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.....	366

		30%	
/	/		
/			
		30%	
		2	
		30%	
		30%	2016
		2017	2018
		15,800.00	27,500.00
			38,500.00

		POS

B2B		Business-to-Business Internet
B2C		Business-to-Customer
PFD		DMS FD DMS DMS
RTB		
DMP		
IP		
CRM		
B2B		
DSP		DSP
PV		

ICP

30% 30% 30%

2015 12 31 30%

61,232.53 30%

61,200.00

9.71 /

20 90%

63,027,806

2015 4 24 <

> 12

100%

2

61,200.00

100%

9.71 /

20

90%

63,027,806

1		33,200	34,191,555
2		28,000	28,836,251
		61,200.00	63,027,806

1

70%

2

1

17.28%

2

11.16%

3

3

30%

2015

2015 12 31			
	1,119,014.76	343,319.38 ¹	30.68%
	197,592.70	61,200.00 ²	30.97%
2015			
	4,303,013.90	1,274,256.79 ³	29.61%

- 1 *30%
- 2 61,200.00
- 3 *30%

2015

2015

50%

A

1.00

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9.71 /
90%

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2015 11 9

2,191.60

10%

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2015 11 9

13,883.15

10%

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90%

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9.71 /

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90%

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20

1

	30%	61,200.00	63,027,806

2

2

61,200.00

1		33,200.00	34,191,555
2		28,000.00	28,836,251
		61,200.00	63,027,806

1

36

2

36

1

	2016	2017	2018
	2016	2017	2018
15,800.00	27,500.00	38,500.00	

	2016	2017	2018
	2016	2017	2018
		15,800.00	27,500.00
2017	2018		
38,500.00			

2016 12 31

2

1

2

3

3

1

2

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x

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x 1+

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x

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6

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1.00

10

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7

/

30%

[2016] 326

100%
 204,108.43 100%
 205,086.69
 204,108.43 30%
 61,232.53

2015 12 31

946,901,092

63,027,806

63,027,806

	(((
	131,917,569	13.93%	131,917,569	13.06%	131,917,569	12.29%
	90,465,984	9.55%	90,465,984	8.96%	90,465,984	8.43%
	86,300,019	9.11%	86,300,019	8.55%	86,300,019	8.04%
	68,531,663	7.24%	68,531,663	6.79%	68,531,663	6.39%
	-	-	63,027,806	6.24%	63,027,806	5.87%
	-	-	-	-	34,191,555	3.19%
	-	-	-	-	28,836,251	2.69%
A	569,685,857	60.17%	569,685,857	56.41%	569,685,857	53.09%
	946,901,092	100%	1,009,928,898	100%	1,072,956,704	100.00%

2015

2015

	2015	
	1.14	1.00
	0.75	0.66
	79.39%	81.80%
	48.06	64.23
	15.38	12.22
	2.94%	2.94%
	-0.87%	-0.87%
	-0.24	-0.33
	-0.25	-0.35

1

2 2014
2015

2015

1

2016 4 1

2

2016 4 1
30%

2015 12 31

3

2016 4 1
30%

2015 12 31

1

2

2015 12 31

13.93%

2015 12 31

9

3

2015 12 31

3

1

www.cninfo.com.cn

13		1 2 3
26		/ / / /

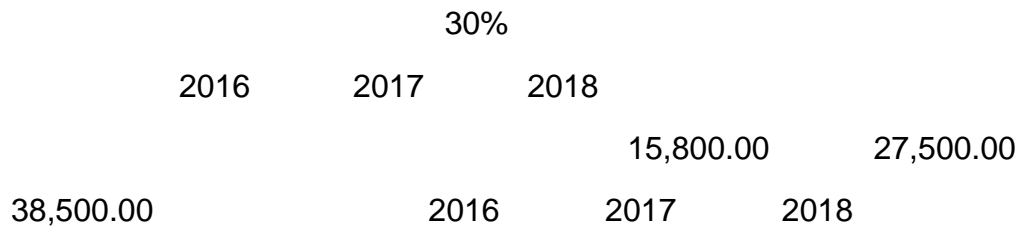
1

2

3

		100%			2015	12
31	204,108.43		2015	12	31	
190,704.50			7.03%			30%
61,232.53						

4



5

2016 2017 2018

6

2

61,200.00

7

4.40%
2014 2015

2.45% 2.55%

1



2

2012

	2015	2014	2013
	3.33%	3.01%	7.11%
	3.17%	3.45%	6.5%

2012

48%

T4-T6

T4-T6

3

100

1.2

4

2014

3G

4G

3G

2014

3G

2015

2016

5

6

10-20

1

	2015	2014	2013
	64,608.04	115,107.15	141,096.86
	5.65%	11.80%	13.44%
	1.52%	3.39%	4.84%

7

1

2

3

4

8

T4-T6

80,000

9

2015

2015

13.0%

iphone7

2016

iphone7

2016

10

		/			
1		B2-20130038	2013.06.08- 2018.02.08		
2		[2013]00292-A011	2013.11.14- 2018.02.08		
3		4453061805			
4		4700624091			
5		01100590			
6		ICP 080655	2015.02.15- 2018.12.25		
7		[2013]0453-086	2013.06.18- 2016.06.17		
8		ICP 100242	2015.03.18-		

