

One, Butterfly Boost HTC Q2 2013

Written by Marco Attard
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HTC sees a bit of a profit boost in Q2 2013 following record Q1 2013 lows-- net profits for the quarter reach T\$ 1.25 billion (\$41.63 million), up from \$2.8m in the previous quarter.



The Q1 2013 drop in profits was brought about by camera component shortages delaying the flagship HTC One smartphone launch.

Company revenues for Q2 2013 total \$2.4 billion with a -20% Y-o-Y decline-- still a slight improvement over the -33% Y-o-Y decline seen during Q2 2012.

However the increase in profits is both behind analyst forecasts and most likely short-lived. BNP Paribas expect a flat Q3 2013 for HTC, while Nomura Securities tell Reuters "competition from Apple and other Chinese brands are fierce... It'll be hard to keep the growth."

HTC has a number of launches lined up for Q3 (such as the 4.3-inch One Mini) but it will most likely remain overshadowed by the silverback gorillas of the smartphone arena, Samsung and Apple. Also making life more difficult for the company are a number of notable executives departures, including Chief Product Officer Kouji Kodera.

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