

HTC REPORTS 2014 FOURTH QUARTER RESULTS

Taipei, Taiwan – February 6, 2015 – HTC Corporation (TWSE: 2498), a global leader in mobile innovation and design, today announced consolidated results for its fiscal 2014 fourth quarter ended December 31, 2014. Key figures:

- Quarterly revenue of NT\$47.9 billion
- Quarterly net profit after tax of NT\$0.5 billion, or NT\$0.57 per share
- Gross margin of 20.4% and operating margin of 0.4%

HTC maintained profitability in the last quarter of 2014, with year-on-year revenue up 12%. Margins reflected the highly competitive environment, yet HTC's smartphone brand families continued to consolidate market share in key markets.

"HTC finished the year with a third consecutive quarter of profitability, and is well-positioned to build on that solid platform in the year ahead by ensuring our portfolio is highly targeted and our message clearly communicated," said Peter Chou, CEO of HTC. "Key to our improved sales performance was our ability to offer tailored product mixes at suitable price points within the regions, which enabled us to closely address the needs of specific markets."

HTC embarked on a diversification strategy in Q4 to extend the mobile lifestyle and broaden consumer reach. HTC entered into the first of several strategic partnerships aimed at facilitating new product categories; the collaboration with Under Armour, announced at the CES show in Las Vegas in early January, will bring a line of connected health and fitness-related devices to market that appeal to athletes of all levels. The HTC RE camera was launched in Q4 amid considerable acclaim from lifestyle and consumer media; this remarkable little point of view camera redefines lifestyle photography, enabling people to step out from behind the viewfinder and capture the moment

The awards received in Q4 spanned multiple media types as HTC products extend their appeal beyond the mainstream tech and gadget media segments. The HTC One (M8) garnered another host of awards, including 'Best Android Phone You Can Buy' by Business Insider, 'Best All-Round Smartphone' by PC World, 'Best Smartphone of 2014' by TechCentral, and 'Phone of the Year' by T3 and also by Travel and Leisure, a lifestyle publication in North America. It also won numerous awards in China from Tencent, Efashion and New Press Daily amongst others. In addition, the innovative DotView case was named "Wireless Handsets Accessories Honoree" by CES Innovation Awards, while the RE camera won the Gold medal for Design at Spark Awards.

1Q 2015 Outlook

HTC is providing the following guidance for this quarter:

- Revenue is expected to be in the range of NT\$41.5 billion to NT\$45 billion
- Gross profit margin is expected to be 19.5% to 20%
- EPS is expected to be in the range of NT\$0.08 to NT\$0.47

Quarterly Results Conference Call and Webcast

The webcast of the Q4'14 quarterly results conference call may be accessed at:

<http://edge.media-server.com/m/p/38tx2egd>

PRESS RELEASE



HTC provides live streaming of its quarterly financial results conference call in English; to receive an alert for future calls please sign up at:

<http://investors.htc.com/phoenix.zhtml?c=148697&p=irol-calendar>

HTC investor information may be accessed at:

<http://investors.htc.com/phoenix.zhtml?c=148697&p=irol-irhome>

About HTC

HTC Corporation aims to bring brilliance to life. As a global innovator in smart mobile devices and technology, HTC has produced award-winning products and industry firsts since its inception in 1997, including the critically acclaimed HTC One and Desire lines of smartphones. The pursuit of brilliance is at the heart of everything we do, inspiring best-in-class design and game-changing mobile experiences for consumers around the world. HTC is listed on the Taiwan Stock Exchange (TWSE: 2498). www.htc.com

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HTC IR and PR Contacts

HTC IR / Finance & Accounting Division

Christine Chi

Manager, Investor Relations

Email: Christine_chi@htc.com

Tel: +886-2-8912-4138 Ext. 33245

Kelly Hsu

Investor Relations

Email: Kelly.CL_Hsu@htc.com

Tel: +886-2-8912-4138 Ext. 22354

Global PR

Eve Chen

Email: Eve_Chen@htc.com

Mobile: +886-989-685-172