

Doro continues its international expansion through a sales agreement with O2 of Ireland

Doro is continuing its international expansion through a sales agreement with Irish operator O2. Effective from today, the company will offer its customers the easy-to-use clamshell model Doro PhoneEasy® 409bw through more than 70 retail stores and on-line.

O2, which is Ireland's second-largest operator with over 1.7 million connections, is part of Telefónica, one of the largest telecommunications companies in the world, with a presence in 25 countries and a customer base of 259 million connections around the world.

Brendan Moran, Head of Consumer Operations at O2 says: "With Ireland's growing ageing population, it is becoming more and more important for us to invest in products appropriate for this market. Doro is a world leader in easy-to-use mobile handsets and we're delighted to be able to offer this device to our customers."

Doro's President and CEO Jérôme Arnaud comments: "I am very pleased that we are able to reach Ireland's growing senior population through this agreement with O2, which has a great understanding of senior's needs for modern but easy-to-use technology. I am certain that this cooperation will enhance both our and O2 Ireland's sales and I hope that this is just the first step in developing our cooperation with O2/Telefónica."

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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 November 15, 2011, at 10:00 a.m. CET.

About O2

Telefónica, which operates the O2 brand, is a leading communications company for consumers and businesses in Ireland, offering solutions to nearly 1.7 million customers. Based in Dublin and Limerick, it has a retail network of over 70 stores.

Telefónica Ireland is part of Telefónica Europe plc, which operates in the UK, Spain, Ireland, Slovakia, Germany and the Czech Republic, with more than 58 million customers across these markets.

Internationally, Telefónica is one of the largest telecommunications companies in the world, with a presence in 25 countries. Telefónica employs more than 285,000 people and has a customer base of 300 million connections around the world, as at November 2011.

O2 is the naming rights partner of The O2 world-class entertainment venues in Dublin and London.

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 Nasdaq OMX Stockholm exchange, Nordic list, Small companies. Read more about Doro at www.doro.com or at [facebook.com/DoroSverige](https://www.facebook.com/DoroSverige).