

Press Release

Lund, 6 September 2013

Doro introduces a new product range in easy mobiles: Primo™ by Doro

Doro, the global leader in easy-to-use mobile devices, is pleased to reveal Primo™ by Doro. Primo™ by Doro is an additional range of easy-to-use mobile phones that will attack the low price segment with still an attractive set of core features. The products will be available in selected countries across the DACH region, eastern and southern Europe with start from the fourth quarter 2013.

The range uses Doro's brand equity and will offer lower priced handsets primarily targeted at the senior mobile user, still with ease-of-use even if not including all parts of the typical Doro 'DNA'. The launch of Primo by Doro is a direct result of the company's acquisition of German distributor IVS in May 2013 and further confirms the synergies between the two businesses. As such the new range will primarily be sold through retailers, rather than Doro's established network partners in the selected countries.

"At Doro we are highly responsive to the needs of our customers and the different markets in which we reach them. Primo by Doro is being introduced to offer customers of some specific markets more affordable access to our products. With this additional range, Doro is well equipped to comfort its leadership position in Europe", says Jérôme Arnaud, President and CEO at Doro in a comment.

Primo™ by Doro aims to give mobile users in the selected more competitive markets more choice, and the decision to launch an additional brand was to cater for a wider market opportunity and complement Doro's existing award-winning PhoneEasy® range.

Initially two handsets will be launched – a clamshell and a bar design. Both will be 2G handsets with camera, Bluetooth® connectivity, pocket torch and FM radio. The phones also have some of Doro's core design features including; direct dial keys, well-spaced keypads and assistance buttons on the reverse.

Further information

For more information, please contact:

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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 6 September 2013 at 08:00 a.m. CET.</p>