			2020.03.18		
9		[2013]0937-986	2015.04.21- 2016.11.21		

2016 6 7

2016 6 17

2016 11

2

1 2016 4 14

2

30

www.bjwh.gov.cn

1

2

3

4

1

6,200

4.2

5,800

5,000

2015

2014

2013

4.5

4.7

2014

12.8

2008

6.25

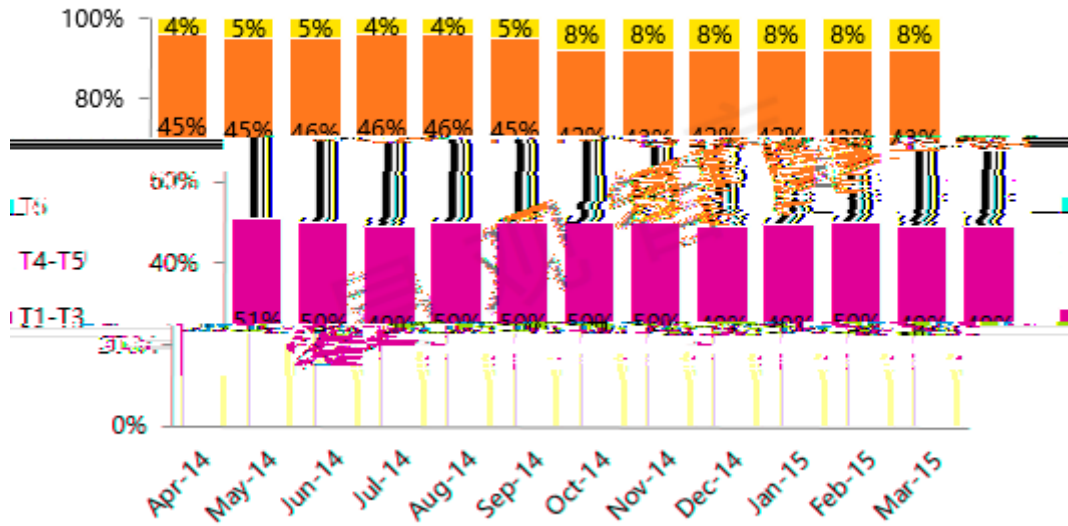
2014

53%

95%

95%

手机行业T级市场容量占比



数据来源：赛迪顾问，巨潮智库整理

+

+

T4-T6

T4-T6

+

2006-2020

30%

70%

T4-T6

70%

30%

30%

30%

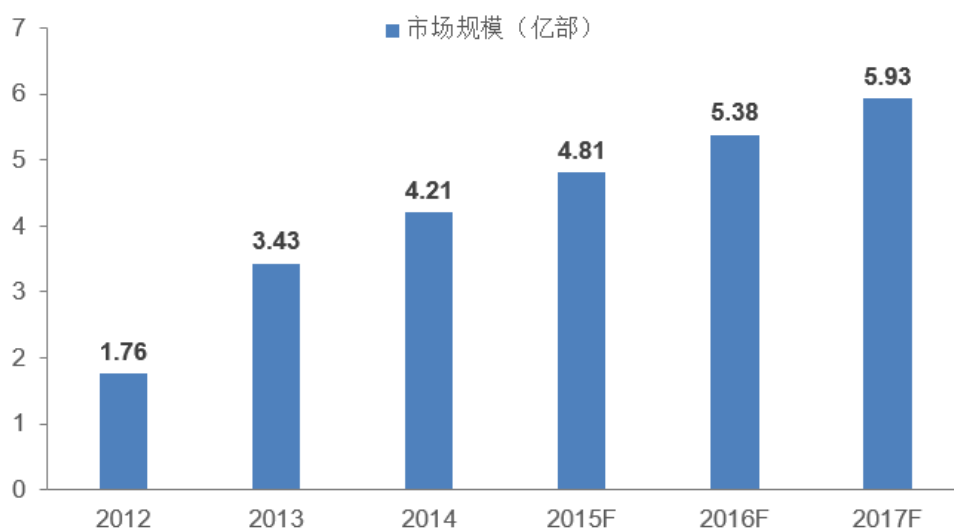
1

2015	4G			28%	4G	
2015	4G		3.56	3G	4.08	2016
	4G		3G			

2

				2012	2013	2014	
		1.76	3.43	4.21	2015	2016	2017
		4.81	5.38	5.93			

中国智能手机市场规测



4G

2014

3G

4G

2015

6,200

2013-2017

2013

	84,000
	50,000
	40,000
	2,000

2013

30%

30%

30%

2015 12 31

61,232.53

30%

30%

61,200.00

9.71 /

20

90%

63,027,806

2015 4 24

<

>

12

100%

2

61,200.00

100%

9.71 /

20

90%

63,027,806

1		33,200.00	34,191,555
2		28,000.00	28,836,251
		61,200.00	63,027,806

1 70%

2

1 17.28%

2 11.16%

3

3

30%

2015

2015 12 31			
	1,119,014.76	343,319.38 ¹	30.68%
	197,592.70	61,200.00 ²	30.97%
2015			
	4,303,013.90	1,274,256.79 ³	29.61%

- 1 *30%
- 2 61,200.00
- 3 *30%

2015

2015

50%

2015 12 31

4

10%

10%

2

25%

1

2015 12 31

946,901,092

63,027,806

63,027,806

	(((

2015

2015

	2015	
	1.14	1.00
	0.75	0.66
	79.39%	81.80%
	48.06	64.23
	15.38	12.22
	2.94%	2.94%
	-0.87%	-0.87%
	-0.24	-0.33
	-0.25	-0.35

1

2 2014
2015

2015

	Telling Telecommunication Holding Co.,Ltd.
	360000110002043

A

			[97]	59	7,504.93
			66.62%	5,000.00	
66.67%				2,500.00	
250.00			33.33%		
1997	10	24			
				[1997]	13
					1997
10					

			%
1		2,436.88	29.54
2		1,044.84	12.66
3		602.93	7.31
4		488.40	5.92
5		426.95	5.18
6		3,250.00	39.39
		8,250.00	100.00

2000 5

2000 5 5 1999 1999

7,500.00 10 10

8,250 10 9.09

15,750.00 2000 6 12 2000 6 13

2000 6 16

1999 [2000]12

1999 2000 6 28

2004 12 6

2004 36 2000

6 12 15,750.00

			%
1		4,652.23	29.54
2		1,994.70	12.66
3		1,151.04	7.31
4		932.40	5.92
5		815.09	5.18
6		6,204.55	39.39
		15,750.00	100.00

2001 12

2001 12

[2001]268

[2001]855

[2001] 94

1,747.47

1,151.04

932.40

815.09

4,646.00

1,473.00

1,994.70

			%
1		4,646.00	29.50
2		1,994.70	12.66
3		1,473.00	9.35
4		1,431.75	9.09
5		6,204.55	39.39
		15,750.00	100.00

[2008]

15

2010

12 31

2003 1

70%

2003 1 19

24,255

51%

9%

10%

70%

[2003]20

2003 7 10

2002

2004 9

2004 9 19

2004

2004

2004 6 30

15,750.00

10

1

10 5

2004 12 21

[2004]04

2004

2004 12 6

2004

36

2004 10 20

25,200.00

			%
1		7,433.60	29.50
2		3,191.52	12.66
3		2,356.80	9.35
4		2,290.80	9.09
5		9,927.28	39.39
		25,200.00	100.00

2006 6 22

[2006]55

[2006]814

2,290.80

2006 6 30

[2006]

