

# Scaling Fashion Tech: Size, Overstock & Circularity

Oct 2025

NASDAQ: MYSZ

## Investor Presentation

MySize Inc. is a high-leverage retail platform executing a roll-up strategy in fashion tech unlocking synergies across sizing, overstock, and circularity to drive recurring revenue and operational efficiency.

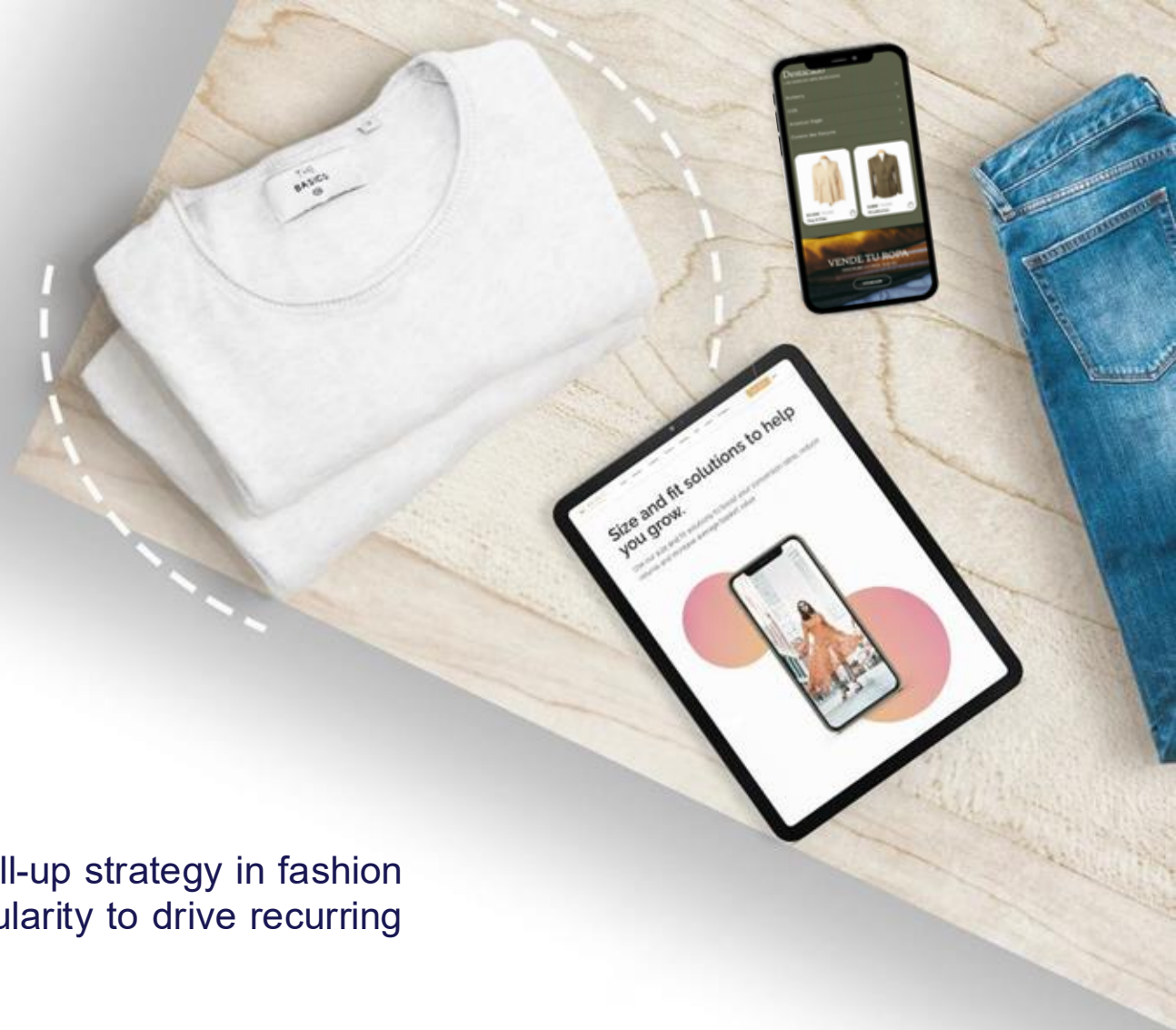


ORGAD



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ShoeSize.Me



# Forward-looking statements

This presentation contains forward-looking statements about our expectations, beliefs or intentions regarding, among other things, statements related to our strategic and business plans, technology, relationships, objectives, cash needs, our prospects, growth and strategies, the industry in which we operate, and the anticipated trends that may affect the industry or us. In addition, from time to time, we or our representatives have made or may make forward-looking statements, orally or in writing. Forward-looking statements can be identified by the use of forward-looking words such as “believe,” “expect,” “intend,” “plan,” “may,” “should” or “anticipate” or their negatives or other variations of these words or other comparable words or by the fact that these statements do not relate strictly to historical or current matters. These forward-looking statements may be included in, but are not limited to, this presentation, various filings made by us with the SEC, press releases or oral statements made by or with the approval of one of our authorized executive officers. Forward-looking statements relate to anticipated or expected events, activities, trends or results as of the date they are made. Because forward-looking statements relate to matters that have not yet occurred, these statements are inherently subject to risks and uncertainties that could cause our actual results to differ materially from any future results expressed or implied by the forward-looking statements. Many factors could cause our actual activities or results to differ materially from the activities and results anticipated in forward-looking statements, including, but not limited to, the factors summarized below. These factors include, but are not limited to, the following: our history of losses and needs for additional capital to fund our operations and our inability to obtain additional capital on acceptable terms, or at all; risks related to our ability to continue as a going concern; the new and unproven nature of the measurement technology markets; our ability to achieve customer adoption of our products; our ability to realize the benefits of our acquisitions of Orgad, Naiz and Percentil; our dependence on assets we purchased from a related party; our ability to enhance our brand and increase market awareness; our