

**Press Release**

Lund, 14 November 2013

## **Doro enters two Eastern Europe mobile phone markets with the Primo™ by Doro product range**

**Doro enters the mobile phone market in Czech Republic, and establishes a more distinct presence in Hungary through its newly launched product range Primo™ by Doro. This extended geographical footprint is accomplished in cooperation with O2 Telefónica in the Czech Republic and with Telenor in Hungary. The launch of the Primo™ by Doro product range is a direct effect of the IVS acquisition earlier this year and aims to address the low price segment in selected markets.**

“The retail agreements for Hungary and the Czech Republic are our first agreements for Primo™ by Doro outside Germany, and we are very pleased to be working with two such established mobile network operators as O2 and Telenor. At Doro we are highly responsive to the needs of our customers and the different markets in which we reach them, and with this range Doro is well equipped to further expand its leading position in Europe”, says Jérôme Arnaud, Doro’s President and CEO in a comment.

Telenor Hungary is offering the Primo™ 365 – a candybar device featuring camera with flash. O2 Telefónica Czech Republic is offering the Primo™ 413 – a clamshell device featuring camera with flash. These easy-to-use handsets have been designed specifically for people looking for a simple and stylish mobile phone, at an affordable price, without compromising on quality. The handsets have large buttons and display, direct memory keys and an assistance button for added peace of mind.

**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](http://www.doro.com)

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