1

[2006]819

3,024.00

			%
1		4,409.60	17.50
2		3,191.52	12.66
3		3,024.00	12.00
4		2,356.80	9.35
5		2,290.80	9.09
6		9,927.28	39.39
		25,200.00	100.00

2006 9

2006 8 7

[2006]950

2006 8 14

10

2.6

2006

9 5

			%
1		3,664.38	14.54
2		2,652.16	10.52
3		2,512.94	9.97
4		1,958.50	7.77
5		1,903.66	7.55
6		12,508.36	49.65
		25,200.00	100.00

2007 2

2007 2 1

[2007] 85

2007 3 3

2006

2007 3 15

2007 3

2007 3 3

2006

2006

2006 12 31

25,200.00

10

9

22,680.00

10

1

25,200.00

2007 5 17

2007

014

2007 4 4

50,400.00

			%
1		7,328.76	14.54
2		5,304.31	10.52
3		5,025.89	9.97
4		3,917.00	7.77

5

2007 8 7

2007 035

2007 8 6

52,805.00

			%
1		7,328.76	13.88
2		5,304.31	10.05
3		5,025.89	9.52
4		3,917.00	7.42
5		3,807.31	7.21
6		27,421.73	51.92
		52,805.00	100.00

2008 2

2008 2 26

2007

2007

2007 12 31

52,805.00

10

8

42,244.00

2008 12 29

2008

152

2008 4 14

95,049.00

			%
1		13,191.76	13.88
2		9,547.76	10.05
3		9,046.60	9.52
4		7,050.60	7.42
5		6,853.17	7.21
6		49,359.11	51.92
		95,049.00	100.00

2009 5

2008 11 17 2008

2009 5 17

358.89 2009 6 11

2009 8 28

2009

005 2009 8 26

94,690.11

			%
1		13,191.76	13.93
2		9,547.76	10.08
3		9,046.60	9.55
4		7,050.60	7.45
5		6,853.17	7.24
6		49,000.22	51.75
		94,690.11	100.00

2006 6 30 [2006] 1

[2006]819

3,024.00

29.50% 17.50%

2006 9

14.54% 2007

7 2,405.00

13.88% 2008 11 358.89
2009 6
13.93% 2011 11

2012 10

2012 10

2015 12 30

2015

100%

2016 1 12

[2016]7

9112011678334882XA

94,900

2016 2 18

2016 3 22 94,900

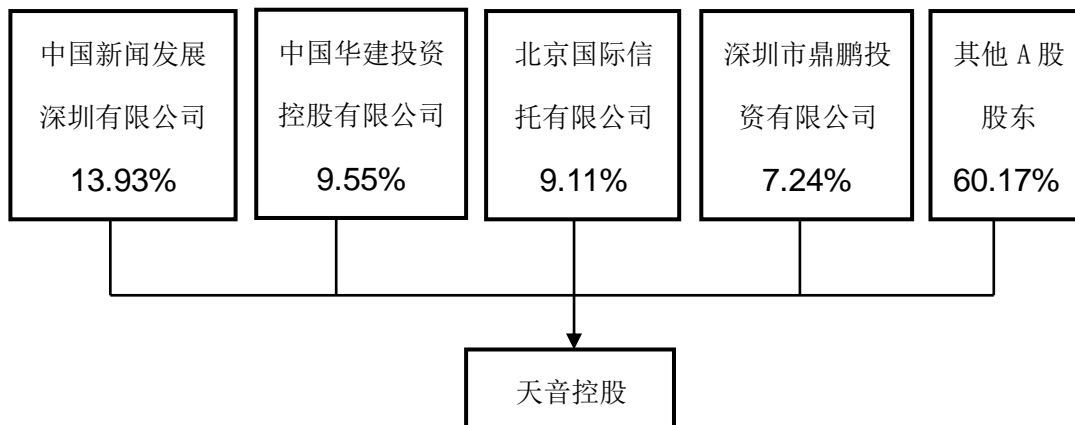
1		98.18%	2014	339.68
				B2B
2		2014 9		3.8
				Nice TV
3		10033 6	170.com PC	
		170		
4			2014 0.87%	3.00

2013 2014 2015
 [2016]3-136 [2014]3-228 [2015]3-214

	2015 12 31	2014 12 31	2013 12 31
	1,119,014.76	1,094,182.24	1,154,519.17

	2015 12 31	2014 12 31	2013 12 31
	888,417.82	827,955.86	858,965.51
	197,592.70	220,342.06	218,469.75
	230,596.94	266,226.38	295,553.66

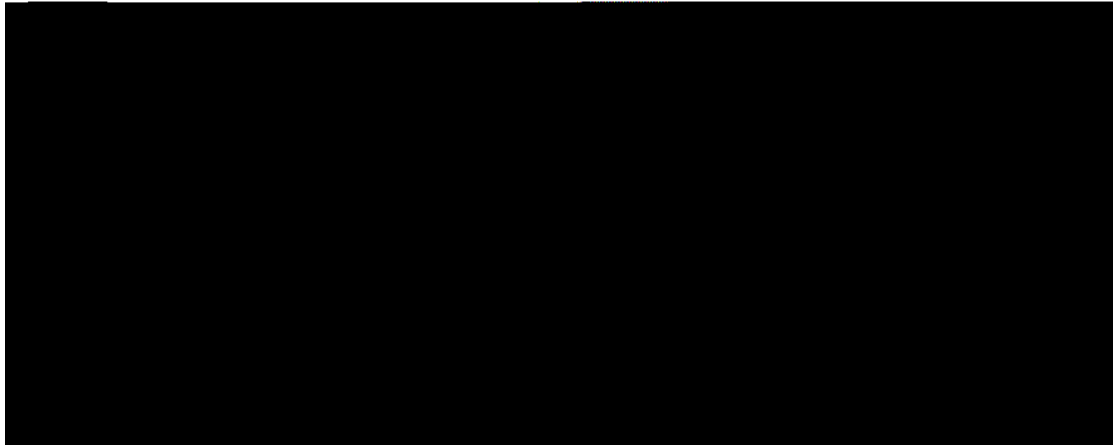
2015
12 31



	2 32 3202
	2 32 3202
	6945
	2000 5 23
	440301102775626
	72300328-0
	440300723003280

	/	()	
1		2104.90	30.31%
2		1945.00	28.00%
3		1200.00	17.28%
4		775.00	11.16%
5		775.00	11.16%

