

Press release

Lund, October 19, 2011

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Doro enters the African market through an agreement with South African agent BBB-SA

Doro is now taking the step of entering the African continent through an exclusive agent agreement with Business Beyond Boundaries (BBB-SA) of South Africa.

BBB-SA will market Doro's mobile phones in the South African market. The three models Doro PhoneEasy® 615, Doro PhoneEasy® 341gsm and Doro PhoneEasy® 410s gsm, have now been fully certified by the South African telecommunications authority ICASA and will be available from selected stores in South Africa from the fourth quarter of 2011.

Doro's President and CEO Jérôme Arnaud comments: "I am very pleased that we now have the opportunity to work with BBB-SA in building our access to this market of 5 million seniors, helping them maintain contact with their loved ones."

Mervyn Visage, who is responsible for the agreement at BBB-SA and who has previously held leading positions within the pan-African mobile telecommunications company Vodacom comments: "What we like about Doro is its focus on seniors and capacity to adapt advanced technology for easy-to-use products. This together with Doro's unique design and exceptional quality make its phones attractive both to us and an expanding target group."

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<p>This is information that Doro AB (publ) is required to publish in accordance with the Swedish Securities Markets Act and/or the Swedish Financial Trading Act. This information was submitted for publication on October 19, 2011 at 10.00 a.m CET.</p>
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About Doro

Doro, a market leader in telecommunications for seniors, is a listed Swedish company. With more than 37 years of experience in the telecom sector, the company focuses on developing, marketing and selling products, software and TeleCare and mHealth solutions that are specially adapted for seniors – a growing group of people worldwide. Doro's broad range of user-friendly mobile phones is unique and the company's exceptional know-how has been acknowledged with several international design awards. The products are sold in more than 30 countries on five continents. In 2010, Doro achieved sales of SEK 633 m and the company's shares are quoted on the OMX Nasdaq Stockholm exchange, Nordic list, Small companies. Read more about Doro at www.doro.com or at facebook.com/DoroSverige.