

Press release

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Following earlier sales success, O2 markets a second Doro easy-to-use mobile phone in the UK and Ireland.

To further strengthen its offering to a growing number of seniors, telecom operator O2, part of the largest telecom operator in the world, Telefonica, has chosen to broaden its range with a second Doro mobile - a phone which makes life more enjoyable.

O2 has chosen the Doro PhoneEasy® 612 as its second mobile phone from Doro. This clamshell model is highly appreciated by seniors, not least because its design is safe for involuntary calls. The model is also equipped with an easy-to-use camera which is a strong request from Telefonica customers.

The mobile phone is available in all O2 stores across the UK and Ireland as well as online.

"I am very pleased with the development of our partnership with O2, and that they now chose to add another Doro mobile phone to their range. I am convinced that the new model, with functions demanded by seniors, will contribute to increased sales for O2 and thereby also for Doro.", says Doro's President and CEO Jérôme Arnaud.

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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 September 27, 2012 at 09:00 p.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.