6		95.10	1.37%
7		50.00	0.72%
		6,945.00	100%



1

1

	37 1-137
	2016 2 18
/	91659001MA775K4A5F

2

	/		()	
1			1.00	0.0049%
2			9,278.16	45.10%
3			8,183.54	39.78%
4			110.30	0.54%
5			3,001.00	14.59%
			20,574.00	100.00%

2

1

2

5			10.90	11.46%
6			10.45	10.99%
7			9.35	9.83%
8			7.60	7.99%
			95.11	100.00%

4

1

			1002	35 3514
		100		
		2016 2 17		
		91440300360009500A		
		440301115111036		

2

	/	()	
1		100.00	100%
		100.00	100.0%

5

1

			37 1-134
		2016 2 18	
/		91659001MA775K4C15	

2

	/		()
--	---	--	-----

1			1	0.03%
2			1,620.47	54.00%
3			20.13	0.67%
4			2.44	0.08%
5			40.74	1.36%
6			24.13	0.80%
7			1.95	0.07%
8			9.77	0.33%
9			1.95	0.07%
10			48.85	1.63%
11			1.95	0.07%
12			9.77	0.33%
13			14.66	0.49%
14			4.89	0.16%
15			9.77	0.33%

44			31.26	1.04%
45			78.16	2.60%
46			29.31	0.98%
47			54.22	1.81%
48			19.44	0.65%
49			9.77	0.33%
50			30.19	1.01%
			3,001.00	100.00%

1 2000 5 23

2000 4 25

1000

2000 4 27

(2000

075D)

2000 4 27

1000

1000

2000 5 11

[2000]20

26%

2000 5 11

[2000]21

74%

2000 5 23

(

4403011046503

N61092)

	/		()	
1		260.00	260.00	26%
2		740.00	740.00	74%
		1,000.00	1,000.00	100%

2 2000 9

2000 9 25

26% 24%
 2% 240 20
 2000 9 25
 30%
 15.5% 13.5% 1%
 155 135 10
 2000 9 25 1
 26% 24%
 2% 240 20 2
 30% 15.5%
 13.5% 1% 24% 155 135 10
 44%
 24% 15.5% 15.5%
 1% 2000 9 3 5
 2000 9 25 1 %1%

2000 935

3		155.00	15.5%
4		155.00	15.5%
5		10.00	1%
		1,000.00	100%

3 2001 11 5000

2001 10 16

1000

1

5000

2

3

4

2001 10 25

2200

2007 5 25

44%

2200

2007 5 25

2007 5 28

	/	()	
1		2,200.00	44%
2		1,200.00	24%
3		775.00	15.5%
4		775.00	15.5%
5		50.00	1%
		5,000.00	100%

5 2007 6

44%

2007 5 31

44%

2200

2007 5 31

44%

2200

2007 5 31

2007 6 1

	/	()	
1		2,200.00	44%
2		1,200.00	24%
3		775.00	15.5%
4		775.00	15.5%

5		50.00	1%
		5,000.00	100%

6 2007 8 6945

2007 7 26 1

5000 6945 2

1.5 1945 13055

- 3

2007 8 9 ([]

[2007]36) 2001 8 8

15000 1945 13055

-

8 2015 5

2015 5 19

2015 5 22

9 2016 2 31.68%

2016 2 23

31.68% 1.37%

30.31%

2016 2 23

31.68%

1.37%

1 2016 2 23

30.31%

20,572

2016 2 23

2016 2 24

	/	()	
1		2104.90	30.31%
2		1945.00	28.00%
3		1200.00	17.28%
4		775.00	11.16%
5		775.00	11.16%

6		95.10	1.37%
7		50.00	0.72%
		6,945.00	100%

2016 2 23

2016 2 23

31.68% 1.37%

30.31%

1.37%

1

30.31%

20,572

1

1994

1997 9 24

1999 12

1999

128

	7		4.323%
1.37%		95.677%	
	7		
	1.37%		1
			7
			30.31%
		20,572	
2			
			2016 1 29
	[2016]	15	
	2015 12 31		69,689.40
3			
			30%
	[2016]	15	69,689.40
		[2016]	[326]
		30%	
	30%	61,232.53	30%
			30%
2016 2 23			
			2016 2 23

[2015]726

2014

2015

[2016]103

2014

2015

	200	100%	

2015 9 14

	/			
1			600.00	60%
2			400.00	40%
			1,000.00	100%

2 2016 2

2016 2 29

600

2016 2 29

	/			
1			600.00	60%
2			400.00	40%
			1,000.00	100%

3

1

深圳市同威资产管理

同威创投

同威创投股权投资
合伙企业（有限合伙）

2

	1104
	1999 7 5
	440301103047347
	71521623-5
	440300715216235
	(

基金

基金

同威资产管理有限公司

4

5

6

7

1

	29
	2016 3 4
	91360504MA35GMTRXH

2

1 2016 3

2016 3 4

0.03

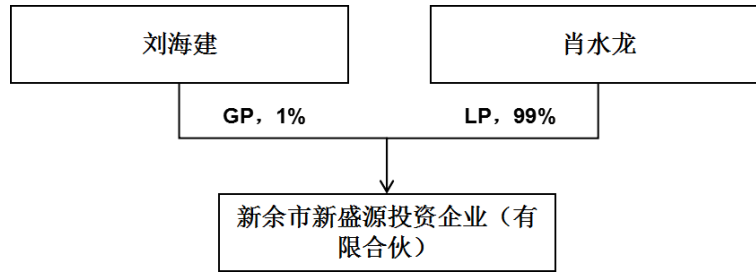
2.97

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	/			
1			0.03	1%
2			2.97	99%
			3.00	100%

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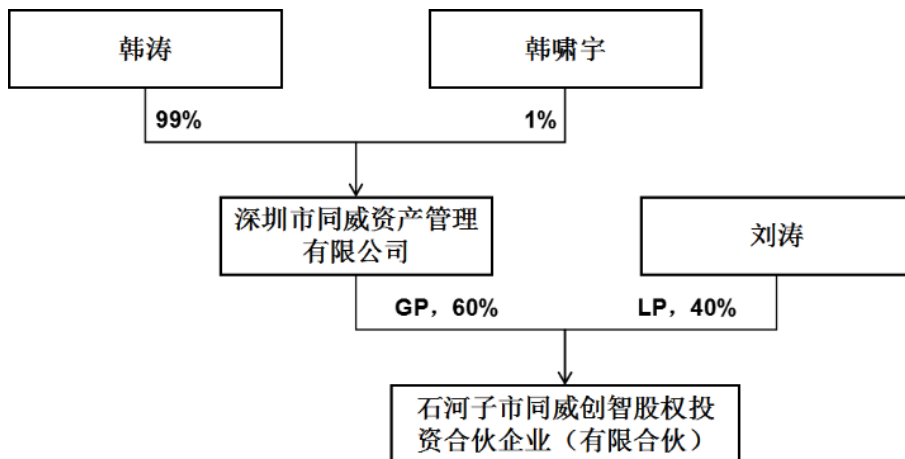
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	2013				

