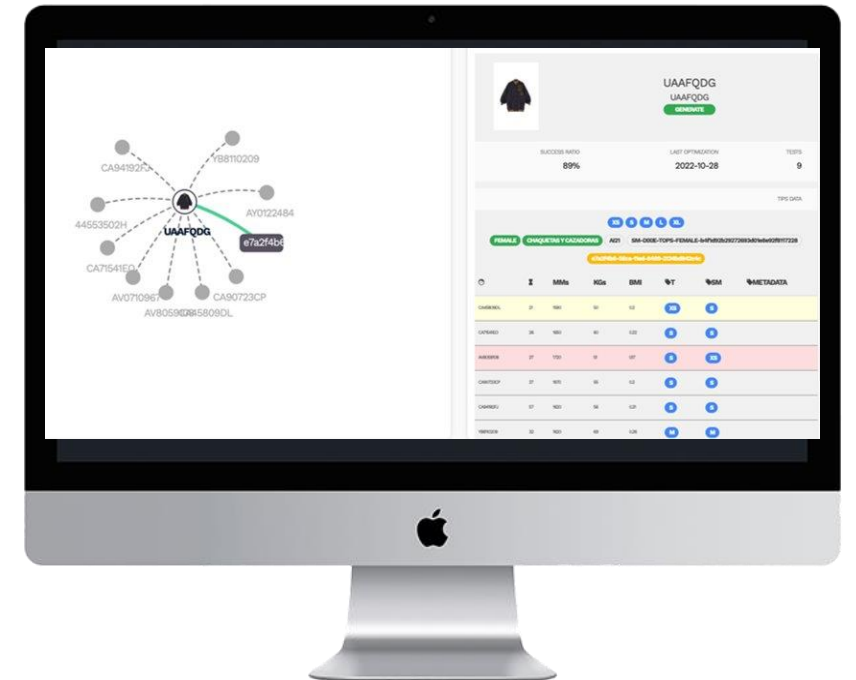
Snap Inc.

 zalando

# Smart Catalogue: Solving Size Problems Before They Arise

## New product piloting with a current customer

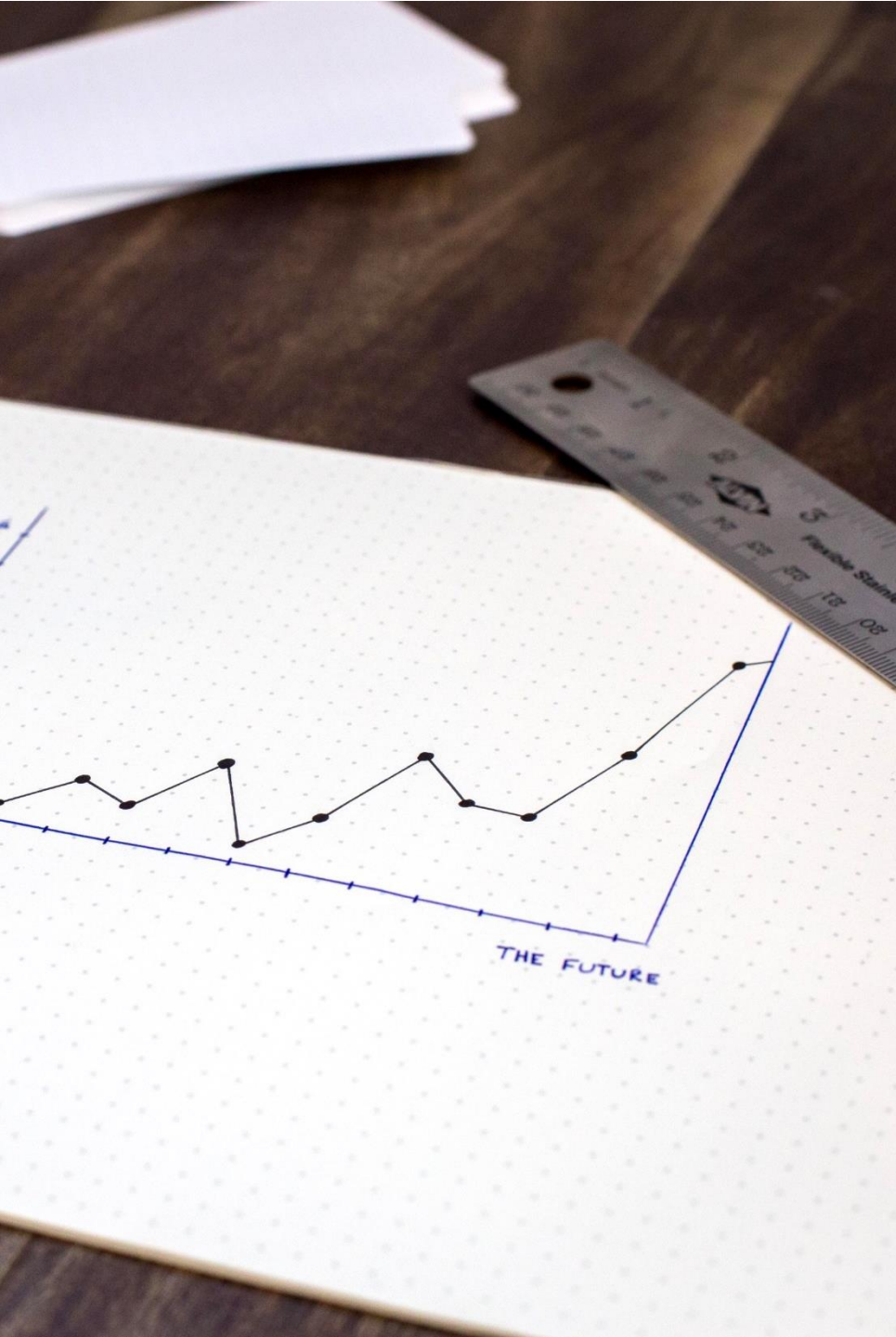
- Powering brand design teams with real-time customer sizing data to optimize a brand's product portfolio and inventory decisions
- Transforming a fragmented market to:
  - Tester community try on clothing for fit and report feedback
  - Data is collected, organized, and analytics are delivered to brand
  - Helps to detect hidden size and fit challenges before product launch





# Orgad E-Commerce Platform for Revenue Growth

- Acquired Q1 2022 & potentially the first of several accretive e-commerce acquisitions that can benefit from MySize's tech suite and drive Company's revenues
- Orgad integrating MySizeID across its e-commerce ecosystem to increase operational profits and accelerate adoption of MySizeID
- Q4 2022 revenues of over \$2 M with untapped potential to expand
- Manages 1,000+ SKUs in fashion, apparel, and shoes with capacity to increase to tens of thousands of SKUs
- Selling across multiple platforms including Amazon, eBay and others





# Scalable Revenue Model with Rapid Growth Potential

- Extends MySize's reach into physical stores
- Capitalizes on hybridization of consumer shopping experience
- Key strategic differentiator for MySize in the e-commerce size measurement space
- Omnichannel opportunity to sell into physical stores of its current e-commerce MySizeID customer base
- Enhanced shopping experience for retail customers
- Increased sales and reduced returns for physical store retailers

## Revenue Model

**\$8,000 - \$12,000**  
per unit

+

**\$160**  
monthly recurring fee

# Our Team



**Ronen Luzon**  
Founder & CEO



**Billy Pardo**  
COO/CPO



**Eli Turchinsky**  
CTO



**Or Kles**  
CFO



**Javier Brandwain**  
CRO



**Borja Cembrero  
Saralegui**  
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