

Positive Q3 2012 for Asus

Written by Marco Attard
31 October 2012

Asus bucks the negative trend in Q3 2012 with tablet shipments reaching 2.3 million units and profits growing by 43% Y-o-Y to reach \$230m, the highest quarterly profit in 4 years.



Gross revenues total \$3.8 billion with 9% Y-o-Y growth.

The company attributes the positive results to the popularity of the Nexus 7 tablet as well as its portfolio of convertible devices (such as the Transformer Prime) and notebooks.

When it comes to the future Asus projects Q4 2012 tablet shipments to reach 2.6m, bringing total 2012 shipments to around 6.3m. It also predicts growth will continue throughout 2013, with CEO Jerry Shen saying "I think 10 million [2013 tablet shipments] is a conservative target."

[According to Gartner](#) Asus is also the vendor seeing the most growth in Q3 2012 when it comes to PCs-- 11.8% Y-o-Y, an exception within a market going through a global -8.3% Y-o-Y decline.

Go [Asustek Earnings Show Unexpected Strength \(WSJ.com, subscription required\)](#)