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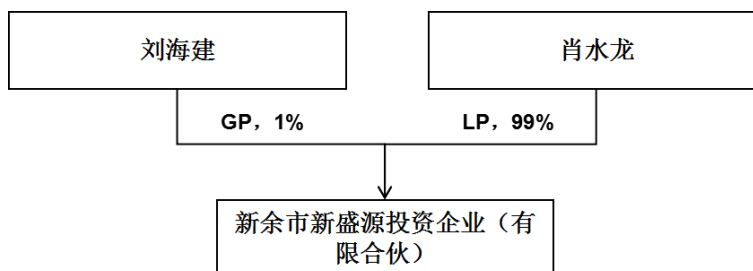
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		39		21D	
		1104			

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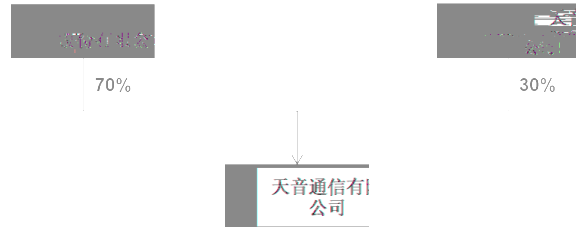
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70%

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石河子市天联创 珠海昱顺科技 石河子市天和旺



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	/		()	
1		140.00	140.00	70%
2		60.00	60.00	30%
		200.00	200.00	100%

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2		60.00	30%
3		80.00	40%
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51%

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1		102.00	51%
2		80.00	40%
3		18.00	9%
		200.00	100%

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1		102.00	51%
2		80.00	40%

3		18.00	9%
		200.00	100%

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1,800,000.00

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1		1,020.00	51%
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3		180.00	9%
		2,000.00	100%

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2002 10 27

2002 42

1		1,400.00	70%
2		600.00	30%
		2,000.00	100%

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	/	()	
1		42,000.00	70%
2		18,000.00	30%
		60,000.00	100%

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1		3,000.00	100.00%	B2B
2		1,500.00	100.00%	
3		4,500.00	100.00%	
4		2,000.00	100.00%	
5		2,000.00	100.00%	
6		38,000.00	100.00%	
7		500.00	100.00%	
8		500.00	100.00%	
9		120.00	100.00%	
10		2,000.00	100.00%	
11		555.00	100.00%	
12		1,000.00	100.00%	
13		2,000.00	100.00%	
14		2,000.00	100.00%	
15		555.00	100.00%	
16		555.00	100.00%	
17		2,000.00	100.00%	
18		1,000.00	100.00%	

19		2,460.00	100.00%	
20		100.00	100.00%	
21		50.00	100.00%	
22		10,976.98	100.00%	
23		5,000.00	100.00%	
24		57,000.00	70.00%	
25		2,500.00	55.00%	
26	BLISSFULFAMELIMITED/	200	100.00%	TMT LP
27	APEXSINGLIMITED/	200	100.00%	
28		1,050.00	29.00%	
29		948.93	10.54%	
30		588.24	15.00%	
31		18.75	20.00%	
32		300.00	20.00%	
33		118.75	16.00%	
34		5,000.00	1.00%	
35		600.00	16.65%	
36		243.7531	4.90%	

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1		110102010001GB00137	2,734.63	117				2054 6 29

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1	X	113577	-2	265	43.26	2013.06.13
2	X	113607	-2	266	43.26	2013.06.14
3	X	113610	-2	267	43.26	2013.06.14
4	X	113614	-2	268	43.26	2013.06.14
5	X	113620	-2	269	43.26	2013.06.14
6	X	113623	-2	270	43.26	2013.06.14
7	X	113629	-2	271	43.26	2013.06.14
8	X	113633	-2	272	43.26	2013.06.14
9	X	113688	-2	273	43.26	2013.06.17
10	X	113699	-2	275	43.26	2013.06.17
11	X	114003	-2	276	43.26	2013.06.24
12	X	114007	-2	277	43.26	2013.06.24
13	X	114014	-2	278	43.26	2013.06.24
14	X	114019	-2	279	43.26	2013.06.24
15	X	114024	-2	287	42.79	2013.06.24
16	X	114026	-2	288	42.79	2013.06.24
17	X	114028	-2	289	42.79	2013.06.24
18	X	114032	-2	290	41.93	2013.06.24
19	X	114035	-2	291	43.69	2013.06.24
20	X	114037	-2	292	43.69	2013.06.24
21	X	114042	-2	293	43.69	2013.06.24
22	X	114045	-2	295	43.69	2013.06.24
23	X	114047	-2	296	43.69	2013.06.24
24	X	114049	-2	297	43.69	2013.06.24
25	X	114050	-2	298	44.88	2013.06.24
26	X	115175	-2	263	43.26	2013.07.12
27	X	115176	-2	283	42.79	2013.07.12
28	X	115177	-2	285	43.69	2013.07.12
29	X	115178	-2	280	41.93	2013.07.12
30	X	115179	-2	281	42.79	2013.07.12
31	X	115180	-2	262	43.26	2013.07.12
32	X	115181	-2	261	43.26	2013.07.12
33	X	115182	-2	286	42.79	2013.07.12
34	X	115183	-2	282	42.79	2013.07.12
35	X	115184	-2	260	43.26	2013.07.12

36	X	115185	-2	228	42.79	2013.07.12
37	X	115186	-2	259	43.26	2013.07.12
38	X	115187	-2	258	47.26	2013.07.12
39	X	115188	-2	226	42.79	2013.07.12
40	X	115189	-2	227	42.79	2013.07.12

1			1518022	9		2011.03.03- 2021.02.06
2			1412807	38		2010.05.13- 2020.06.20
3			1415844	35		2010.05.13- 2020.06.27
4			1450527	9		2010.09.09- 2020.09.27
5		天音移动 Telling Mobile	14788180	38		2015.07.07- 2025.07.06
6		170	13650604	38		2015.04.21- 2025.04.20
7		170.com	13846955	38		2015.04.14- 2025.04.13

