

# MySize Launches NaizGPT - Conversational AI Assistant for Retail Teams

**Innovative "ChatGPT for retail" enables e-commerce teams to talk directly to their data instead of reading dashboards**

**Airport City, Israel -- July 30 2025** -- MySize Inc. (NASDAQ: MYSZ), an AI-powered retail solutions company, today announced the successful launch of its pilot program, NaizGPT, a conversational AI assistant designed specifically for retail teams. Built on a retail-tuned large language model, NaizGPT enables e-commerce professionals to interact with their sizing and returns data through natural language conversations rather than traditional dashboard analysis.

## **Pilot Phase: From Dashboards to Conversations**

NaizGPT is currently being tested by select teams using the Naiz Fit platform. Early pilot feedback shows strong user engagement, with digital teams conducting deeper data analysis through conversational queries such as:

- *"What was my most returned category this month?"*
- *"Why are blazers being returned - is it a specific item or the entire category?"*
- *"Is this jacket running larger than other items in the blazer category?"*
- *"What are customers saying when they return this specific item?"*

The assistant processes comprehensive data from MySize's sizing recommendation engine - including size recommendations, user interactions, purchases, and returns with detailed reasoning - to provide contextual insights through natural conversation.

**"We're seeing teams ask follow-up questions they never thought to ask before,"** said Ronen Luzon, CEO of MySize. **"Instead of looking at a return rate number, they are having a conversation with their data to understand the 'why' behind every metric. NaizGPT validates our vision that the future of retail analytics is conversational, not dashboard-based."**

## **Building the ChatGPT of Retail**

This pilot represents the first phase of MySize's broader vision to create NaizGPT as the conversational AI layer for all retail operations. Following feedback it has received during the pilot phase, My Size has plans to integrate and upgrade future versions of the assistant

with MySize's Smart Catalog technology and additional data sources, expanding beyond sizing teams to serve merchandising, marketing, and inventory functions.

The Company expects to move NaizGPT from pilot to commercial availability in Q4 2025, with the long-term goal of becoming the definitive conversational AI platform for retail - where every team can talk to their data and get instant, actionable insights.

#### 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](http://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 with respect to its new AI assistant. 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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