



To clarify the report on HTC Chairman's interview with Bloomberg

October 7, 2013

- 1.Date of occurrence of the event:2013/10/07
- 2.Company name:HTC Corporation
- 3.Relationship to the Company (please enter "head office" or "subsidiaries"):Head Office
- 4.Reciprocal shareholding ratios:N/A
- 5.Name of the reporting media:Bloomberg, United Evening News,etc.
- 6.Content of the report:Please refer to report from media
- 7.Cause of occurrence:

In a Bloomberg TV interview today, Cher Wang, the chairman of HTC, was not referring to the company facing financial challenges this quarter. Instead, she was referring to living up to the challenge of innovative marketing in Q4 of 2013. She puts direct communications with consumer at the center of its overall business strategy.

The best product and cutting-edge technology are still the most valuable assets to the company. Our biggest need in the forthcoming quarters will be embarking on alternative marketing thinking. HTC is in a time of change, taking necessary innovative steps on marketing to create a resurgence of the HTC brand.

- 8.Countermeasures:None