



AGE WANTS TO HAVE FUN, LAUGH, LIVE, DANCE just like you & me!

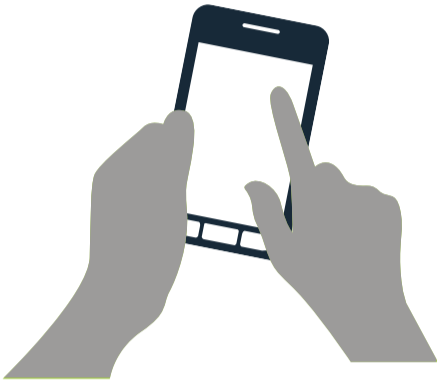
Senior Demographic Shifts

By 2020 almost 20% of the global population will be aged 65+
The population between 65 & 80 will increase significantly
More than 6% of the European population will be aged 80+ *



Age Wants To Get online!

Out of all seniors (aged 65+) approximately 75% are active online: **



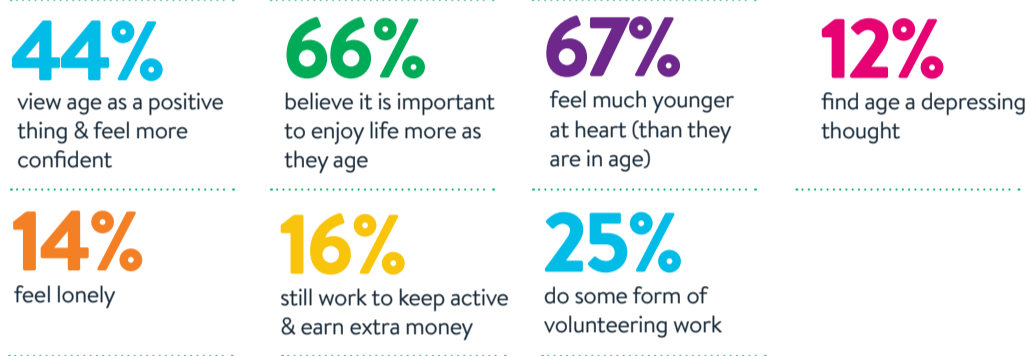
The global smartphone market is growing:

Smartphone ownership is on the rise - with 39% of mobile phone owners already converted. Over a quarter of feature phone users expect to go smart at their next upgrade. Smartphones empower exploration & enrich lives - with over 25% of senior smartphone users being active on social media platforms.

AGE IS JUST A NUMBER!

Attitudes towards age & retirement: **

Overall senior age is viewed as a positive life stage



CHALLENGES WITH MAINSTREAM SMARTPHONES



This is why smart technology needs to be more understanding & tailored to the needs of the senior user



AGE WANTS TO LIVE LIFE


Easy-to-use smartphones can empower, enrich & change lives for the better!


The Doro Liberto® 825 & Doro 8030 easy-to-use smartphones both feature our **revolutionary user interface** led by verbs - this increases reassurance for the user as the phone thinks like YOU do!


-  Android
-  Ergonomically designed
-  Adjustable font size
-  Easy to see
-  Loud & clear sound

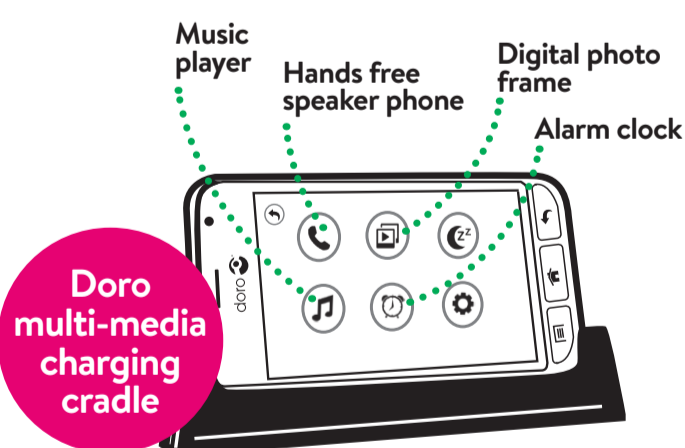
Doro smartphones are 3G & 4G Android devices. They are all ergonomically designed - meaning they are easy to hold, handle & use. They are stylish, chic & certainly not patronising! They also offer adaptable features such as fonts, size, brightness & volume.

Doro offers more than innovative hardware. We also offer a range of mobile services which help to make life better.

 My Doro Manager - is our companion app for iOS & Android devices, which lets your friends & family help you from afar! You remain fully in control all the way.

 Doro Connect & Care - this is a step towards a truly consumer telecare solution with your easy-to-use mobile handset at the core.

 Our in-built conversational questionnaire & coaching tools enable you to learn & build confidence at your own pace, with lots of tips, support & encouragement on hand as you ask for it!



Doro Liberto® 820 Mini
- fastest selling phone to date
Doro Liberto® 820 - award winning (Global Mobile Awards 2015)
Doro Liberto® 825 - shortlisted for Global Mobile Awards 2016

* Source - United Nations' global predictions prediction.
** Source - Doro consumer segmentation study, River Research Q4 2015. Sample base - 1,593 telephone interviews were conducted in July & August 2015: UK (397), France (395), Germany (401) & Sweden (400).

DORO LISTENS & INNOVATES

Benefits of Doro introducing 4G:

Consumer =
greater multimedia experience for seniors with digital media, content & the web - we listen to our consumers

Operators =
more efficient use of network resources - we listen to our commercial partners

Live life.
For further information: www.doro.com