

Press Release

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Tunisie Telecom lists and promotes Doro's offering

Tunisie Telecom, the Tunisian incumbent telecom operator, lists and promotes Doro's offering. The listing covers both mobile and fixed-line products and is Doro's first entry into the African market – further proof of the company's growing international reach.

"We are very pleased to enter a new market and continent, this time in cooperation with Tunisie Telecom. We view Tunisia as an important first step for our brand into Northern Africa inside EMEA region and we hope to bring positive change to many seniors living throughout Tunisia", says Jérôme Arnaud, Doro's President and CEO in a comment.

The listing initially covers a selection of Doro's fixed-line and mobile devices to be offered through Tunisie Telecom's retail channels. Tunisie Telecom has created three retail bundles to launch the Doro brand to its customers.

The Mobile Pack: includes the clamshell mobile phone – the Doro PhoneEasy® 410 - offered with two contract options for different levels of usage.

The Home Pack: offers the Doro PhoneEasy® 311c - a big button, amplified, corded home phone - available with a domestic fixed-line contract.

The Duo Pack: includes both the Doro PhoneEasy® 410 and Doro PhoneEasy® 311c with a combined airtime contract offering customers easy communications inside the home and whilst on the move.

They will be promoted via a national marketing campaign from November 18th, 2013.

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

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