

HTC Corp -----Maintain OUTPERFORM

Another share price overreaction?

EPS: ◀▶ TP: ◀▶

Felix Rusli / Research Analyst / 886 2 2715 6338 / felix.rusli@credit-suisse.com

- HTC's share price fell by 4.6% on Wednesday, ostensibly on the back of concerns that the company has significantly lowered its volume forecast of a particular device. We checked with management, who indicated that the concern is misplaced.
- We see this share price weakness as a buying opportunity. Although there are increasing concerns about the competitive dynamics of the smartphone industry, we believe this is not likely to have an impact on HTC in the near term (three to six months).
- Based on checks with our sources, we believe HTC has a strong product cycle for the rest of the year.
- In line with the view of our regional tech strategist, Manish Nigam, we believe HTC is one of the few tech stocks which should outperform in the near term (defensive qualities, exposure to new product segment – smartphone).
- We have left our estimates and target price (NT\$570) unchanged. This is based on 15x 2010E P/E multiple target. We continue to rate the stock OUTPERFORM.

HTC in the near term (three to six months). Our positive view on the stock's near-term growth prospects is based on the view that the company's product cycle in the coming months remains strong and the fact that the overall smartphone market is still growing.

HTC's strong product cycle

Based on checks with our sources, we believe HTC will announce or launch the following products in this year. Management has previously stated that HTC will launch seven new products in 2H09, so there may be several devices which are not included in the following list.

- Two phones codenamed Hero and Lancaster. Hero is likely to be launched in Europe (possibly with O2) and Lancaster in the US (likely with AT&T). Hero is an Android device that is likely to have a proprietary user interface (UI) that meaningfully improves the user experience on the Android platform. Lancaster, according to various tech blogs, is a variation of Hero (has a QWERTY keypad). Both Hero and Lancaster are reportedly (various blogs) getting launched on 24 June 2009.
- A phone codenamed Click, an Android device, with a touch screen and a rounder touch pad.
- A higher-end Android phone likely by October with touchscreen (possibly OLED capacitive) and a likely HSDPA interface. This device is also likely to have the fully developed UI for Android from HTC, like its latest touchflo interface for Windows platform.
- An advanced Windows Mobile device is likely to be announced in October 2009. Interestingly, this device could be using Qualcomm's Snapdragon solutions.
- Further down the line, likely in 2010, an Android device featuring version 2.0 of the operating system is to be introduced. This phone is speculated to have a 3.7 inches OLED touch screen display and an 8 MP camera. Again, it is likely use Qualcomm's Snapdragon solutions.

Bbg/RIC	2498 TT / 2498.TW	Price (17 Jun 09, NT\$)	435.00		
Rating (prev. rating)	O (O) [V]	TP (NT\$) (prev. TP)	570 (570)		
Shares outstanding (mn)	745.39	Est. pot. % chg. to TP	31		
Daily trad vol-6m avg (mn)	7.5	52-wk range (NT\$)	608.0 - 274.5		
Daily trad vol-6m avg (US\$ mn)	87.3	Mkt cap (NT\$/US\$ bn)	324.2/ 9.8		
Free float (%)	60.0	Performance	1M	3M	12M
Major shareholders	Chairwoman and management (30%)	Absolute	(5.4)	5.2	(18.4)
		Relative	(1.4)	(15.9)	7.2
Year	12/07A	12/08A	12/09E	12/10E	12/11E
Revenues (NT\$ mn)	118,218	152,230	164,167	186,366	203,605
EBITDA (NT\$ mn)	32,001	31,209	29,601	33,783	35,756
Net profit (NT\$ mn)	23,395	28,640	26,024	29,230	30,733
EPS (NT\$)	31.7	38.4	34.7	38.4	39.8
- Change from prev. EPS (%)	n.a.	n.a.	0	0	0
- Consensus EPS (NT\$)	n.a.	n.a.	35.3	39.1	42.0
EPS growth (%)	23.8	21.3	(9.8)	10.8	3.7
P/E (x)	13.7	11.3	12.6	11.3	10.9
Dividend yield (%)	7.8	6.2	6.3	6.6	6.4
EV/EBITDA (x)	8.4	8.5	8.7	7.4	6.8
P/B (x)	5.8	5.3	5.0	4.6	4.1
ROE (%)	41.6	47.2	39.5	39.9	37.3
Net debt/equity (%)	net cash	net cash	net cash	net cash	net cash

Note 1: High Tech Computer manufactures Microsoft Operating System-based smartphones and wireless PDAs

Another share price overreaction?

