



Embargo until November 29th 2010, 12 A.M.

Doro S.A.S. receives the « Prix d'Excellence PME 2010 » business performance prize from the Swedish Chamber of Commerce in France

Paris, November 29th 2010

Doro S.A.S., Doro's French subsidiary, world leader in simplified mobile phones, receives the business performance prize of the Swedish Chamber of Commerce in France « Prix d'Excellence PME 2010 » as a result of a growing ability to provide the French mobile phones market with innovative, stylish and user-friendly products.

The prize is given out every year to one or several Swedish companies with outstanding growth on the French market. On November 29th, Kim Källström, Swedish professional football player (Olympique Lyonnais and Swedish national football team), will hand out the prize during the annual traditional French-Swedish reception organized by the Chamber of Commerce and the Embassy and attended by both political and economic public involved in the Franco-Swedish business world.

The selection committee has chosen Doro S.A.S. for its « outstanding performance on the market developing telecom products adapted to the worldwide growing population of seniors » regarding three key aspects:

- **Doro S.A.S.'s strategy:** ability to penetrate both mass and specialized distribution networks and to become referenced by the three main French mobile operators and MVNOs specializing in seniors.
- **Products:** Doro offers a wide range of easy-to-use mobile phones with a Swedish style. They improve the security and quality of everyday life for seniors with visual, hearing and sleight deficiencies.
- **Doro A.B.'s positioning:** French results account for 50 % of global turnover.

The 2010 selection committee:

- Gïta Paterson, Chairman of the Swedish Chamber of Commerce in France.
- Pierre Schoeffer, Vice-Chairman of the Swedish Chamber of Commerce in France and manager of S&Partners, counseling in financial investments.
- Ulrika Ricourt, Member of the Board of Directors of the Swedish Chamber of Commerce in France and Director of Expartia Human Resources
- Guillaume de Noinville, Member of the Board of Directors of the Swedish Chamber of Commerce in France and CEO of Electrolux France.

Contact

Jérôme Arnaud, CEO Doro AB - Phone : 046 28 05 005 - E-mail : jerome.arnaud@doro.com

About Doro – After 35 years on a thriving market, Doro is specializing in phones adapted for the use of a growing population of seniors. The company has received several prizes for the clever design of its products sold in over 30 countries worldwide on five continents. Turnover recorded a 36 % annual growth in 2009 reaching 48 million Euros. The company's shares are quoted on the Stockholm stock exchange market, Nordic List, small capitalizations. Doro AB is managed by a French CEO, Jérôme Arnaud, since 2007.