



## Press release

Malmö, September 28, 2018

# Doro reinforces the management team and introduces a new structure

**Doro, today market leader in mobile phones for seniors, implements organizational changes to establish a leading position as digital care service provider in Europe.**

To better meet the different needs of our customers, the business is divided into two focus areas with a clear responsibility between private and public customers. The responsibility includes both product and service offering for each customer area. Three new members will be present in the new leadership team. Jörgen Nilsson will have the new position as VP Consumer Segment, Steve Smith will have the new position as VP Public Care Segment, and Johan Frogner takes the new role as Chief Technology & Information Officer (CTIO).

Thomas Bergdahl, Vice President Product Development, has relating to this structural change, chosen to leave Doro after 17 years for new career opportunities. As previously communicated, Henric Ungh, Vice President Sales, and Malin Lindgårde, Vice President Marketing & Communications, will leave Doro in connection with the implementation of the new structure. The responsibility for sales and marketing will be held by the respective segment.

"The change of our organizational structure and set-up is a logical next step in Doro's transformation. We create an increased focus on a competitive offer of technology enabled services for our different target groups. At the same time, I would like to thank you the persons who now leave Doro for their contribution in further developing our company and organization. I want to direct a special thank you to Thomas Bergdahl for his invaluable contribution to building what Doro is today and preparing the company for the next phase", says Robert Puskaric CEO of Doro Group.

Doro's leadership team has as of October 1 the following members:

- Robert Puskaric, CEO
- Carl-Johan Zetterberg Boudrie, CFO
- Jörgen Nilsson, VP Consumer Segment
- Steve Smith, VP Public Care Segment
- Johan Frogner, CTIO
- Annika Ramsing, CHRO
- Carl-Johan Rijpma, COO
- Jörgen Alsing, VP SmartCare and Services

The new leadership team is effective October 1 and the new organization November 1.

Jörgen Nilsson is Swedish and has 20 years of international experience from consumer products and services among others Orange. He comes from the role as responsible for category management mobile phones at Doro, where he has a long and solid experience from the featurephone segment and recently also the responsibility of the smartphone segment. His future challenges are primarily related to the launch of our service offerings towards private customers, increasing the sales of smartphones and continuing to drive the successful featurephone business.

Steve Smith is English with more than 30 years of experience from TeleCare and public companies across different markets. He is today CEO of Welbeing in the UK, which Doro acquired in June 2018. His future challenges are primarily to continue the expansion of Doro's TeleCare operations into more markets, boosting growth in existing TeleCare markets and create the prerequisites for next generation digital Telecare solutions.



Johan Frogner is Swedish and has more than 20 years of experience from mobile phones, TeleCare and business transformation. He previously held the role as global CTO at Europe's largest TeleCare supplier, Tunstall, where he worked for 3 years. His previous experience is primarily about the development of mobile phones in senior roles at SonyEricsson.

**For more information, please contact:**

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**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 1,924 million (EUR 200 million) were reported for 2017. [www.doro.com](http://www.doro.com)

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