

HTC One Helps Makers' Q2

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HTC reports a return to growth on Q2 2014, as unaudited results for the quarter showing 80% Y-o-Y growth with profits reaching \$75 million (NT\$2.26 billion) off revenues worth \$2.17 billion (NT\$65 billion).



Such results slightly beat analyst expectations, and were driven by the launch of the flagship One M8 smartphone and a number of mid-range handsets, as well as a number of cost-cutting measures.

However the Taiwanese company is expected to face a tough 2014, with challengers including the latest iPhone and low-price Chinese competition.

"Every year there's a new "hero" product release and a quarterly uptick, but it often fizzles quickly," KGI Securities tells Reuters. "This year the competition is even more fierce."

One segment possibly providing HTC with a growth opportunity is wearables, where the company plans to team up with Google.

Go [HTC Unaudited Results for Q2 2014](#)

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