



**Press release**

Lund, May 4, 2015

## **Doro enters Romania with Vodafone listings**

Doro is expanding its existing partnership with Vodafone Group into the Romanian market. The company is pleased to announce two new product listings with Vodafone in Romania. The new Doro Liberto® 820 Mini smartphone and the easy-to-use Doro PhoneEasy® 508 feature phone will both be available nationwide in stores and online.

“We are very pleased to enter the Romanian market. This further broadens Doro's market reach into Central Europe and within Vodafone group. We look forward to meeting the demands and changing needs of the growing senior segment.” says Jérôme Arnaud, Doro's President and CEO.

Doro Liberto® 820 Mini is a very easy-to-use smartphone, designed for people looking for a simple and stylish mobile phone, at an affordable price, without compromising on quality.

Doro PhoneEasy® 508 is a brilliantly simple candy-bar handset built upon Doro's core DNA and design principles. It offers all the inherent benefits that Doro PhoneEasy® models are famed for such as the ability to hide unwanted features, direct sms function and a personal assistance button on the back side.

The products will be available on the Romanian market from the beginning of May 2015.

**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 more than 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. Net sales of SEK 1,277 million (EUR 135 million) were reported for 2014. [www.doro.com](http://www.doro.com)

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