

Investor Presentation

December 2023

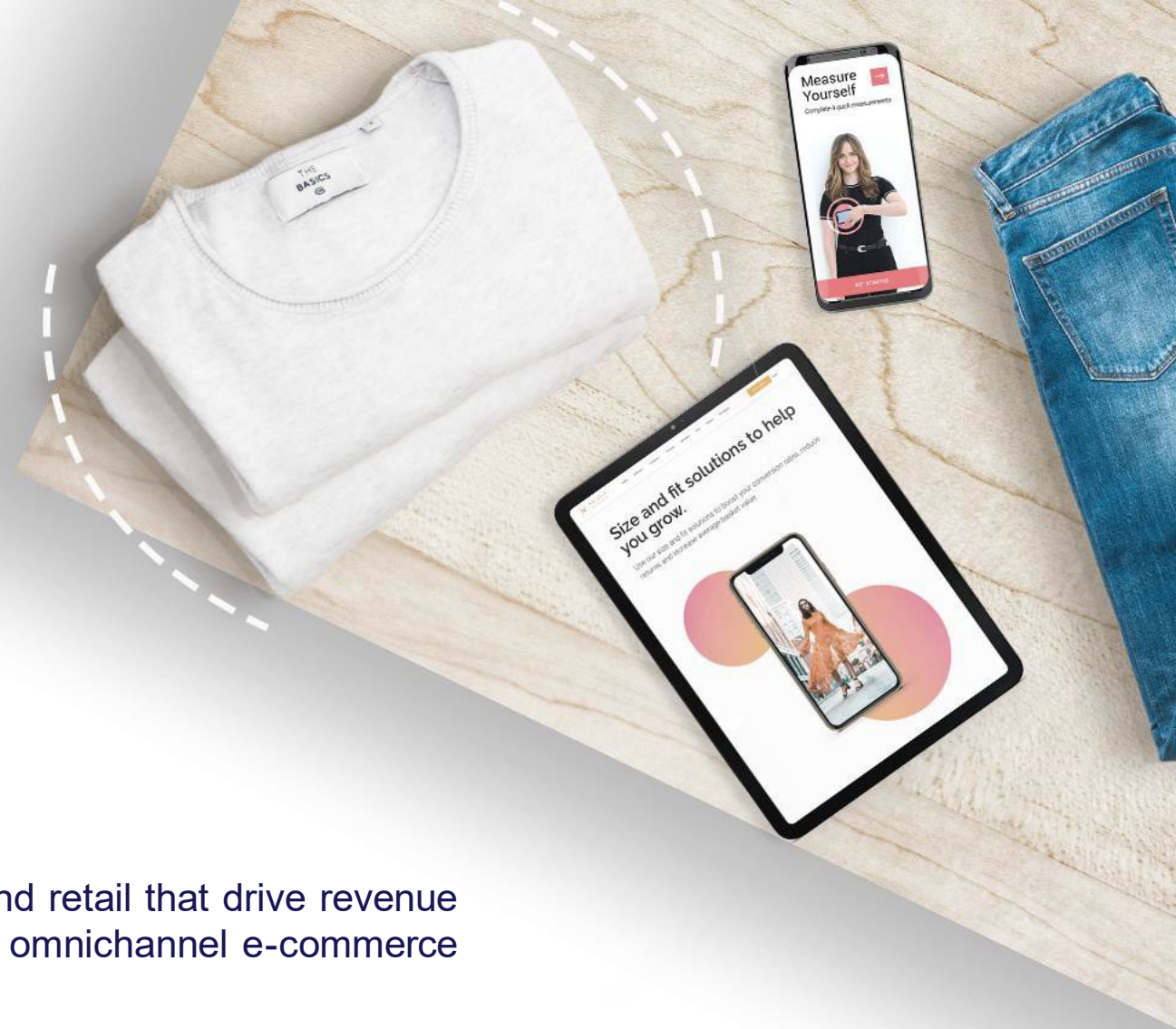
NASDAQ: MYSZ

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

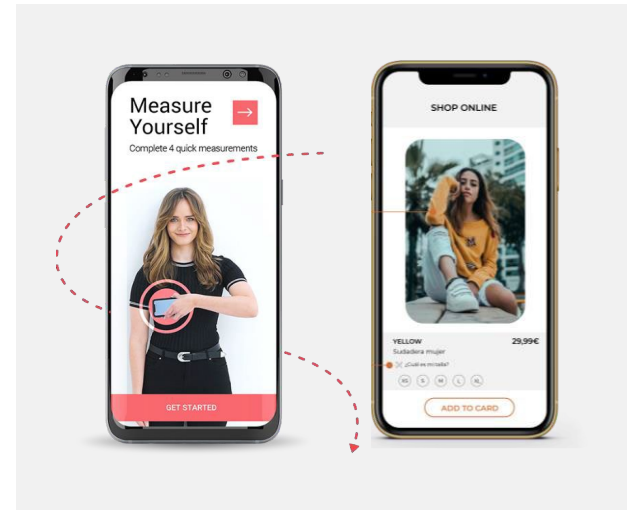
SMART CATALOGUE



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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

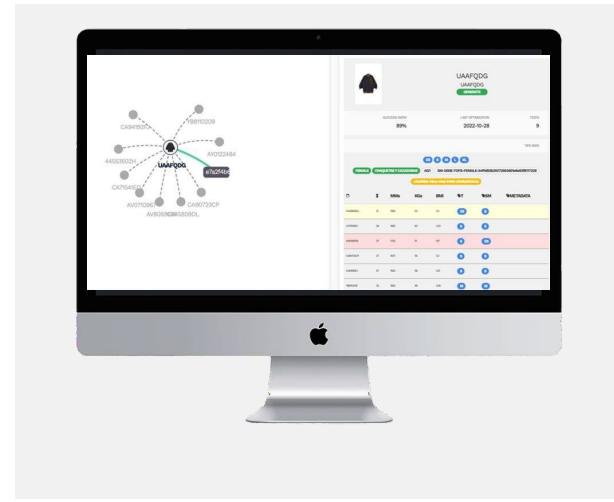


AI-driven measuring tech for accurate body measurements improves online shopping experience and e-retailer ROI



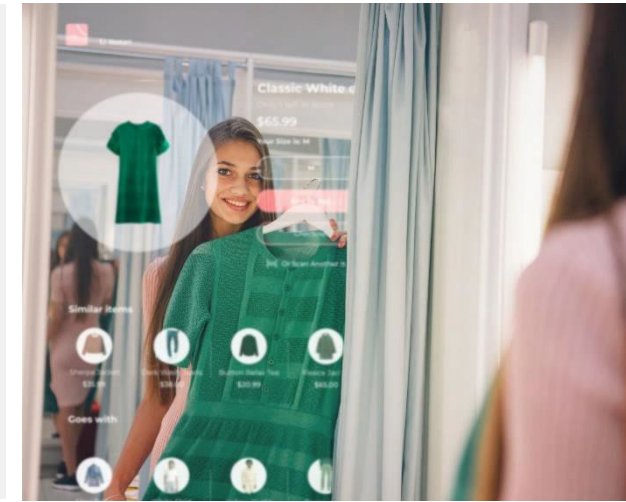
ORGAD

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
- Nine-month revenues for the period ended September 30, 2023 were \$4,166,000, a record for MySize, more than doubling over the same period last year
- Q3 2023 revenues of \$2.1 M up nearly 200% over same period last year
- 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 (as of 12.26.2023)

Stock Price: **\$0.67**

Market Cap(*): **\$2.4 million**

Shares Outstanding (*): **3.6M**

52-Week Range: **\$3.45 - \$0.57**

Average Daily Volume: **\$0.16 M**

Cash Balance (9/30/23) : **\$3.70 M**

- * excluding 0.835M PFW (0.56M addition to market cap)

