

Press Release

Lund, 1 August 2013

Meteor Introduces Doro PhoneEasy® 606 in Ireland

Ireland's third largest mobile operator, Meteor, has today launched Doro's latest affordable handset, the Doro PhoneEasy® 606, throughout its stores nationwide and online.

"As one of the largest mobile operators in Ireland, Meteor has a large and loyal customer base. We believe this robust handset will be welcomed by the operator's customers for its attractive design, ease of use and exceptional value", says Chris Millington, Managing Director of Doro UK and Ireland in a comment.

Doro PhoneEasy® 606 is a clamshell handset enabling calls to be answered and ended with a simple flip action. Its rounded ergonomic design ensures the device feels natural in the hand and makes those longer calls more comfortable. The device features an organiser with daily reminder, wake-up alarm and an FM radio with a headset included. The device is also equipped with Bluetooth for safe hands-free use when travelling.

Further information:

Please contact the Doro UK and Ireland press office: doro@fire-pr.com / +44 (0)20 3428 5137

About Doro

Doro AB is a Swedish public company formed in 1974. It released its pioneering 'easy-to-use' mobile phone in 2007 and today is the global market-leader within the category. Doro products and solutions are available in thirty countries spanning five continents. These include; mobile phones and smart devices, applications and software, fixed line telephony, telecare and mobile health solutions. Doro removes barriers to adoption of new technologies and holds numerous international awards in recognition of its product designs and innovations. Doro shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic List, Small Companies. Revenues of SEK 837.5 million were reported for 2012. www.doro.com

<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 1, 2013 at 09:00 a.m. CET.</p>
