

## **Doro presents new strategy for growth**

**Doro presented its new strategy, which has a more pronounced customer focus, at a capital market meeting in Stockholm today. At the same time Doro started distributing its Annual Report, the first company listed on Stockholmsbörsen to do so this year. The modified strategy is described in the Annual Report, and is based on clearer customer segmentation. Doro intends to widen its current telephony product range to products also for communication at home and in the office and sees major growth potential.**

The CEO, Rune Torbjörnsen, writes in his comments: "Doro will intensify its development of new telephones and accessories that take account of consumers' needs for well-designed, multifunctional products."

He also presents his estimate for 2004: "In summary Doro has the prospects of achieving a similar result to 2003 in 2004, provided that the US dollar does not change dramatically. Results for each quarter can however vary during the year." An assessment of the business situation for the financial year will be presented at the AGM on 15 March.

During the meeting Doro also introduced its new Dect phone model – the Doro 900. This is a completely new telephone series where different materials like chrome and Plexiglas have been mixed to produce a unique blend of design and feeling. The series is the first in a row of new, exciting, communication products that Doro intends to launch this year.

### **Timetable**

5 March: Record date for registration in VPC's shareholder register to participate at the AGM.

9 March: Final date for applications to attend the AGM, by 3 p.m.

15 March: AGM at the Scandic Hotel Star in Lund, 5 p.m.

### **Future reports**

Q1: 19 April, Q2: 12 August, Q3: 19 October and Financial statement: 31 January 2005

### **More information and pictures**

The Annual Report and other information can be found on the company's website at:

[www.doro.com](http://www.doro.com)

Pictures of Rune Torbjörnsen and the new Dect Doro 900 are available at:

[www.doro.com/media/doro900](http://www.doro.com/media/doro900)

If you want to write a review about our products and need to borrow a telephone, or want more information, please email: [pressinfo@doro.se](mailto:pressinfo@doro.se)

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### **About Doro**

*Doro is listed on Stockholmsbörsen's O-list. The company designs, develops and sells telecom products via wholly-owned companies in eight countries. The company had net sales of SEK 648 million and a profit of SEK 28 million in 2003. Doro stands for design, quality and user-friendliness. Doro has secured its market position on the back of a broad and innovative range for consumers and companies alike.*

*Rune Torbjörnsen has been CEO since October 2003.*

