

**Press release**

Lund, Sweden, July 11, 2011

page 1 of 1

## **Doro acquires strategic technology and Android development resources for its growth strategy**

Doro's growth strategy includes further geographical expansion along with strategic launches of Android-based products and services to expand its offering to the world's seniors.

In line with this strategy, Doro has acquired Prylos SAS, a French-based company with 12 employees in Paris. The company offers an Android-based platform for Doro's new product launches, as well as a focused development team within senior telecom solutions. The acquisition will support Doro's growth strategy, which includes expanding into mobile health solutions.

Prylos SAS was established in 2003 and is a pioneer in mobile applications for Android telephones. Among other projects, Prylos has been developing mobile applications for telecom operators such as SFR and Ten in France, as well as mobile health applications for INRA and Mobile Health.

Since 2010, the company has focused particularly on the senior target group and has been selected to participate in a program financed by the French government, called Proxima mobile, by developing a mobile application that provides seniors with services related to comfort, assistance and health. This service, called Tel & Age, will become available in France in July 2011.

The company generated revenues of about EUR 1.2 million in 2010, on the French market alone.

The purchase price for the company amounts to EUR 1.35 million, paid in cash.

"We expect to enrich the content of our new competitive offering and accelerate its launch thanks to this acquisition," says Jérôme Arnaud, President & CEO of Doro. "I am happy to welcome Prylos' employees whose profile and experience will be complementary to that of our current team. Moving forward, we will together be in a better position to serve the needs of our target group – the world's seniors".

**For more information, please contact:**

President and CEO Jérôme Arnaud, +46 (0)46 280 50 05,  
or Vice president and CFO Annette Borén, +46 (0)70 630 00 09.

**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 July 11, 2011 at 10:30 p.m. CET.**

**About Doro**

Doro is a Swedish company that focuses on developing, marketing and selling telecom products targeted particularly at seniors – a growing group of people worldwide. With over 35 years of experience in the telecom industry, and sales in more than 30 countries on five continents, Doro today is the world's leading brand in simple, easy-to-use mobile phones. Doro created the Care Electronics segment and has in recent years received several international design awards. The company generated sales of SEK 633 m in 2010. Doro's shares are quoted on the OMX Nasdaq Stockholm exchange, Nordic list, Small companies. Read more about Doro at [www.doro.com](http://www.doro.com)