

Press Release

Lund, 14 March 2014

Doro opens experience store in Paris and increases efforts within direct sales channels

Doro today announces the opening of the first Doro store as a step to increase efforts within direct sales channels. The store is situated in Paris, France, and will offer customers the full product and service range of Doro.

In the year marking Doro's 40th anniversary, Doro further delivers its brand interaction strategy by getting closer to the end user through its new store in Paris. Doro's business is evolving from selling products to bringing a full experience to its target group, also including services. Having a physical store is an important step of delivering that experience. The store will present Doro's total offering of smart devices, mobile phones and telecare solutions - enabling end users to explore functionalities, get expert help and add on premium services.

"This year we will ramp up our efforts within direct sales. On one hand, we see this channel as an expanding channel for consumption among seniors, but it is also a very good way to have our full offer easily available for our target group or gifters. In addition, being in close contact with our end-users is contributing to even better understand their needs, and consequently improve our products", says Jérôme Arnaud, Doro President and CEO.

The store in Paris will be followed by a gradual launch of Doro's own e-commerce, planned to be introduced in several key markets during 2014.

Further information

For more information, please contact:

Jérôme Arnaud, Doro President and CEO, +46 (0) 46 280 50 05

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 more than 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. Net sales of SEK 1,142.5 million (EUR 128.9 million) were reported for 2013. www.doro.com