ability to introduce new products and continually enhance our product offerings; the success of our strategic relationships with third parties; information technology system failures or breaches of our network security; competition from competitors; our reliance on key members of our management team; current or future litigation; current or future unfavorable economic and market conditions and adverse developments with respect to financial institutions and associated liquidity risk; changes in tariffs, trade barriers, price and exchange controls and other regulatory requirements and the impact of such policies on us, our customers and suppliers, and the global economic environment; and the impact of the political and security situation in Israel on our business. 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 March 27, 2025, 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. We undertake no obligations to update or revise forward-looking statements to reflect events or circumstances that arise after the date made or to reflect the occurrence of unanticipated events. In evaluating forward-looking statements, you should consider these risks and uncertainties.

This presentation also contains estimates and other statistical data made by independent parties and by My Size relating to market size and growth and other industry data. These data involve a number of assumptions and limitations, and you are cautioned not to give undue weight to such estimates. We have not independently verified the statistical and other industry data generated by independent parties and contained in this presentation and, accordingly, cannot guarantee their accuracy or completeness. In addition, projections, assumptions and estimates of our future performance and the future performance of the markets in which we compete are necessarily subject to a high degree of uncertainty and risk due to a variety of factors. These and other factors could cause results or outcomes to differ materially from those expressed in the estimates made by the independent parties and by My Size.

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# Investment Highlights

One unified Platform - Three Strategic Pillars

## AI driven retail tech platform

- **Proven traction** with major global brands
- **Profitable SaaS** business model with strong margins
- **Active M&A** roll-up with synergy upside

*Positioned for **sustainability-driven regulation** and  
consumer trends*

# Why MYSIZE Now?

- **Inventory crisis:** \$288B in unsold apparel annually
- **Return problem:** Up to 50% of online orders are returned
- **Sustainability pressure:** EU mandates + consumer demand for circularity
- **Timing:** Tech maturity + proven acquisition strategy + clear path to profitability

