

Press release

Lund, August 17, 2012

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Doro opens up a new market – Hungary – and develops its cooperation with Telenor

In accordance with its strategy for global expansion, Doro has signed an agreement with Telenor Hungary where they market the clamshell model Doro PhoneEasy® 409gsm.

Sigvart Voss Eriksen, Chief Market Officer of Telenor Hungary announced, that “Our credo is ‘All you need is mobile’ and we are convinced that this is true even in the case of our elderly customers. We would like to help them benefit from the advantages of mobile communications and we strive to make the access to these services as easy as possible for them. Having such a high-quality handset for this target group in our portfolio will further increase customer satisfaction, which drives our business, hence we are very pleased about the cooperation with Doro.”

Doro’s President and CEO, Jérôme Arnaud, says in a comment: “We are happy to enter into Eastern Europe with our easy-to-use mobiles that have already been a success in many other markets. Together with Telenor we can now contribute to the increase of penetration of the use of mobile phones in the Hungarian elderly population.”

For more information, please contact:

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About Telenor and Telenor Hungary

Telenor, which operates in 11 countries in the Nordic region, Central and Eastern Europe and Asia is one of the world's largest telecommunication operators. Together with its associates, Telenor has some 195 million subscribers. In Hungary, the business was founded in 1994 under the brand Pannon. Today, Telenor Hungary is one of the leading operators in Hungary and a pioneer in mobile broadband for cost-effective solutions for voice and data transmission.

<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 August 17, 2012 at 10:00 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 totaled 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.