HTC's share price fell by 4.6% on Wednesday, ostensibly on the back of concerns that the company has significantly cut volume forecast of a particular device. We checked with management, who indicated that the concern is misplaced. We believe the confusion or inaccurate information may have come from component makers; HTC may have ordered certain components for several similar devices. Importantly, management indicated that 2Q revenue is tracking "a little bit better" than previous guidance (NT\$38 bn at midpoint). Management is also maintaining its full-year shipment guidance (up 15% YoY).

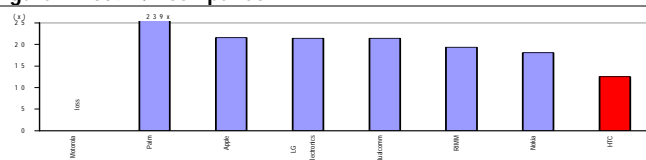
We see this as a buying opportunity

We see this share price weakness as a buying opportunity. Although there are increasing concerns about the competitive dynamics of the smartphone industry, we believe this is not likely to have an impact on

The stock should outperform

We have left our estimates unchanged. We believe the market may have overreacted to recent concerns about competition. Certainly at the current share price, we believe the stock has factored in most of these concerns. HTC is currently trading at ex-cash P/E multiples of 9.5x for 2009E and 8.4x for 2010E. Our target price of NT\$570 puts the stock at ex-cash P/E multiples of just 13.9x and 12.4x for 2009E and 2010E. The dividend yields should give an additional 6%-plus return.

Figure 1: 2009 P/E comparison



Source: Company data, Credit Suisse estimates

DISCLOSURE APPENDIX CONTAINS ANALYST CERTIFICATIONS AND THE STATUS OF NON-US ANALYSTS. U.S. Disclosure: Credit Suisse does and seeks to do business with companies covered in its research reports. As a result, investors should be aware that the Firm may have a conflict of interest that could affect the objectivity of this report. Investors should consider this report as only a single factor in making their investment decision. Customers of Credit Suisse in the United States can receive independent, third party research on the company or companies covered in this report, at no cost to them, where such research is available. Customers can access this independent research at www.credit-suisse.com/ir or call 1 877 291 2683 or email equity.research@credit-suisse.com to request a copy of this research.

Companies Mentioned (Price as of 17 Jun 09)

HTC Corp (2498.TW, NT\$435.00, OUTPERFORM [V], TP NT\$570.00)
 QUALCOMM Inc. (QCOM, \$43.45, OUTPERFORM [V], TP \$50.00, MARKET WEIGHT)
 Palm Inc. (PALM, \$14.35, OUTPERFORM [V], TP \$11.00)
 Research In Motion Limited (RIMM, \$80.29, NEUTRAL [V], TP \$76.00, MARKET WEIGHT)
 Nokia Corporation (NOK, \$14.79, OUTPERFORM [V], TP \$15.60, MARKET WEIGHT)
 Motorola Inc. (MOT, \$6.27, NEUTRAL [V], TP \$5.00, MARKET WEIGHT)
 Apple Inc. (AAPL, \$136.35, OUTPERFORM [V], TP \$165.00)
 LG Electronics Inc (066570.KS, W118,000, NEUTRAL [V], TP W114,000)

