

MySize Explores Unlocking the “DNA of Fashion” Through Privacy-First Data Intelligence

NEW YORK — MySize, Inc. (NASDAQ: MYSZ), a leading Israeli-based AI-driven fashion technology company, today announced that it is evaluating new opportunities to responsibly monetize its growing portfolio of aggregated and anonymized data intelligence assets.

Over time, MySize’s platforms have generated large-scale, privacy-compliant insights related to apparel fit trends, sizing mismatches, and product-level performance across brands and retailers. These insights are derived exclusively from anonymized and aggregated data and do not include any personally identifiable information.

The Company is exploring the development of a secure Data Intelligence Framework designed to provide brands, manufacturers, and industry partners with access to high-level insights that may support demand planning, inventory optimization, customer trends, product design, and sustainability initiatives. This data is being generated through several sources, combining the different business units inside MySize Inc, ranging from AI technology solutions to second hand marketplace and overstocks management, enriching and diversifying it.

As part of this evaluation, MySize is assessing usage-based digital access models, such as data credits, that would allow enterprise customers to consume insights in a controlled, transparent, and scalable manner. Any such framework would be built with a privacy-first approach and in full compliance with applicable data protection regulations, including GDPR and CCPA.

“We believe that aggregated data intelligence can play an increasingly important role in helping the fashion industry reduce inefficiencies and improve decision-making,” said Ronen Luzon, Chief Executive Officer of MySize. “Our focus is on exploring ways to responsibly unlock the value of these insights while maintaining the highest standards of consumer privacy, security, and regulatory compliance.”

The Company emphasized that this initiative remains in an exploratory phase, and no assurance can be given regarding the timing, scope, or potential financial impact of any future commercialization.

About MySize, Inc.

MySize, Inc. (NASDAQ: MYSZ) is a global leader in omnichannel e-commerce platforms and AI-driven sizing solutions, including MySizeID and Naiz Fit. The Company's solutions are designed to drive revenue growth, reduce operational costs, and enhance customer experiences for business clients worldwide. 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).

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 its strategic and business plans 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.

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