

Julian Read appointed CEO of Doro from 15 June 2024

The board of directors of Doro AB (publ) "Doro" has appointed Julian Read CEO effective 15 June 2024. Jörgen Nilsson, CEO since 7 December 2021, will continue in his current role through 15 June 2024 and will remain at the company's disposal during a transition period. Julian Read is currently CEO of Simris Group AB (publ) and brings to Doro strategic thinking, innovation, an owner's mentality, as well as highly relevant experience in brand-building, sales and marketing of consumer products in B2C and B2B channels.

"Jörgen Nilsson has led the development of Doro following the split from Careium in 2021 into a well-performing independent listed company that clearly generates returns and value for its shareholders. Jörgen's drive, energy and passion for the Doro mission have helped create a corporate culture that will live on for generations of active seniors. The board of directors thanks Jörgen for his contributions to the company's long-term success," said Henri Österlund, Chairman of the Board of Doro.

"The board looks forward to Julian Read continuing the company's progress as new CEO. Julian has a highly relevant background as, among other executive roles, Managing Director Nordics for Dyson during 2017-2022. Julian's brand-building and market development initiatives with Byredo and Omega Pharma are also relevant and will help him create value for all Doro stakeholders," said Henri Österlund.

Julian Read, born in 1972, is currently CEO of Simris Group AB (publ), listed on Nasdaq First North, whose focus is commercializing products made from cyanobacteria and microalgae. Julian has a B.Sc. degree from Warwick University in Biological Science and Business Studies. He is a UK native and has lived in Sweden since 2002.

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About Doro

Doro is a leading technology brand for seniors developing consumer products and services to support an active and independent life. Doro's technology enables generations to connect digitally – both while at home and when out and about. Doro is a Swedish company listed on Stockholm Nasdaq Stock Exchange. The company is headquartered in Malmö and has sales operations in more than 20 countries. In 2023, Doro had 118 employees and net sales amounted to SEK 973.6 million (EUR 85 million), making it the European market leader for senior specialised mobile phones. Read more about Doro on our website www.doro.com/

This information is information that Doro AB is obliged to make public pursuant to the EU Market Abuse Regulation. The information was submitted for publication, through the agency of the contact persons set out above, at 2024-03-13 19:35 CET.



Attachments

[Julian Read appointed CEO of Doro from 15 June 2024](#)