



Press release

Lund, September 5, 2016

Doro 8031 launched in a joint offer with Telekom Deutschland in the German market

At the ongoing IFA in Berlin, Doro and Telekom Deutschland yesterday September 4, introduced a new joint offer: The launch of the new LTE smartphone from Doro, the Doro 8031, together with a prepaid tariff and a start-up service from Telekom.

The tariff is attractively priced for non-intense users of data. The start-up service consists of configuring the phone and a quick training. The offers will be promoted simultaneously and be available in most of Telekom Deutschland stores and online at <https://shop.telekom.de/>.

“We believe that the combination of these two offers is well adapted to suit our elderly target group and that it will strengthen our presence in Germany” says Jérôme Arnaud, CEO of Doro.

“We are delighted to enlarge our portfolio with a dedicated offer for people above 65. The smart and easy-to-use design of Doro 8031 should reduce barriers for our senior citizens to embrace the new technology and enjoy smartphone usage,” says Michael Schuld, Head of Communications and Retail marketing at Telekom Deutschland.

The combined offer will be available at Telekom Deutschland’s stores and online shop from September 9th.

For more information, please contact:

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About Doro

Doro develops telecom products and services for Seniors to lead full and rich lives: to do things they want to do more easily as well as the things they thought they might never do. The global market-leader in senior mobile phone, Doro offers easy-to-use mobile phones and smartphones, mobile applications, fixed line telephony with loud and clear sound. Within Doro Group, Doro Care offers social care and telecare solutions for elder and disabled persons for independent and safe living in their own homes. Doro AB is a Swedish public company and its shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic List, Small Companies. Net sales of SEK 1,838 million (EUR 200 million) were reported for 2015. www.doro.com

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