



Press release

Lund, March 2, 2016

Consumer Cellular launches a new Doro smartphone

Consumer Cellular today announces the launch of the Doro 824, the North American version of the 4G smartphone Doro Liberto® 825.

"We have seen a steady shift over the past 20 years where many customers who previously preferred big button feature phones have now started upgrading to smartphones. We've been working with Doro since 2009, when we introduced our first senior-specific flip phone. It's been exciting to see the evolution of technology that now allows us to offer a smartphone specifically developed for our senior customers," says John Marick, CEO of Consumer Cellular. "While many of our existing smartphone offerings are well-suited for seniors, the Doro 824 takes it one step further by providing interactive opportunities for families and/or caretakers to remotely manage their loved one's device. This unique feature makes it an attractive option, not only for our senior customers, but also for their caretakers and families."

"After Bell in Canada, we are extremely happy to add national US territory to our smartphone distribution in North America with our long lasting partner Consumer Cellular," says Jérôme Arnaud, CEO at Doro. Through Consumer Cellular, Doro has sold more than one million mobile phones in the USA since the partnership first was initiated.

Consumer Cellular is a top-rated wireless carrier that provides no-contract cellphones and service plans primarily to those 50+. The company has been an AARP (American Association of Retired Persons) provider since 2008 and offers AARP members special discounts on service. Consumer Cellular's wireless phones and plans are sold all over USA at leading retailers such as Target and Sears as well as direct to consumers at ConsumerCellular.com.

For more information, please contact:

President and CEO Jérôme Arnaud, +46 (0)46 280 50 05

About Doro

Doro develops telecom products and services for Seniors to lead full and rich lives: to do things they want to do more easily as well as the things they thought they might never do. The global market-leader in senior mobile phone, Doro offers easy-to-use mobile phones and smartphones, mobile applications, fixed line telephony with loud and clear sound. Within Doro Group, Doro Care offers social care and telecare solutions for elder and disabled persons for independent and safe living in their own homes. Doro AB is a Swedish public company and its shares are quoted on the Nasdaq OMX Stockholm exchange, Nordic List, Small Companies. Net sales of SEK 1,838 million (EUR 200 million) were reported for 2015. www.doro.com

Visit Doro at www.doro.com

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 2 March, 2016 at 15:00 CET.