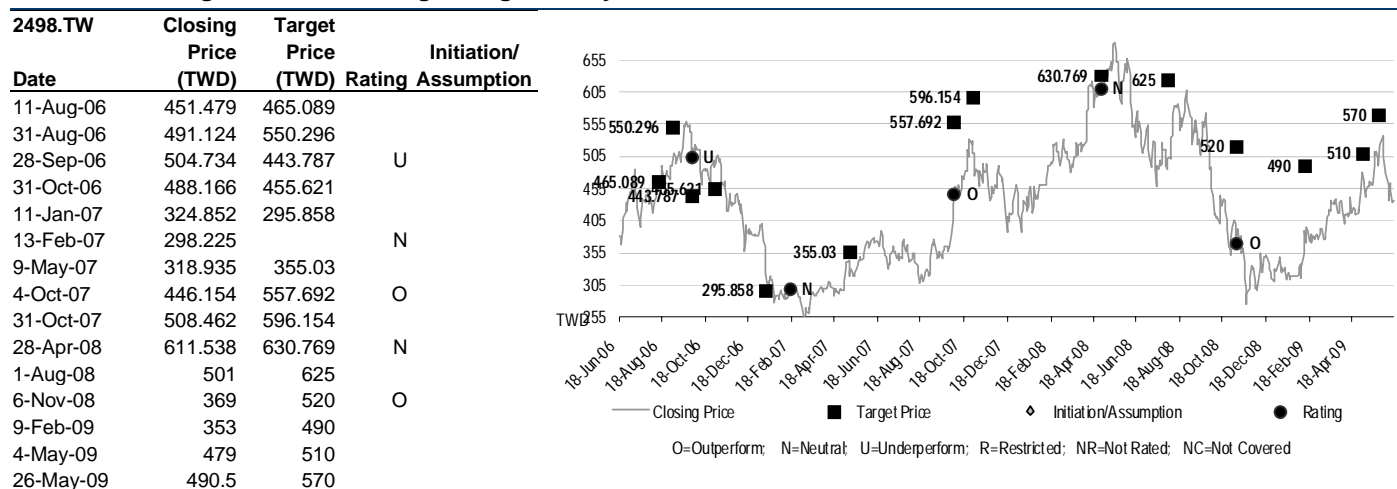
Disclosure Appendix

Important Global Disclosures

I, Felix Rusli, certify that (1) the views expressed in this report accurately reflect my personal views about all of the subject companies and securities and (2) no part of my compensation was, is or will be directly or indirectly related to the specific recommendations or views expressed in this report.

See the Companies Mentioned section for full company names.

3-Year Price, Target Price and Rating Change History Chart for 2498.TW



The analyst(s) responsible for preparing this research report received compensation that is based upon various factors including Credit Suisse's total revenues, a portion of which are generated by Credit Suisse's investment banking activities.

Analysts' stock ratings are defined as follows:

Outperform (O): The stock's total return is expected to outperform the relevant benchmark* by at least 10-15% (or more, depending on perceived risk) over the next 12 months.

Neutral (N): The stock's total return is expected to be in line with the relevant benchmark* (range of ±10-15%) over the next 12 months.

Underperform (U): The stock's total return is expected to underperform the relevant benchmark* by 10-15% or more over the next 12 months.

*Relevant benchmark by region: As of 29th May 2009, Australia, New Zealand, U.S. and Canadian ratings are based on (1) a stock's absolute total return potential to its current share price and (2) the relative attractiveness of a stock's total return potential within an analyst's coverage universe**, with Outperforms representing the most attractive, Neutrals the less attractive, and Underperforms the least attractive investment opportunities. Some U.S. and Canadian ratings may fall outside the absolute total return ranges defined above, depending on market conditions and industry factors. For Latin American, Japanese, and non-Japan Asia stocks, ratings are based on a stock's total return relative to the average total return of the relevant country or regional index; for European stocks, ratings are based on a stock's total return relative to the analyst's coverage universe**. For Australian and New Zealand stocks a 22% and a 12% threshold replace the 10-15% level in the Outperform and Underperform stock rating definitions, respectively, subject to analysts' perceived risk. The 22% and 12% thresholds replace the +10-15% and -10-15% levels in the Neutral stock rating definition, respectively, subject to analysts' perceived risk.

**An analyst's coverage universe consists of all companies covered by the analyst within the relevant sector.

Restricted (R): In certain circumstances, Credit Suisse policy and/or applicable law and regulations preclude certain types of communications, including an investment recommendation, during the course of Credit Suisse's engagement in an investment banking transaction and in certain other circumstances.

Volatility Indicator [V]: A stock is defined as volatile if the stock price has moved up or down by 20% or more in a month in at least 8 of the past 24 months or the analyst expects significant volatility going forward.

Analysts' coverage universe weightings are distinct from analysts' stock ratings and are based on the expected performance of an analyst's coverage universe* versus the relevant broad market benchmark:**

Overweight: Industry expected to outperform the relevant broad market benchmark over the next 12 months.

Market Weight: Industry expected to perform in-line with the relevant broad market benchmark over the next 12 months.

