

Press release

Lund, April 27, 2012

page 1 of 1

Doro® increases its presence in Australia with a retail agreement with a telecom operator

Doro today announces a retail agreement with Optus in Australia. Australian seniors and their relatives can now purchase the Doro PhoneEasy® 615 through Optus online and in nearly 300 Optus retail stores, 170 Big W stores and 370 Dick Smith stores nationwide.

Optus is since 1992 an Australian leader in integrated communications, serving more than 10 million subscribers. In 2001 SingTel from Singapore became the parent company of Optus, paving the way to become a strong and strategic telecommunications player within the Asia-Pacific region.

As Australia's second largest telecommunications company, Optus provides a broad range of services including mobile, telephony, business network services, internet and satellite services and subscription television. Optus operates its own fixed, mobile and satellite network infrastructure, investing more than \$16 billion in the construction of the networks to date.

Gavin Williams, Head of Segment Marketing, Optus said, "There is a vast seniors market in Australia and we're confident this handset will resonate well with our older customers. Doro's mobile phone range and in particular, the Doro PhoneEasy® 615 handset, specifically adapts today's must-have technologies to make them easier for elderly Australians to use."

Doro's President and CEO Jérôme Arnaud comments: "I am very pleased that, thanks to our 3G technology development, we can bring another of our easy-to-use phones to Australian seniors. I am also happy to have Optus as our second partner in Australia. This is important to us because the Pacific region is one of our prioritized geographical areas. With our newly released service Doro Experience® in mind, I also see additional opportunities for the partnership with Optus. I hope that today's agreement represents the first step in developing our cooperation."

For more information, please contact:

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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 April 27, 2012 at 11:00 a.m. CET.</p>

About Doro

Doro, the leader in the telecom care market, is a Swedish public company. With over 38 years of experience in the telecom industry, the company focuses on developing, marketing and selling products, software, TeleCare and mHealth solutions specially adapted to the growing worldwide population of seniors. Doro's range of easy-to-use mobile phones is unmatched and its unique know-how has been recognized through several international design awards. The company's products are sold in more than 30 countries on five continents. In FY 2011 revenue totalled SEK 745 m. Doro's shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic list, Small companies. Read more about Doro at www.doro.com.