# The MySize Platform

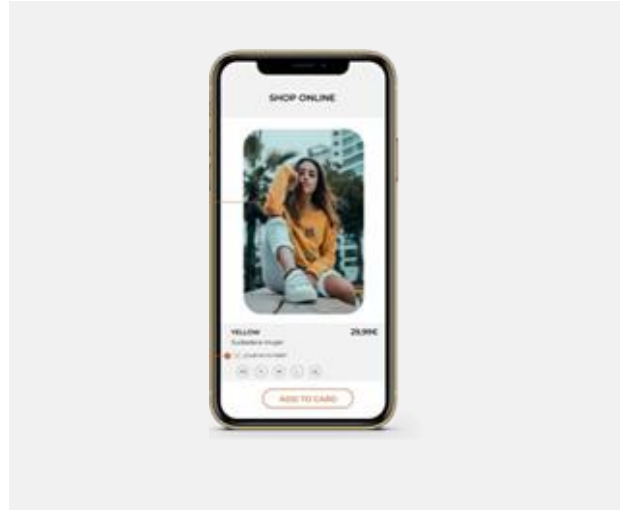


*Overstock monetization engine*

**ORGAD**

## Overstock Monetization

Move excess inventory  
efficiently on 3rd-party  
platforms



*Tech enabler for fashion retail*



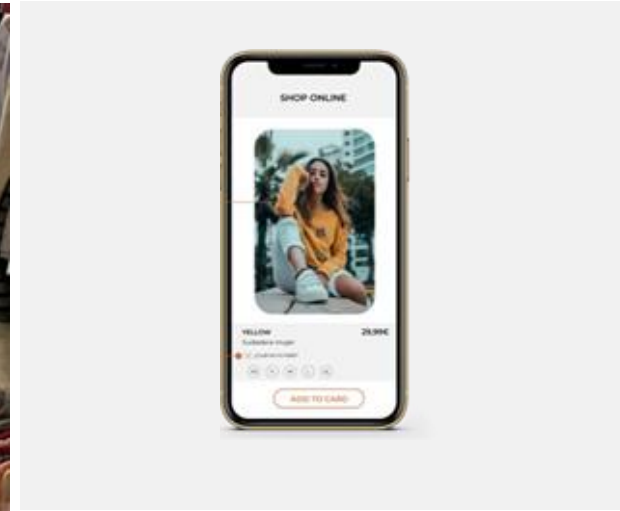
**Tech Enablement**  
SaaS tools for size &  
fit, try-ons, returns,  
data analytics



*Circularity-as-a-Service platform*

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**Circularity-as-a-Service**  
Resale & secondhand  
services embedded into  
brands



*Tech enabler for Shoe's retail*

**ShoeSize.Me**

**Footwear Fit Engine**  
AI-powered sizing  
tech for shoes,  
expanding Naiz Fit  
beyond

# Market Opportunity

- Global fashion market: \$1.9T by 2027
- Online fashion resale: \$40B by 2029 (20% CAGR)
- Sustainability mandates affecting 10K+ EU brands
- Footwear market exceeds \$400B globally by 2027; sizing issues contribute to 30–35% return rates in online shoe sales<sup>2</sup>

[https://www.uniformmarket.com/statistics/global-apparel-industry-statistics?utm\\_source=chatgpt.com](https://www.uniformmarket.com/statistics/global-apparel-industry-statistics?utm_source=chatgpt.com)

<sup>2</sup><https://www.statista.com/statistics/679478/footwear-market-revenue-worldwide/>



# Proven Acquisition Track Record

- **2022** - Naiz Fit acquired, integrated into SaaS core
- **2023** - Orgad acquired, driving Amazon FBA growth
- **2025** - Percentil assets acquired, unlocks Circularity at scale
- **2025** - **ShoeSize.Me** acquired, expanding AI size tech from apparel to footwear fit

# Orgad E-Commerce Platform

- FY2024 \$7.5M revenue
- +30,000 active products (SKU)
- Global brands: Adidas, On, Hoka, Salomon
- Sustainable profit margins enabled through Amazon's Fulfilled by Amazon (FBA) infrastructure





# Percentil Circularity Platform

- +12M units processed, 4M sold<sup>1</sup>
- Serving Spain, France, Germany, Italy
- Trusted by brands like C&A and Springfield
- Dual DTC + B2B model

