

7 December 2017

Bagir Group Ltd.

("Bagir" or the "Company")

Bagir signs an agreement with body measuring app Sizer

Bagir (**AIM:BAGR**), a designer, creator and provider of innovative tailoring, is pleased to announce it has entered into an agreement with Israeli body measuring app Sizer to combine the expertise of both businesses to produce “made to measure” suits and other tailored garments for customers who provide their measurements online via the Sizer app.

The Sizer app obtains accurate measurements of its users, and is then able to provide accurate size recommendations when shopping either online or instore. The app, via a camera-phone on a mobile phone or tablet, directs the user to take several photos in specific poses which are then converted into accurate measurements. To date, measurements have been provided to purchase non-tailored garments.

Through the partnership with Bagir, the Sizer app will be developed to enable customers to buy a made to measure tailored suit or other tailored garments at a very attractive price point compared to the cost of buying the same suit from a traditional tailor.

The technology behind the Sizer app is market leading and has been patented in the USA and is in the process of being patented in the EU.

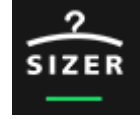
Bagir Group CEO Eran Itzhak said, “This partnership is a strong combination. The Sizer technology is excellent and the level of accuracy it is able to obtain is impressive. In combination with our knowledge of tailoring and the required measurements to make uniquely tailored garments, we are well placed to introduce a very attractive new product to our markets. One which we are confident will appeal strongly to our client base.”

The partnership between Bagir and Sizer, coincides with the rise in demand for tailored clothing, with consumers increasingly looking to purchase one-off or uniquely tailored items. Once the Sizer app has been modified to increase the number of measurements taken from each client necessary to produce a tailored garment. The new app will be incorporated into the Company’s customers’ websites.

Sizer CEO Adam Kaplan said, “We are a good fit. Bagir’s knowledge of tailoring combined with the technical expertise we have built around obtaining accurate body measurements for clothing makes us strong partners. In approximately 12 weeks we will have the new product ready to use and we look forward to opening up the hitherto exclusive world of tailored garments to a much broader customer base.”

The Sizer app is available to view on <http://sizer.me/> and download from the iTunes app store <https://itunes.apple.com/gb/app/sizer-the-perfect-fit/id945709032?mt=8>.

For further information, please contact:



Bagir Group Ltd.

Eran Itzhak, Chief Executive Officer
Udi Cohen, Chief Financial Officer
Tessa Laws, Non-Executive Chairman

via Novella Communications on:

+44 (0) 20 3151 7008

N+1 Singer

Alex Price

+44 (0) 20 7496 3000

Novella

Tim Robertson
Toby Andrews

+44 (0) 20 3151 7008