



## Green light for change!



From May 20, 2009, you'll notice a change in Doro's visual profile. Our corporate colour changes from the familiar red to a crisp green.

In every other respect, our visual profile and logo will remain the same and we'll continue to bring you appealing and innovative products that meet consumers' needs at attractive prices.

And consumers clearly appreciate Doro's focus on Care Electronics products. Despite the weakening electronics market, Doro's sales rose by more than 30 percent in the first quarter of 2009. This was largely due to Care Electronics' increasing market share and penetration of new markets. Here, the GSM phones launched in 2008 play a prominent role, which is particularly gratifying given the decline in the general GSM

market. Sales of our Home and Business Electronics products have also been resilient, demonstrating that *Doro's attractively designed and functional products provide excellent value for money* – particularly important in the current economic climate.



PhoneEasy 345gsm

You may already be familiar with Doro products packaged in green, since this colour currently distinguishes our Care Electronics segment. *The change in corporate colour reflects a strategic shift in our organization, with Care Electronics playing an increasingly prominent role* in our business and differentiating us from others.

Over the past two years, Care Electronics has achieved impressive growth and accounts for more than 45 percent of Doro's total sales in Q1.



In addition to red, a vibrant and expressful colour, *green expresses inner spirit and care for others*, traditionally associated with healthcare products and services. By adopting green as our corporate colour, we are signalling our confidence in the current strategy, our expansion internationally and consumers' appreciation of the design, functionality and value offered by our products.



You'll notice the change of colour in Doro's corporate communications, on our corporate website and on the homepage of our public website.

Product packaging and the web pages for our three product segments will retain the

established colour distinctions, with green for Care Electronics and red for Home Electronics and Business Electronics.

In stores carrying diverse Doro products, the different colours *help consumers differentiate quickly* between different product categories. On the Internet, the colour coding *facilitates navigation, helping visitors locate the information they need and establishing a colour connection* to help those who then visit a store to make their purchase.

At Doro, we are confident in our products and glad that we can share this optimism with you.

*Yours truly,*

A handwritten signature in black ink, appearing to read "J. Arnaud".

*Jérôme Arnaud, CEO*