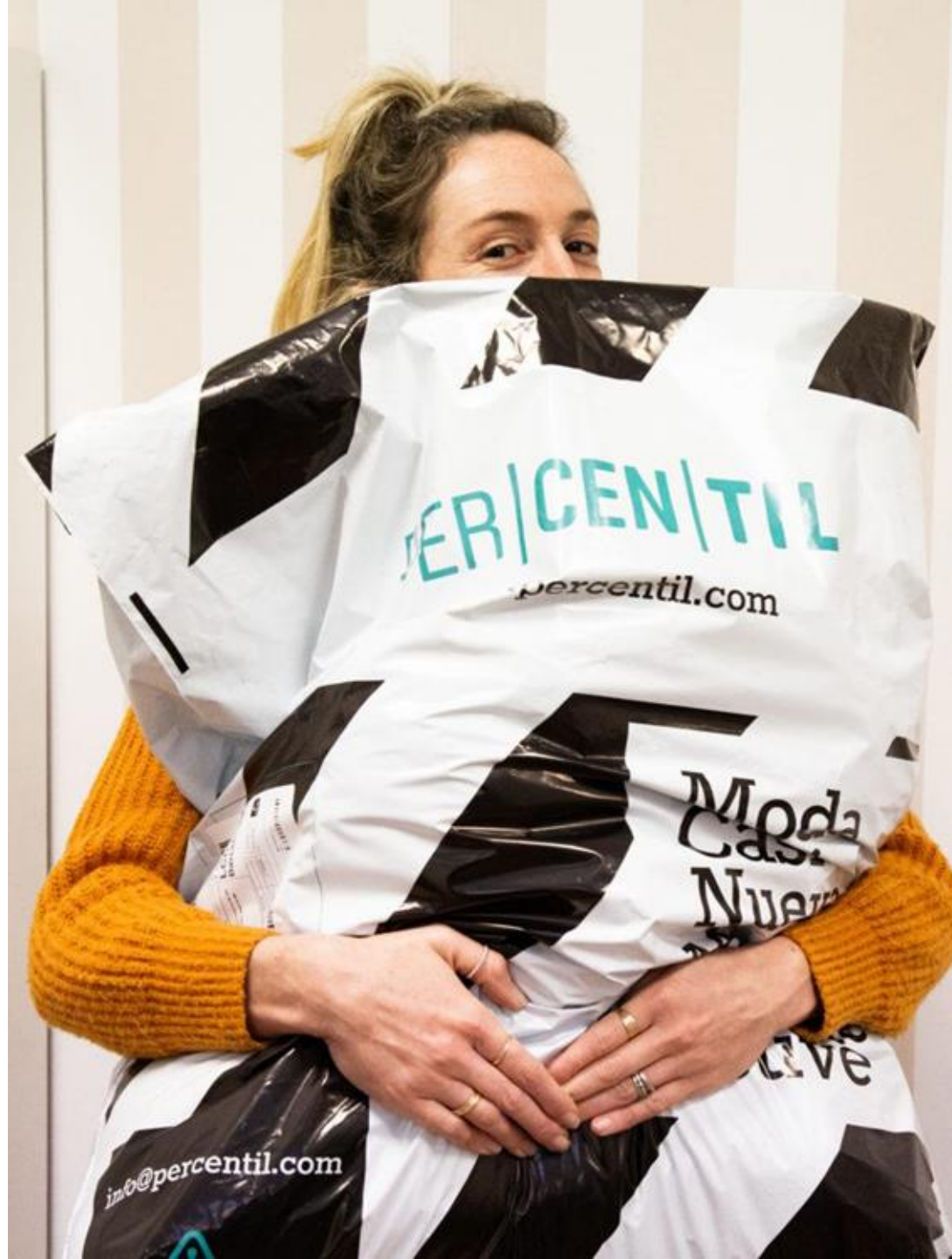
**Ready to scale**

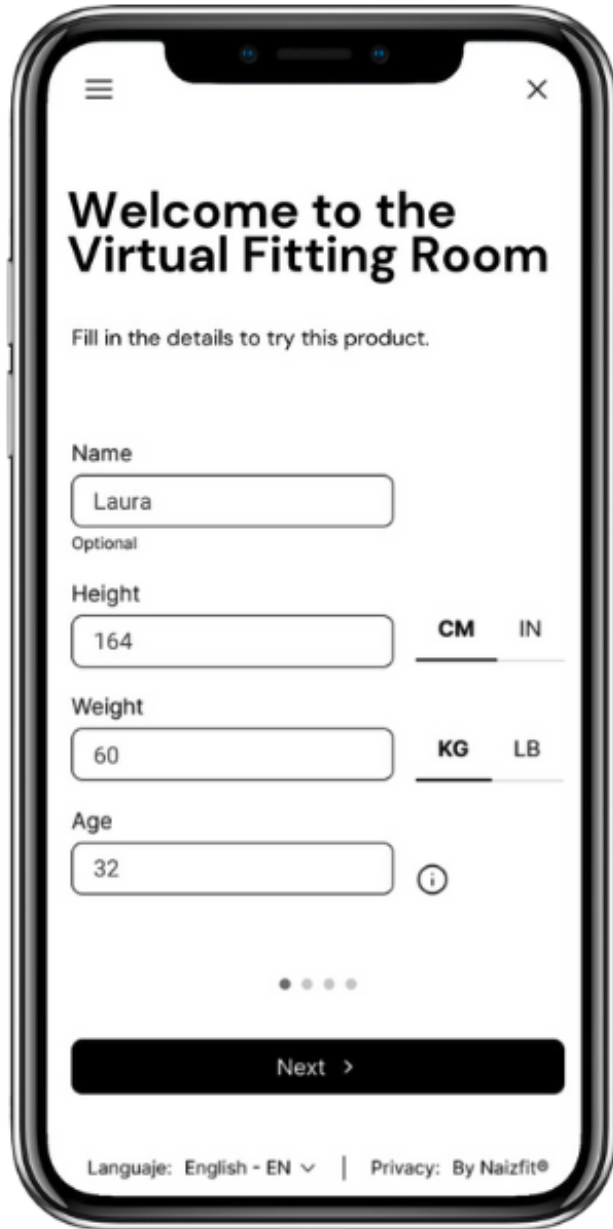
**12,000,000**  
Units processed

+

**4,000,000**  
Units sold

<sup>1</sup> Prior to acquisition of Percentile assets





The image shows a smartphone screen displaying the Naiz Fit SaaS Engine interface. At the top, it says "Welcome to the Virtual Fitting Room". Below this, it prompts the user to "Fill in the details to try this product." The form includes fields for Name (filled with "Laura"), Height (filled with "164", with units "CM" and "IN" selected), Weight (filled with "60", with units "KG" and "LB" selected), and Age (filled with "32"). There is an "Optional" label above the Height field and an information icon next to the Age field. At the bottom of the form, there are four dots indicating progress and a "Next >" button. The footer shows "Language: English - EN" and "Privacy: By Naizfit®".

# Naiz Fit SaaS Engine

- 70+ B2B clients
- +11M users, +220K garments profiled
- Conversion uplift: +2x to +8x
- Returns reduction: 15–40%

Now integrated with **ShoeSize.Me**, expanding Naiz Fit's capabilities into **AI-powered footwear sizing**. The combined platform supports cross-category sizing and enhances B2B adoption across both apparel and shoe retailers

