

MySize to Exhibit at the Retail Technology Show 2023 in London

MySize's portfolio of products improve apparel shopping experience, optimize fit, reduce returns, increase average purchase size, and improve sustainability

AIRPORT CITY, Israel – April 18, 2023 – [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 it will exhibit at the [Retail Technology Show](#) in London, England on April 26 and 27, 2023.

The Retail Technology Show is the leading platform for providers of innovative solutions to showcase how retailers can run their business more effectively, more efficiently and more profitably; resulting in seamless operations and enhanced customer experience.

In hall 6, booth #6E48, MySize and its technology partner, GK Software (GKS.DE), will present and demonstrate the Company's portfolio of retail technology products including:

- MySizeID, an AI-driven apparel sizing solution for online shoppes that reduces returns, increases average purchase size, and improves sustainability
- Smart Catalogue, an SaaS product that helps fashion designers create patterns that optimize fit with the aim of reducing unsold items and improving economics for fashion brands
- First Look Smart Mirror, a highly innovative, next-generation mirror that hybridizes retail apparel shopping, merging the digital-online user experience with the traditional physical retail store environment

“We look forward to seeing our growing network of customers that are currently using MySize's products at the Retail Technology Show, as well as meeting with new and prospective customers,” stated MySize CEO and Founder, Ronen Luzon. “Technology and specifically AI and algorithms have become essential tools for online retailers. We were early to market with our industry-leading apparel sizing solutions, and we are pleased to see increased interest in tools that can improve retailer economics, increase customer satisfaction, and reduce waste for a better environment.”

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.

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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