

Press release

Lund, February 13, 2018

New function SmartCare & Services strengthens focus on services

Doro strengthens its focus on safety services for seniors and their relatives with the new function SmartCare & Services. Jörgen Alsing has been recruited as Vice President and head of the new function and joins the extended group management team.

“We have set up the new function SmartCare & Services to support Doro’s increased drive for safety services for seniors and their relatives, in line with our updated strategy. With his competence and experience, Jörgen Alsing will be a great person to lead the development and implementation of our increased offering”, Robert Puskaric, President and CEO, comments.

Jörgen Alsing joins Doro from a role as advisor in the area of digitalization to a number of large listed companies. Prior to that, he held several leading positions at Ericsson, including general manager of Ericsson Denmark. Jörgen Alsing holds a Master of Science in Engineering from the Technical University of Denmark and finished various management programmes from Harvard Business School, London Business School and Columbia University.

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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 1,959 million (EUR 205 million) were reported for 2016. www.doro.com

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