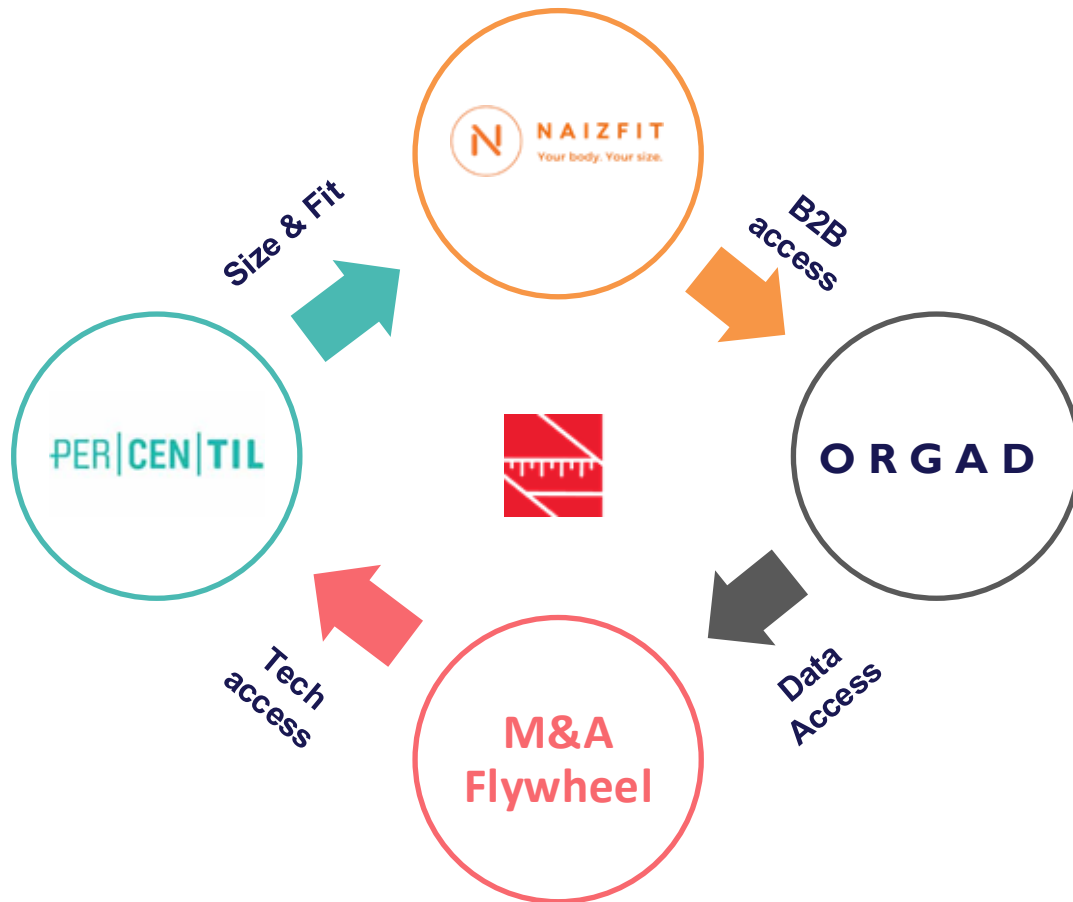
## Creating a unique Data Asset

**+1.5M**  
**Shoes & Garments**  
**Analyzed**

–

**+20M**  
**Consumers' Data gathered**

# Enduring Competitive Edge



- Exclusive data ecosystem combining consumer behavior, garment and footwear specifications, and transactional insights
- Interoperable platform across tech, resale, and logistics
- Regulation-ready infrastructure

**We do not compete with brands.  
We empower them**

# Financial & Equity Snapshot

Exchange/Ticker: NASDAQ: MYSZ (as of Sep 30 2025)

Stock Price: **\$1.19** Market Cap(\*): **\$4.4 M**

Cash Balance (30/09/25) : **\$4.5 M**

FY2024 Revenue: **\$8.2M (+18% YoY)**

Loss: **Reduced -37% YoY**

Cash runway **through FY2026**

Shares Outstanding (\*): **3.85M**

52-Week Range: **\$9.40 - \$0.73**

Average Daily Volume: **\$0.15 M**

\* as of September 30 Market cap includes \$0.5M of warrants based on PWC's valuation

# Growth Plan

- Expand resale markets in EU
- Launch new size and fit partnerships in U.S. and Asia
- Explore 2-3 additional M&A targets in 2025–2026
- Target break-even EBITDA by Q3 2026



# Our Leadership Team



**Ronen Luzon**  
Founder Chairman  
& CEO

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Serial entrepreneur,.  
More than 25 years working in Retail Tech, Sales & Marketing leadership.



**Billy Pardo**  
COO/CPO

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Over 25 years of experience in Product, and AI-driven innovation. Co-founder of MySize Inc. Advisor to multiple technology companies



**Oren Emaliah**  
CFO

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CFO and Member of the Board of several NASDAQ companies. Led a +100M IPO prep.



**Borja Cembrero Saralegui**  
NaizFit  
CEO

---

Serial entrepreneur, sold Naiz Fit to MySize in 2022. Leading growth through Biz Dev and M&A



**Aritz Torre Garcia**  
NaizFit  
CTO

---

20+ years in Devs & tech, started developing when he was 3. Previous experience as Naiz Fit's co-founder & CTO

# Trusted by leading global Retail Brands

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## Casual



Desigual.