8		 沃天音	13487778	38	()	2015.03.07- 2025.03.06
9		 沃欧盟	13487769	38	()	2015.03.07- 2025.03.06
10			8254010	9	() () () () ()	2011.06.14- 2021.06.13
11			8254011	41	() () ()	2011.05.07- 2021.05.06
12		 开奇网 kaiqi.com	7299049	41	() () ()	2012.03.14- 2022.03.13

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开奇网
kaiqi.com






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19		7296364	42	()	2010.11.28- 2020.11.27
20		7299105	35		2010.11.14- 2020.11.13
21	 开奇网 kaiqi.com	7299119	35		2010.11.28- 2020.11.27
22	 开奇网 kaiqi.com	7296348	42	()	2010.11.28- 2020.11.27
23	 开元通宝	7296189	9	() () () ()	2010.11.21- 2020.11.20

24	 开元通宝	7296247	38	() ;	2010.10.14- 2020.10.13
25	 开元通宝	7296263	41) (2011.11.21- 2021.11.20
26	 开元通宝	7296217	35		2010.12.21- 2020.12.21
27	 开元通宝	7296235	36		2011.04.14- 2021.04.13
28	 开元通宝	7296277	42	()	2010.11.28- 2020.11.27
29		13734004	9	() () ()) ()) () ()	2015.02.14- 2025.02.13
30		13734005	41	() ()	2015.02.14- 2025.02.13

1			ZL20121 0587343. 3	2012.12.2 8		2016.01.2 0	
2			ZL20121 0371420. 1	2012.09.2 8		2015.12.0 2	
3	OPD001		ZL20143 0022814. 6	2014 01. 27		2014.07.2 3	
4			ZL01430 242688.5	2014.07.1 7		2014.12.1 0	
5			ZL20143 0242911. 6	2014.07.1 7		2014.12.1 0	
6			ZL20143 0247281. 1	2014.07.2 1		2014.12.1 0	
7			ZL20143 0543130. 0	2014.12.2 2		2015.06.1 0	
8			ZL20143 0560161. 7	2014.12.3 0		2015.07.1 5	
9			ZL20143 0282994. 1	2014.08.1 2		2014.12.1 0	

1		0459564	2012SR091528	Android V1.00		2010.09.01	
2		0467356	2012SR099320	Kjava V1.00		2010.06.01	

3		0467360	2012SR099324	IOS V1.10	2010.09.01		
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14		0491876	2012SR123840	V1.0	2012.08.16		
15		0491880	2012SR123844	V1.0	2012.08.09		
16		0480391	2012RS112355	V1.0	2012.03.23		

17 0408546 2012SR040509

25		0584234	2013SR078472	V1.0	2013.04.17		
26		0585805	2013SR080043	V1.0	2013.04.11		
27		0585307	2013SR079545	V1.0	2013.05.27		
28		0589718	2013SR083956	V1.0	2013.03.01		
29		0631789	2013SR126027	V1.0	2013.08.29		

30 0631792 2013SR126030 V1.0 2013.06.20

36		0784706	2014SR115462	V1.0	2013.10.09		
37		0869456	2014SR200223	V1.0	2014.05.28		
38		0913656	2015SR026576	V1.0	2014.10.10		
39		1178044	2015SR290958	V1.0	2015.01.20		
40		1185438	2016SR006821	V1.0	2015.12.01		

1	170.com	1999 2 6	2017 2 6			
2	170.cn	2003 4 10	2017 4 10			
3	tadu.com	2001 10 3	2017 10 3			
4	kaiqi.com	2002 4 30	2017 4 30			
5	tianler.com	2014 5 29	2024 5 29			
6	heLiuLiang.net	2014 3 6	2018 3 6			
7	oupeng.tw	2014 1 15	2018 1 15			
8	oupeng.asia	2014 1 15	2018 1 15			
9	oupenghd.com	2012 7 11	2016 7 11			
10	opxb.com	2016 1 12	2018 1 12			
11	oupeng10.com	2015 1 14	2018 1 14			
12	yunbrowser.cn	2014 12 15	2017 12 15			

13	yunbrowser.net	2014 12 15	2017 12 15	
14	okmobo.com	2014 10 29	2017 10 29	
15	okgame.com	2014 4 25	2016 4 25	
16	okgame.mobi	2014 4 25	2016 4 25	
17	oupeng9.com	2014 1 15	2018 1 15	

1002 1 26 3514
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1			BW8838	WDB2201651A	2003.04.09	
2			BBS001	SGM6510GL8	2004.09.29	
3			BFH900	WAUZZZ4E95N	2005.06.29	
4			BV500T	WDCBBBCB	2011.01.25	
5			B4W551	SGM6520UYAA	2014.03.28	
6			HD2686	A6I2.8CVI	2004.06.29	
7			LD7067	WAUKH44E07N	2007.11.16	
8			LD7352	5N1BV280	2007.11.21	
9			NTY803	FA6500	2010.07.16	
10			NTY738	FV720TFCVTG	2011.10.27	

11			A98953	WDDNG5EB	2012.04.18	
12			NTY804	HG6481BBANV	2014.02.24	
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2			[2013]00292-A011	2013.11.14-2018.02.08		
3			4453061805			
4			4700624091			
5			01100590			
6			ICP 080655	2015.02.15-2018.12.25		
7			[2013]0453-086	2013.06.18-2016.06.17		
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9			[2013]0937-986	2015.04.21-2016.11		