Fashion E-commerce Continues To Grow

2023 **\$821** Billion  2027 **\$1.2** Trillion

But... Selling clothes online is costly

6X

More Returns
than in store

70%

Of returns are
fit related

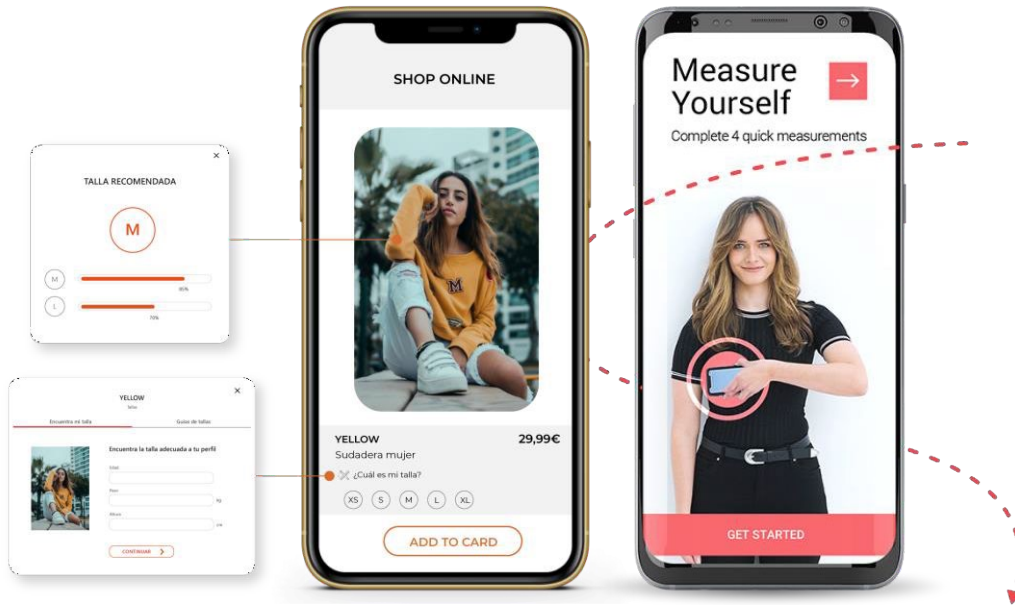
69%

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

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/>



Levi's

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

MySizeID 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, 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 

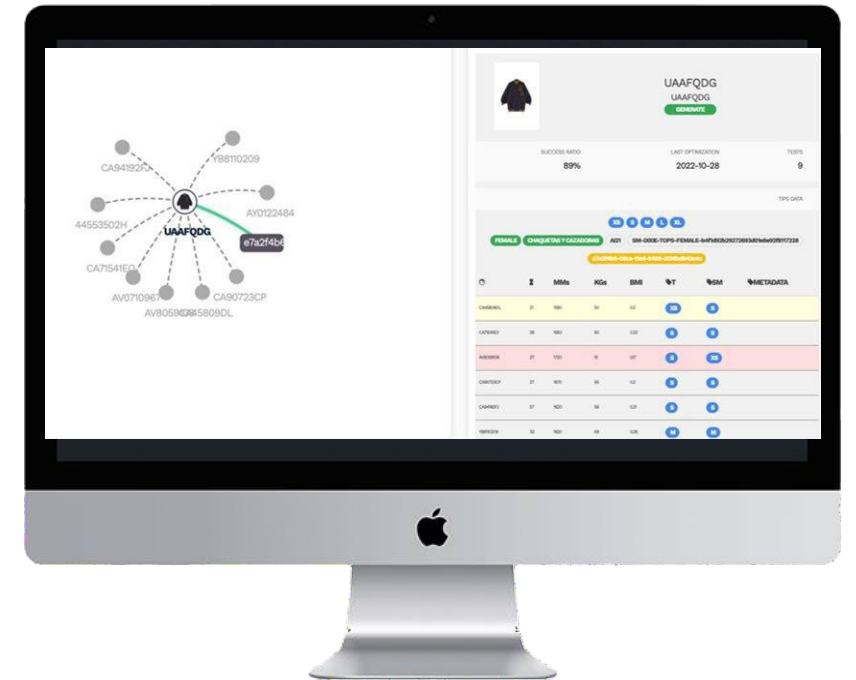
Snap Inc.

