

MySize Showcases AI Sizing Leadership at Drapers Social Summit 2025 Amid Growing UK Expansion

Airport City, Israel – June 5, 2025 - MySize, Inc. (NASDAQ: MYSZ), a retail technology company transforming commerce through an AI-powered ecosystem that bridges sizing, returns intelligence, and circular commerce—enabling brands to grow profitably and sustainably across every touchpoint announces that it is participating in the Drapers Social Summit 2025 to be held on June 5, 2025.

Through its Naiz Fit division, MySize will engage directly with C-level executives from some of the UK's most iconic fashion retailers during an exclusive roundtable dinner and a full day of thought leadership panels featuring executives from AllSaints, River Island, Primark, GANNI, Harrods, and more.

This high-profile event comes as MySize expands its footprint in the UK market—one of Europe's most digitally advanced and sustainability-conscious retail hubs. Building on successful SaaS deployments and a robust commercial pipeline, MySize aims to establish the UK as a strategic cornerstone in its international expansion strategy.

“The UK market is critical to our international growth, and this event is a milestone in deepening our relationships and sharing our vision with fashion's top decision-makers,” said Ronen Luzon, CEO of MySize Inc. “Our AI technology is already delivering measurable impact, and we're excited to partner with forward-thinking UK brands to drive conversion, reduce returns, and elevate the customer experience.”

The Company will spotlight its SizeForm, True Feedback, and Smart Catalogue solutions—technologies that have collectively delivered a 5.7x lift in conversion, 27% increase in average order value, and 14% reduction in returns across leading global fashion clients.

With dozens of active brand deployments and continued momentum following a successful showing at NRF and CES 2025, MySize is strategically positioning itself to capture demand from UK fashion brands seeking to optimize operations, deliver personalization at scale, and meet growing sustainability mandates.

About MySize Inc.

MySize, Inc. (NASDAQ: MYSZ) is a global leader in AI-powered size recommendation and digital commerce platforms for the fashion industry. With solutions like MySizeID and Naiz Fit, and its expansion into circular fashion through Percentil, MySize helps retailers improve fit, reduce returns, and enhance the customer journey—online and offline.

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 X (formerly known as Twitter). For more information, visit 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 Company's strategic and business plans, technology, relationships, objectives, and expectations for its business, growth. 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.

For more information or to schedule a demonstration, please contact:

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Sources:

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