



WHITEHOLE

Basque start-up Naiz.fit integrates with the Israeli company MySize, to create a global leader in the application of artificial intelligence for the fashion industry.

- **The startup Naiz.fit, created by Whitehole in San Sebastian in 2017, is a leader in the European market for smart measurement technologies in e-commerce, retail and workwear and will continue to grow in the fashion segment from its headquarters in the Basque Country.**
- **MySize, an Israel-based company listed on NASDAQ, provides artificial intelligence-based measurement solutions for the textile, e-commerce, parcel and do-it-yourself industries.**
- **Both companies address the environmental sustainability of their customers and are complementary in terms of products, services and geographies (United States, Brazil, France, Italy, Germany and Spain).**
- **As a result of this transaction, Whitehole, the Basque family office that founded Naiz.fit, will become the second largest shareholder in MySize.**

October 12th, 2022

The Basque investment group Whitehole has partially divested its stake in the Basque start-up Naiz.fit, a leader in the European market for smart measurement technologies in e-commerce, retail and workwear, to integrate with the American company MySize, creating a benchmark in the sector with a presence in the United States, Brazil, France, Italy, Germany and Spain, among others. The two companies specialize in artificial intelligence for retail, allowing users to know their exact size and minimize clothing returns, promoting more sustainable business models. Both companies will combine technological capabilities and consolidate market share.

The start-up Naiz.fit, created by Whitehole in San Sebastian in 2017, after going through acceleration programs such as BIC Berrilan or Lanzadera, has a robust customer base such as Desigual, Moschino or El Ganso. Naiz.fit will continue to grow from its headquarters in the Basque Country. MySize is a global provider of measurement solutions based on artificial intelligence for the textile, e-commerce, packaging and DIY industries, whose capabilities will be expanded with the integration of the Basque start-up.

The two companies are complementary in products, services and geographies, and the integration will allow the Basque company to scale into the large online apparel market, worth over \$1.7 trillion according to Euromonitor, and further expand its footprint in the e-commerce industry.

Whitehole, founder of Naiz.fit, has supported the company in the different phases of business development and financing rounds, leading the closing of this transaction. As a result of this transaction, Whitehole, founding partner of Naiz.fit, will remain as a second shareholder in MySize and will obtain the necessary resources to continue developing new investment projects.

About NaizFit

Naiz.fit is a leading Basque start-up in the European market of integrated measurement technologies in e-commerce, retail and workwear. Naiz.fit was founded by Whitehole in 2017 under the "Venture Better Companies

www.whitehole.es



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Builder" model in which the Basque family office put the business idea in the hands of a management team that it has supported in the different phases of business development and financing rounds.

www.naiz.fit

About MySize

MySize, Inc. is a technology company, a global provider of AI-based measurement solutions to drive revenue growth and cost reduction in the fashion, e-commerce, parcel and DIY industries. Headquartered in Israel, it is listed on the NASDAQ (Ticker: MYSZ).

www.mysizeid.com

About Whitehole

Whitehole is a Basque family office specialized in private equity investments by taking direct stakes in leading niche companies that generate cash flow and have high growth potential. With an active management strategy, Whitehole seeks to generate sustainable added value in its portfolio companies, supporting the materialization of organic and inorganic growth initiatives and the incorporation of technology into its processes.

www.whitehole.es

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