

Doro continues to develop its cooperation with O2 with the signing of an agreement for the UK

Doro's recently announced cooperation with O2 in Ireland is now followed by a sales agreement with O2 in the UK. Effective from December 1, the company will offer customers, through its more than 450 sales points and via the Internet, the easy-to-use and recently launched Doro PhoneEasy® 610 clamshell model.

the easy-to-use and recently launched clamshell model Doro PhoneEasy® 610. O2 is the UK's largest operator with more than 22 million subscribers and is part of Telefónica, one of the world's largest telecom companies. The company has operations in 25 countries and 259 million subscribers around the world.

Ben Bevins – UK Portfolio Manager at O2 says: “We pride ourselves by offering customers a wide range of the best devices. We have handset options to suit all needs – including those customers looking for simple and easy-to-use phones. The Doro PhoneEasy® 610 has been built specifically with these customers in mind and we think they'll love it.”

Doro's President and CEO Jérôme Arnaud comments: “I am pleased that our cooperation with O2 is developing so quickly and that we have already gained an additional channel to the many seniors in the UK. With the commitment being demonstrated by O2 in the UK, I am convinced that we will achieve great sales successes together.”

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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 21, 2011 at 10.00 a.m. CET.

About O2

Telefónica UK Limited is a leading communications company for consumers and businesses in the UK, with over 22 million mobile customers and over 700,000 fixed broadband customers, as at 30 June 2011. Telefónica UK Limited is part of Telefónica Europe plc, a business division of Telefónica S.A. which uses O2 as its commercial brand in the UK, Ireland, Slovakia, Germany and the Czech Republic, and has 57.3 million customers across these markets. Telefónica UK employs around 11,000 people in the UK and has 450 retail stores. O2 is the naming rights partner of The O2, the world-class entertainment venue. In October 2010 O2 was voted the UK's best mobile network by the readers of both What Mobile and Mobile Choice magazine. O2 was ranked highest in customer satisfaction for both UK mobile and fixed broadband customers according to the J.D. Power and Associates UK Mobile and Fixed Broadband Studies 2010. www.o2.co.uk/news

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.