Underweight: Industry expected to underperform the relevant broad market benchmark over the next 12 months.

**An analyst's coverage universe consists of all companies covered by the analyst within the relevant sector.*

***The broad market benchmark is based on the expected return of the local market index (e.g., the S&P 500 in the U.S.) over the next 12 months.*

Credit Suisse's distribution of stock ratings (and banking clients) is:

Global Ratings Distribution		
Outperform/Buy*	36%	(58% banking clients)
Neutral/Hold*	43%	(59% banking clients)
Underperform/Sell*	20%	(47% banking clients)
Restricted	2%	

**For purposes of the NYSE and NASD ratings distribution disclosure requirements, our stock ratings of Outperform, Neutral, and Underperform most closely correspond to Buy, Hold, and Sell, respectively; however, the meanings are not the same, as our stock ratings are determined on a relative basis. (Please refer to definitions above.) An investor's decision to buy or sell a security should be based on investment objectives, current holdings, and other individual factors.*

Credit Suisse's policy is to update research reports as it deems appropriate, based on developments with the subject company, the sector or the market that may have a material impact on the research views or opinions stated herein.

Credit Suisse's policy is only to publish investment research that is impartial, independent, clear, fair and not misleading. For more detail please refer to Credit Suisse's Policies for Managing Conflicts of Interest in connection with Investment Research: http://www.csfb.com/research-and-analytics/disclaimer/managing_conflicts_disclaimer.html

Credit Suisse does not provide any tax advice. Any statement herein regarding any US federal tax is not intended or written to be used, and cannot be used, by any taxpayer for the purposes of avoiding any penalties.

See the Companies Mentioned section for full company names.

Price Target: (12 months) for (2498.TW)

Method: Our 12-month target price of NT\$570 for HTC Corp. (2498.TW) is based on 2010 price to earnings (PE) multiple of 15x (adjusted for employee bonus, of which we assume 18% dilution to Taiwan GAAP net profit). We forecast 2010 adjusted earnings per share (EPS) of NT\$38.40.

Risks: The major risks to our 12-month target price of NT\$570 for HTC include: 1) potential market share losses, 2) slower-than-expected growth in the overall handset market and 3) not being able to catch up with next-generation designs or developments in new materials.

Please refer to the firm's disclosure website at www.credit-suisse.com/researchdisclosures for the definitions of abbreviations typically used in the target price method and risk sections.

See the Companies Mentioned section for full company names.

The subject company (2498.TW) currently is, or was during the 12-month period preceding the date of distribution of this report, a client of Credit Suisse.

Credit Suisse provided investment banking services to the subject company (2498.TW) within the past 12 months.

Credit Suisse expects to receive or intends to seek investment banking related compensation from the subject company (2498.TW) within the next 3 months.

Important Regional Disclosures

The analyst(s) involved in the preparation of this report have not visited the material operations of the subject company (2498.TW) within the past 12 months.

Restrictions on certain Canadian securities are indicated by the following abbreviations: NVS--Non-Voting shares; RVS--Restricted Voting Shares; SVS--Subordinate Voting Shares.

Individuals receiving this report from a Canadian investment dealer that is not affiliated with Credit Suisse should be advised that this report may not contain regulatory disclosures the non-affiliated Canadian investment dealer would be required to make if this were its own report.

For Credit Suisse Securities (Canada), Inc.'s policies and procedures regarding the dissemination of equity research, please visit http://www.csfb.com/legal_terms/canada_research_policy.shtml.

As of the date of this report, Credit Suisse acts as a market maker or liquidity provider in the equities securities that are the subject of this report.

Principal is not guaranteed in the case of equities because equity prices are variable.

Commission is the commission rate or the amount agreed with a customer when setting up an account or at anytime after that.

To the extent this is a report authored in whole or in part by a non-U.S. analyst and is made available in the U.S., the following are important disclosures regarding any non-U.S. analyst contributors:

The non-U.S. research analysts listed below (if any) are not registered/qualified as research analysts with FINRA. The non-U.S. research analysts listed below may not be associated persons of CSSU and therefore may not be subject to the NASD Rule 2711 and NYSE Rule 472 restrictions on communications with a subject company, public appearances and trading securities held by a research analyst account.

- Felix Rusli, non-U.S. analyst, is a research analyst employed by Credit Suisse Taipei Branch.