[2013]543

[2014]59

[2015]230

[2015]1178

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www.bjwh.gov.cn

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2015 12 31

	2015	12	31	2014	12	31
			1,144,397.93			975,682.10
			1,024,296.75			817,939.93

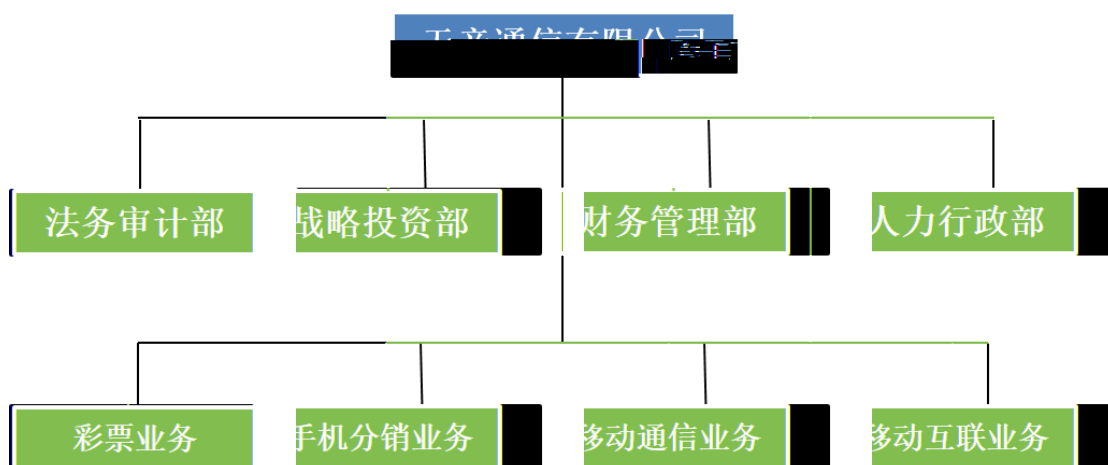
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	134,312.06	-29,369.51
	-1,892.64	-14,073.97
	-130,976.03	135,962.70
	1,475.04	92,497.20

	2015	2014
	-138.28	-567.53
	107.50	345.86
	1,186.03	-50.81
	-	-

	247,036,840.05	61.27%	1	
	80,000,000.00	19.84%	1	
	7,625,294.39	1.89%	1	
	3,712,900.25	0.92%	1	
	3,571,868.53	0.89%	1	
	341,946,903.22	84.81%	-	-

2015 12 31

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2.46%	1131	42.81%
965	36.52%	481
18.21%		

