

Press release

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Doro continues to strengthen its international presence through a sales agreement with Meteor of Ireland

Doro has signed a sales agreement with an additional distributor, Meteor of Ireland, which will sell the Doro PhoneEasy® 409. This is a clamshell model that is appreciated among seniors, not least for its functions that are specially adapted to the needs of the target group and because the design prevents accidental calling.

Meteor, Ireland's third-largest mobile operator, continues to grow. The company currently has more than 1 million subscribers who are served by Meteor's more than 40 proprietary stores, including an Internet store, and 400 other stores associated with Carphone Warehouse, Xtravision and others.

Kealan Donoghue, Meteor's Head of Product & Distribution says in a comment: "Doro has achieved great success in the Irish marketplace. That demonstrates that there is considerable demand for Doro's easy-to-use mobile phones in Ireland."

Doro's President and CEO Jérôme Arnaud comments: "We are pleased with our extended presence in Ireland and the fact that we have brought another of our phones, specially adapted to the needs of seniors, to the Irish market. This is entirely in line with our strategy to further establish our leading position."

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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 October 8, 2012 at 09:00 p.m. CET.</p>
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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.