 zalando

Smart Catalogue: Solving Size Problems Before They Arise

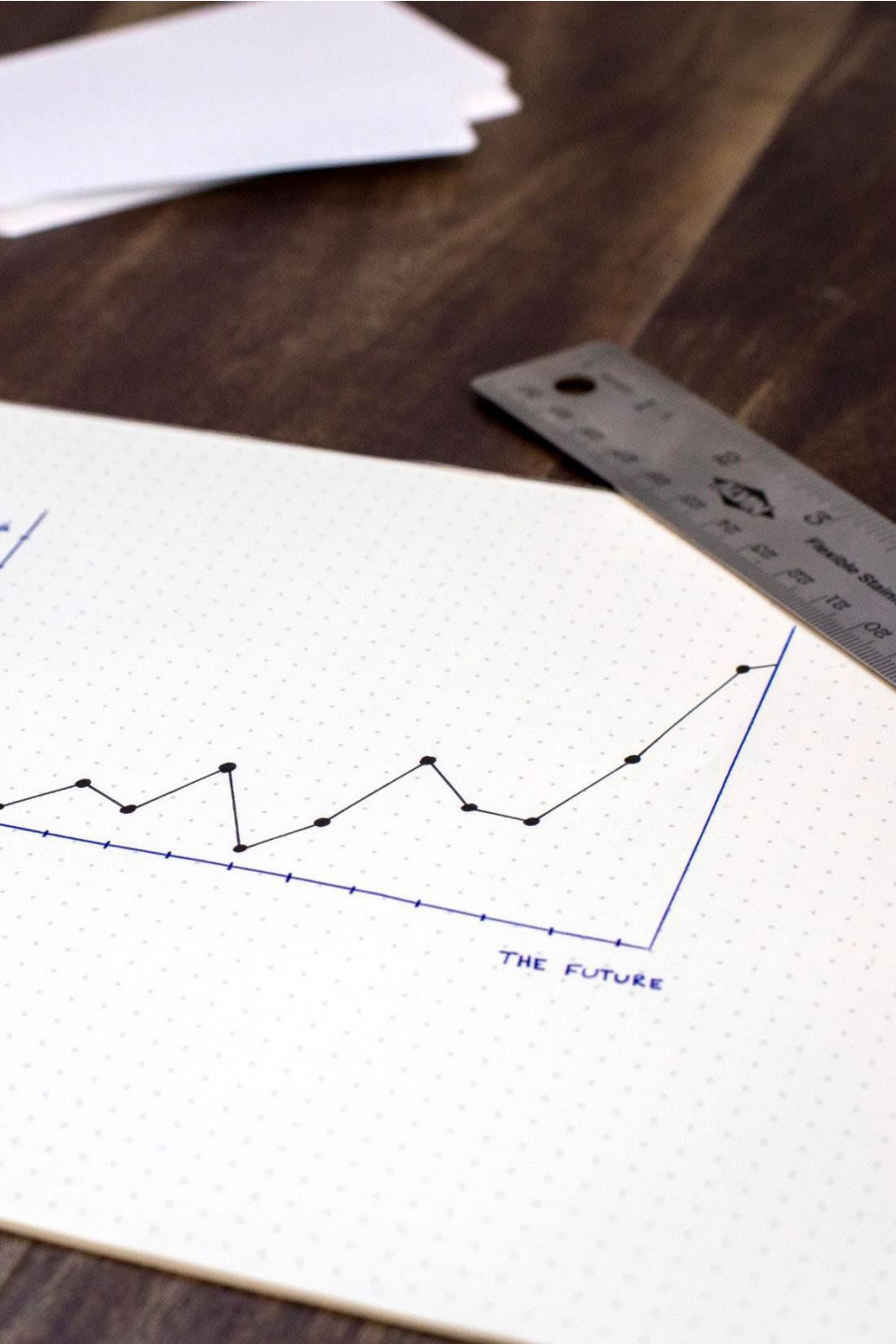
New product piloting with a current customer

- 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
- Q3 2023 revenues of \$2 M (3 month) 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



Or Kles
CFO



**Borja Cembrero
Saralegui**
CEO at Naiz Fit



**Aritz Torre
Garcia**
CTO at Naiz Fit

