

MySize Announces Acquisition-Led Strategy Focused on Defense Technology

Company intends to evaluate potential acquisition opportunities over time

AIRPORT CITY, Israel, September 14, 2026 — MySize, Inc. (Nasdaq: MYSZ) (“MySize” or the “Company”) today announced an acquisition-led growth strategy aimed at building a defense technology platform through potential acquisitions over time.

The Company intends to evaluate defense technology businesses based on their technology capabilities, commercial activity, customer relationships, growth opportunities and financial profile. Potential transactions would also be assessed against their capital requirements, regulatory considerations and potential contribution to the Company’s long-term stockholder value.

“Our objective is to build a defense technology platform over time, rather than pursue a single acquisition in isolation,” said Ronen Luzon, Chief Executive Officer of MySize. “We believe the defense technology sector presents compelling long-term opportunities driven by increasing demand for advanced technologies and ongoing investment in national security capabilities. Our objective is to identify businesses with differentiated technologies and strong commercial foundations that can benefit from long-term industry trends. We intend to be selective, evaluating each business on the strength of its technology, its commercial foundations and the resources required to support its growth. Any potential acquisition would need to have a clear business rationale, both on its own merits and as part of the broader group we aim to build.”

A Selective Approach to Building the Platform

MySize intends to assess potential acquisitions individually, with particular attention to technology differentiation, customer demand, operating performance, investment requirements and transaction terms.

As the platform develops, the Company would evaluate opportunities for cooperation among acquired businesses, including shared corporate functions, complementary commercial relationships and collaboration where there is a clear operational or strategic benefit. Such opportunities would be assessed on a case-by-case basis and are not assumed in advance of completing the relevant diligence.

“We are looking beyond simply adding businesses,” Luzon added. “The objective is to identify transactions that make economic sense and establish a foundation for sustainable growth. The pace and scope of the strategy will depend on the quality of the opportunities, the terms available and our ability to support the businesses we acquire.”

The initiative represents a proposed diversification beyond MySize’s existing fashion technology and commerce operations. The Company has not established a fixed number, size or timetable for acquisitions.

Execution of the strategy will depend on, among other factors, satisfactory due diligence, agreement on definitive transaction terms, available capital, required Nasdaq, corporate, stockholder and regulatory approvals, as applicable, and satisfaction of relevant closing conditions. The Company expects that implementation of the strategy may require additional financing, which may include equity or equity-linked financing and could result in substantial dilution to existing stockholders. Such financing may not be available on acceptable terms or at all.

MySize plans to disclose material developments in accordance with applicable requirements.

About MySize, Inc.

MySize, Inc. (Nasdaq: MYSZ) operates technology and commerce businesses serving the fashion and retail industries, including AI-enabled sizing solutions, e-commerce, second-hand fashion and brand distribution. The Company is pursuing a strategy to expand into defense technology through selective acquisitions.

Forward-Looking Statements

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. These statements include, among other things, statements concerning the Company's proposed expansion into defense technology; its intention to pursue multiple acquisitions; potential cooperation among acquired businesses; and the potential effects of any acquisition on growth and long-term stockholder value.

Forward-looking statements can be identified by words such as "anticipate," "believe," "expect," "intend," "plan," "may," "should," "could," "might," "seek," "target," "will," "project," "continue" and similar expressions or the negative of such terms. These forward-looking statements are based on assumptions and assessments made in light of management's experience and perception of historical trends, current conditions, expected future developments and other factors believed to be appropriate. Forward-looking statements are not guarantees of future performance and are subject to risks and uncertainties, many of which are outside of our control. 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 following: our ability to identify suitable acquisition targets and evaluate potential acquisition opportunities; our ability to negotiate and enter into definitive agreements on acceptable terms or complete any proposed acquisition; the availability, timing and cost of financing and the potential dilution to existing stockholders resulting from equity or equity-linked financings; our ability to obtain required Nasdaq, corporate, stockholder and regulatory approvals; our ability to successfully consummate and integrate acquired businesses and realize anticipated operational, strategic or financial benefits; risks associated with expanding into the defense technology sector, including our limited operating experience in that industry; export controls, licensing requirements, government contracting regulations and other legal and regulatory restrictions applicable to defense technology businesses; our ability to retain key personnel and attract additional management and technical talent; competition for acquisition opportunities and changes in market conditions; general economic, geopolitical and capital markets conditions; and the possibility that the Company's acquisition strategy, diversification efforts or anticipated growth opportunities may not be successfully implemented or may not result in increased stockholder value..

Other risks include the Company's liquidity and additional capital requirements, its ability to continue as a going concern and maintain compliance with Nasdaq listing requirements, and the risks described in its filings with the U.S. Securities and Exchange Commission (SEC), including its most recent Annual Report on Form 10-K, Quarterly Reports on Form 10-Q, Current Reports on Form 8-K and other filings with the SEC. Readers are urged to review the Company's filings with the SEC for a more complete discussion of these and other risks and uncertainties.

There can be no assurance that the Company will complete any acquisition or successfully implement the strategy described in this release. Forward-looking statements speak only as of the date of this press release. Except as required by law, the Company undertakes no obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

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