For Credit Suisse disclosure information on other companies mentioned in this report, please visit the website at www.credit-suisse.com/researchdisclosures or call +1 (877) 291-2683.

Disclaimers continue on next page.

Disclaimers

This report is not directed to, or intended for distribution to or use by, any person or entity who is a citizen or resident of or located in any locality, state, country or other jurisdiction where such distribution, publication, availability or use would be contrary to law or regulation or which would subject Credit Suisse, the Swiss bank, or its subsidiaries or its affiliates ("CS") to any registration or licensing requirement within such jurisdiction. All material presented in this report, unless specifically indicated otherwise, is under copyright to CS. None of the material, nor its content, nor any copy of it, may be altered in any way, transmitted to, copied or distributed to any other party, without the prior express written permission of CS. All trademarks, service marks and logos used in this report are trademarks or service marks or registered trademarks or service marks of CS or its affiliates.

The information, tools and material presented in this report are provided to you for information purposes only and are not to be used or considered as an offer or the solicitation of an offer to sell or to buy or subscribe for securities or other financial instruments. CS may not have taken any steps to ensure that the securities referred to in this report are suitable for any particular investor. CS will not treat recipients as its customers by virtue of their receiving the report. The investments or services contained or referred to in this report may not be suitable for you and it is recommended that you consult an independent investment advisor if you are in doubt about such investments or investment services. Nothing in this report constitutes investment, legal, accounting or tax advice or a representation that any investment or strategy is suitable or appropriate to your individual circumstances or otherwise constitutes a personal recommendation to you. CS does not offer advice on the tax consequences of investment and you are advised to contact an independent tax adviser. Please note in particular that the bases and levels of taxation may change.

CS believes the information and opinions in the Disclosure Appendix of this report are accurate and complete. Information and opinions presented in the other sections of the report were obtained or derived from sources CS believes are reliable, but CS makes no representations as to their accuracy or completeness. Additional information is available upon request. CS accepts no liability for loss arising from the use of the material presented in this report, except that this exclusion of liability does not apply to the extent that liability arises under specific statutes or regulations applicable to CS. This report is not to be relied upon in substitution for the exercise of independent judgment. CS may have issued, and may in the future issue, a trading call regarding this security. Trading calls are short term trading opportunities based on market events and catalysts, while stock ratings reflect investment recommendations based on expected total return over a 12-month period as defined in the disclosure section. Because trading calls and stock ratings reflect different assumptions and analytical methods, trading calls may differ directionally from the stock rating. In addition, CS may have issued, and may in the future issue, other reports that are inconsistent with, and reach different conclusions from, the information presented in this report. Those reports reflect the different assumptions, views and analytical methods of the analysts who prepared them and CS is under no obligation to ensure that such other reports are brought to the attention of any recipient of this report. CS is involved in many businesses that relate to companies mentioned in this report. These businesses include specialized trading, risk arbitrage, market making, and other proprietary trading.

Past performance should not be taken as an indication or guarantee of future performance, and no representation or warranty, express or implied, is made regarding future performance. Information, opinions and estimates contained in this report reflect a judgement at its original date of publication by CS and are subject to change without notice. The price, value of and income from any of the securities or financial instruments mentioned in this report can fall as well as rise. The value of securities and financial instruments is subject to exchange rate fluctuation that may have a positive or adverse effect on the price or income of such securities or financial instruments. Investors in securities such as ADR's, the values of which are influenced by currency volatility, effectively assume this risk.

Structured securities are complex instruments, typically involve a high degree of risk and are intended for sale only to sophisticated investors who are capable of understanding and assuming the risks involved. The market value of any structured security may be affected by changes in economic, financial and political factors (including, but not limited to, spot and forward interest and exchange rates), time to maturity, market conditions and volatility, and the credit quality of any issuer or reference issuer. Any investor interested in purchasing a structured product should conduct their own investigation and analysis of the product and consult with their own professional advisers as to the risks involved in making such a purchase.

Some investments discussed in this report have a high level of volatility. High volatility investments may experience sudden and large falls in their value causing losses when that investment is realised. Those losses may equal your original investment. Indeed, in the case of some investments the potential losses may exceed the amount of initial investment, in such circumstances you may be required to pay more money to support those losses. Income yields from investments may fluctuate and, in consequence, initial capital paid to make the investment may be used as part of that income yield. Some investments may not be readily realisable and it may be difficult to sell or realise those investments, similarly it may prove difficult for you to obtain reliable information about the value, or risks, to which such an investment is exposed.

