



Press release

Lund, September 21, 2015

CareTech, Doro´s acquisition in digital social alarms, launches its first large scale private offer, a pilot in 50 UK pharmacies

“CareTech is providing its cutting edge technology in a proposition to the private market which innovates in terms of offering and distribution”, comments Jerome Arnaud, Doro’s CEO.

CareTech is working with BT and LloydsPharmacy to provide a Personal Care Alarm service. It is a bundle of hardware and services which are sold directly to consumers through 50 of LloydsPharmacy stores and on line at lloydspharmacy.com/care. CareTech is the sole provider of the social alarm devices, BT the alarm receiving center service and LloydsPharmacy the distribution in its pharmacies.

The launch will start with a pilot phase which will run until the end of 2015 and if it is proved to be successful, a full roll-out will follow throughout LloydsPharmacy network. The pilot will be deemed successful if agreed qualitative and quantitative criteria are met.

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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

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