KIABI



BROWNIE

IMPERIAL  
FASHION

STUDIO F

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## Uniforms



WORKWEAR  
GROUP



UNIFORM4KIDS

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## Lingerie, Athleisure & Sport



DFYNE



WALLIEN

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## Luxury

MOSCHINO

CANALI



FABIANA FILIPPI



BOGLIOLI



**We've built the  
pipes.  
We've connected  
the blocks.  
Now we scale**

Oct 2025

NASDAQ: MYSZ

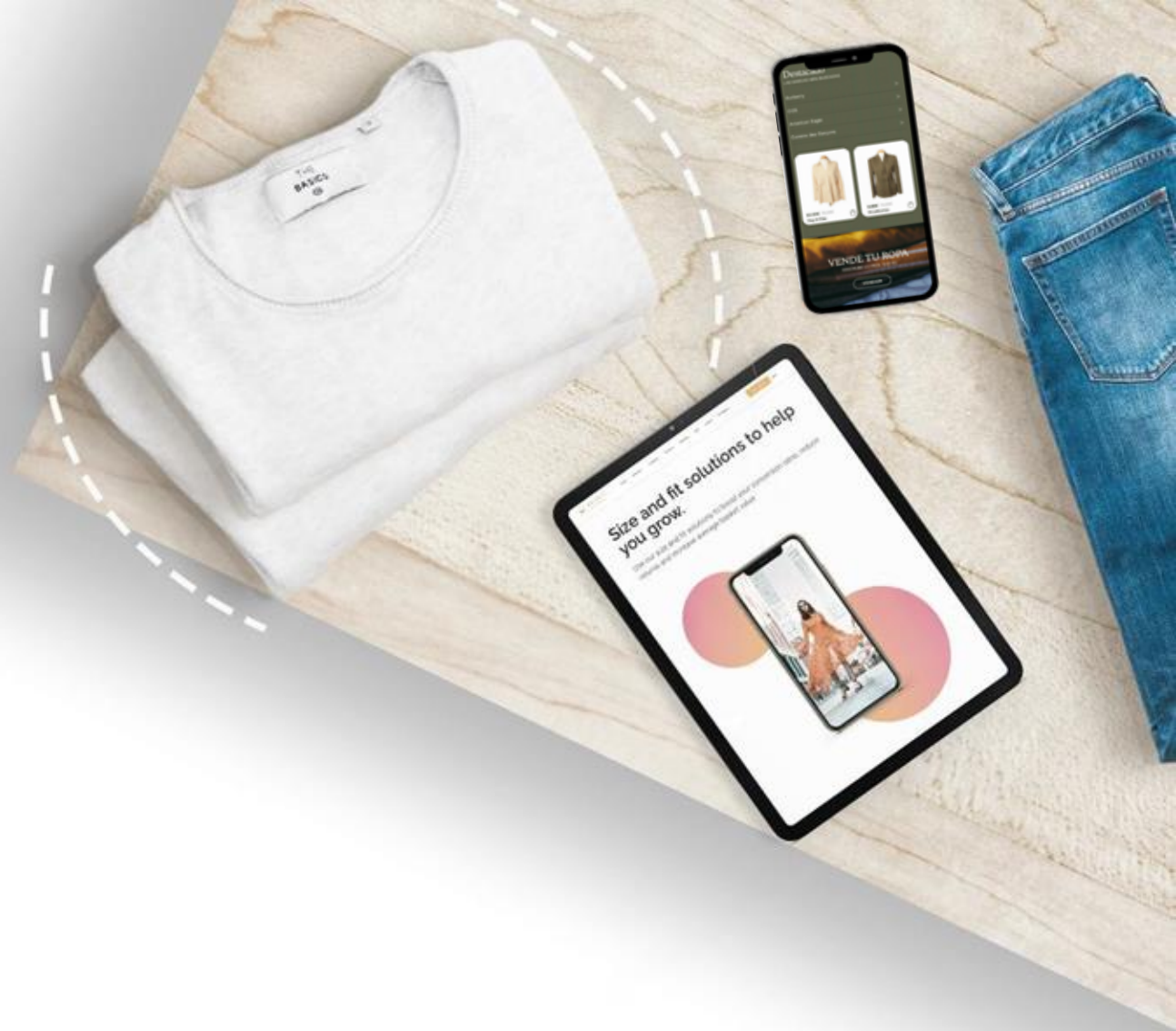


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## Success Story

**\$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/wYotMpPEry7Uayllccv8g/view?utm\\_content=DAFDr30vFmo&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=publishsharelink](https://www.canva.com/design/DAFDr30vFmo/wYotMpPEry7Uayllccv8g/view?utm_content=DAFDr30vFmo&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink)





# Contact us

Investor Relation | [ir@mysizeid.com](mailto:ir@mysizeid.com)

Oren Elmaliach | [oren@mysizeid.com](mailto:oren@mysizeid.com)