This report may provide the addresses of, or contain hyperlinks to, websites. Except to the extent to which the report refers to website material of CS, CS has not reviewed the linked site and takes no responsibility for the content contained therein. Such address or hyperlink (including addresses or hyperlinks to CS's own website material) is provided solely for your convenience and information and the content of the linked site does not in any way form part of this document. Accessing such website or following such link through this report or CS's website shall be at your own risk.

This report is issued and distributed in Europe (except Switzerland) by Credit Suisse Securities (Europe) Limited, One Cabot Square, London E14 4QJ, England, which is regulated in the United Kingdom by The Financial Services Authority ("FSA"). This report is being distributed in Germany by Credit Suisse Securities (Europe) Limited Niederlassung Frankfurt am Main regulated by the Bundesanstalt fuer Finanzdienstleistungsaufsicht ("BaFin"). This report is being distributed in the United States by Credit Suisse Securities (USA) LLC; in Switzerland by Credit Suisse; in Canada by Credit Suisse Securities (Canada), Inc.; in Brazil by Banco de Investimentos Credit Suisse (Brasil) S.A.; in Japan by Credit Suisse Securities (Japan) Limited, Financial Instrument Firm, Director-General of Kanto Local Finance Bureau (Kinsho) No. 66, a member of Japan Securities Dealers Association, The Financial Futures Association of Japan; elsewhere in Asia/Pacific by whichever of the following is the appropriately authorised entity in the relevant jurisdiction: Credit Suisse (Hong Kong) Limited, Credit Suisse Equities (Australia) Limited, Credit Suisse Securities (Thailand) Limited, Credit Suisse Securities (Malaysia) Sdn Bhd, Credit Suisse Singapore Branch, Credit Suisse Securities (India) Private Limited, Credit Suisse Securities (Europe) Limited, Seoul Branch, Credit Suisse Taipei Branch, PT Credit Suisse Securities Indonesia, and elsewhere in the world by the relevant authorised affiliate of the above. Research on Taiwanese securities produced by Credit Suisse Taipei Branch has been prepared by a registered Senior Business Person. Research provided to residents of Malaysia is authorised by the Head of Research for Credit Suisse Securities (Malaysia) Sdn. Bhd., to whom they should direct any queries on +603 2723 2020.

In jurisdictions where CS is not already registered or licensed to trade in securities, transactions will only be effected in accordance with applicable securities legislation, which will vary from jurisdiction to jurisdiction and may require that the trade be made in accordance with applicable exemptions from registration or licensing requirements. Non-U.S. customers wishing to effect a transaction should contact a CS entity in their local jurisdiction unless governing law permits otherwise. U.S. customers wishing to effect a transaction should do so only by contacting a representative at Credit Suisse Securities (USA) LLC in the U.S.

Please note that this report was originally prepared and issued by CS for distribution to their market professional and institutional investor customers. Recipients who are not market professional or institutional investor customers of CS should seek the advice of their independent financial advisor prior to taking any investment decision based on this report or for any necessary explanation of its contents. This research may relate to investments or services of a person outside of the UK or to other matters which are not regulated by the FSA or in respect of which the protections of the FSA for private customers and/or the UK compensation scheme may not be available, and further details as to where this may be the case are available upon request in respect of this report.

Any Nielsen Media Research material contained in this report represents Nielsen Media Research's estimates and does not represent facts. NMR has neither reviewed nor approved this report and/or any of the statements made herein.

If this report is being distributed by a financial institution other than Credit Suisse, or its affiliates, that financial institution is solely responsible for distribution. Clients of that institution should contact that institution to effect a transaction in the securities mentioned in this report or require further information. This report does not constitute investment advice by Credit Suisse to the clients of the distributing financial institution, and neither Credit Suisse, its affiliates, and their respective officers, directors and employees accept any liability whatsoever for any direct or consequential loss arising from their use of this report or its content.

Copyright 2009 CREDIT SUISSE and/or its affiliates. All rights reserved.

ASIA/PACIFIC: +852 2101-6000
EUROPE: +44 (20) 7888-8888
UNITED STATES OF AMERICA: +1 (212) 325-2000