

**Press Release**

Lund, 5 July 2013

## **Doro wins prestigious Spanish award for innovation**

**Doro Experience® has been selected as winner of the Innovative Initiative award in the Senior category of the Senda awards. The celebrated awards, which are in their fourth year, are organised by the Spanish magazine Senda that focuses on products, services and activities aimed at promoting active and healthy ageing.**

The Senda Awards recognize the work of institutions, companies and professionals who strive to improve the quality of life of older people and those in dependent situations with a view of increasing personal autonomy and prolonging active ageing.

Doro's President and CEO Jérôme Arnaud received the award at a ceremony held on July 4<sup>th</sup> at the Ministry of Health in Madrid, Spain.

"We are very proud to receive another award for our easy-to-use software solution that is designed to enrich the every day lives of seniors by providing them with easy access to internet technology. This award comes at a time when we are intensifying our efforts to further strengthen our position in Spain. It is especially important to us as our ethos mirrors Senda's very closely and Spain is a very interesting market for Doro to develop further in the years to come" commented Jérôme Arnaud.

**For more information, please contact:**

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**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 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. Revenues of SEK 837.5 million were reported for 2012. [www.doro.com](http://www.doro.com)

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