

Doro sees continued strong demand in the Nordic region for phones for seniors

In response to recent media coverage, Doro® hereby provides the following additional details. Over the first three quarters of the year, Doro has increased its sales by 52 percent, from SEK 111.1 m to SEK 168.8 m, compared with the year-earlier period. The Doro brand in telecom products has been well established in Sweden and the rest of the Nordic region since 1974. The Nordic countries currently account for about 30 percent of the company's sales.

"The Care Electronics business unit has continued to develop well," says Jérôme Arnaud, CEO of Doro, "Last year, we sold 360,000 mobile phones, primarily to our established markets in the Nordic region, France and the UK, and to other European countries and the US. Around the end of the year, or the beginning of 2011, we will have delivered our millionth mobile phone since sales began in 2007.

"With its range of mobile phones targeted at seniors, Care Electronics now accounts for more than 80 percent of Doro's total sales." Jérôme Arnaud continues. "The remaining sales are generated by our other business unit, Home Electronics. Here, we have undertaken a comprehensive strategic review to achieve profitability and we are planning how to harmonize our business units during 2011."

"With a strong brand and products that meet the needs of a growing target group, I envisage that we will be able to achieve a market penetration of 20-25 percent of the population above 65 years in the Nordic region over the medium term. We lead the segment of mobile phones for seniors and our objective is to expand the market by developing phones that meet the demands imposed by our customers."

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<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 Friday, November 12, 2010 at 8 am CET.</p>
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About Doro

Doro is a Swedish company focusing on the development, marketing and sales of telecom products specially adapted to the growing worldwide population of seniors. With over 35 years of experience in telecommunications, and sales in more than 30 countries on 5 continents. Doro is the world's leading brand for easy-to-use mobile phones. Doro created the Care Electronics category and in recent years the products have received several highly distinguished international design awards. The company had sales of SEK 493 m in 2009. Doro's shares are quoted on the OMX Nasdaq OMX Stockholm, Nordic list, Small companies. Read more about Doro at www.doro.com