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T4-T6

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T4-T6

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170.com

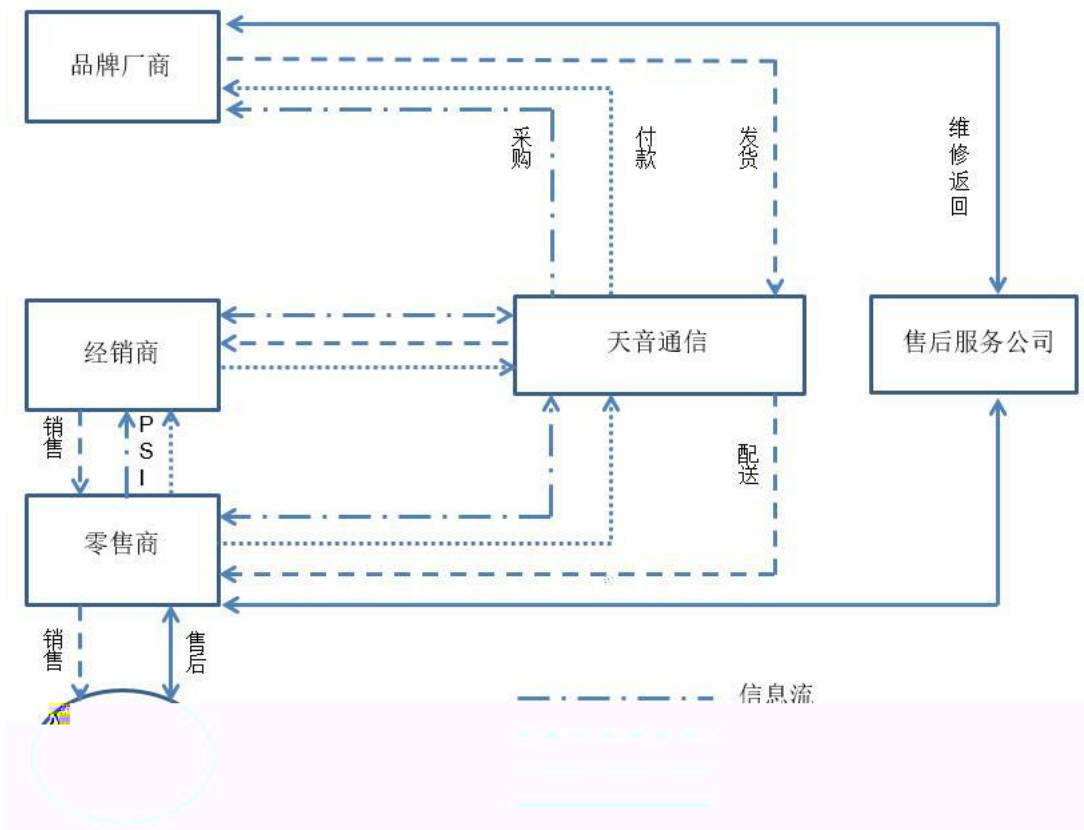
10033

PC

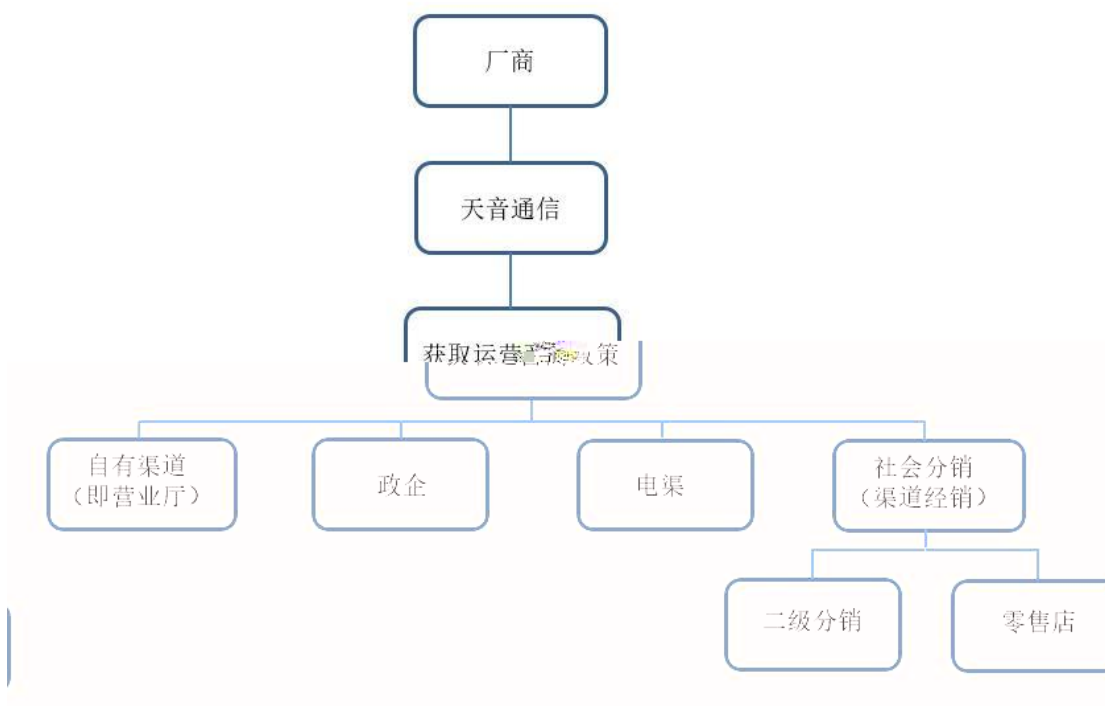
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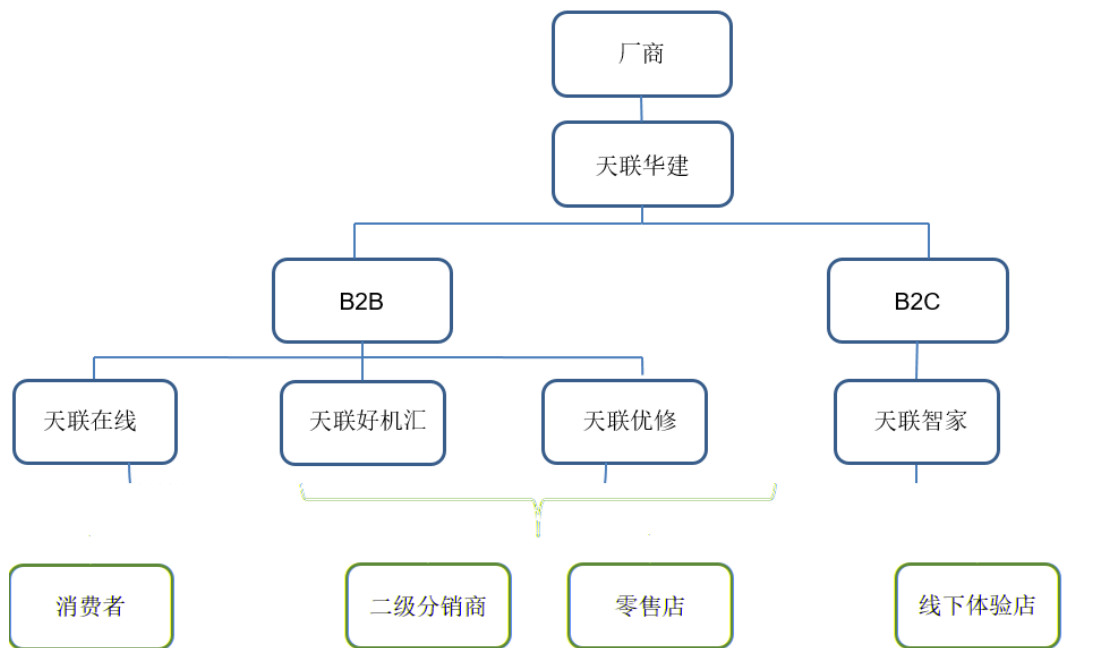
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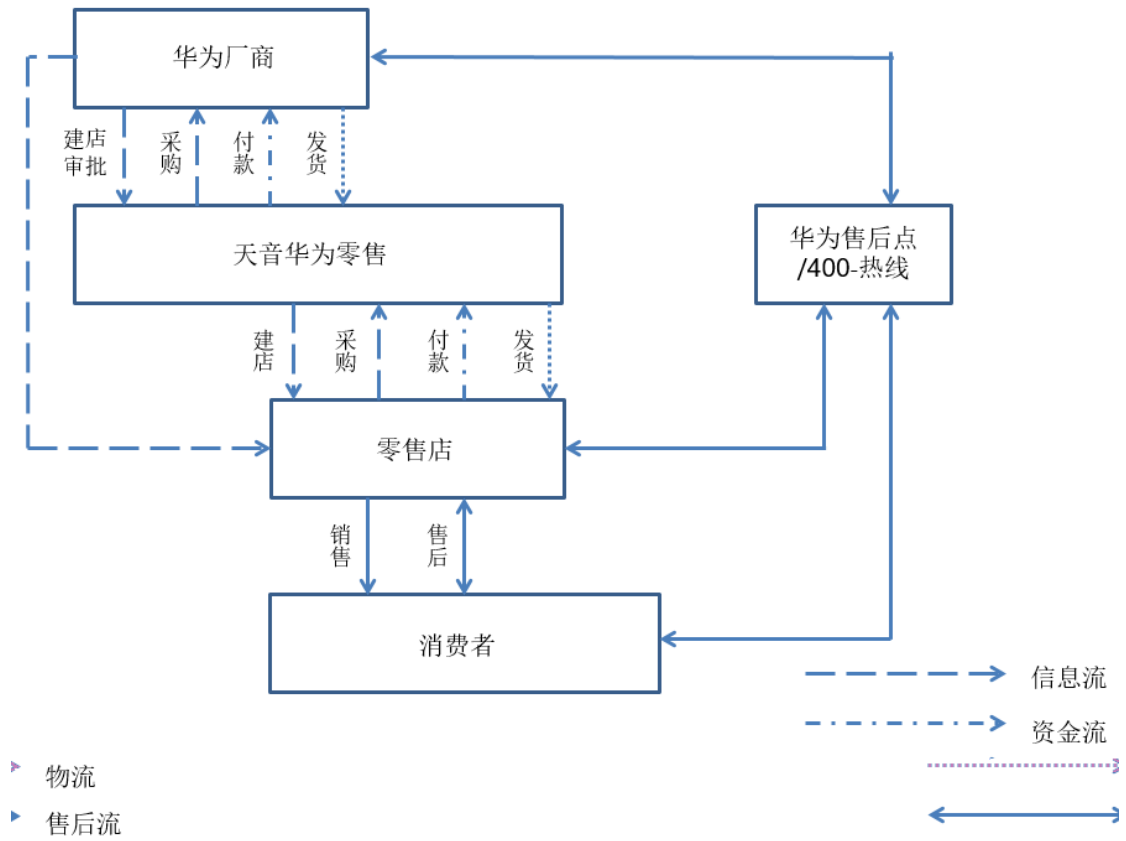
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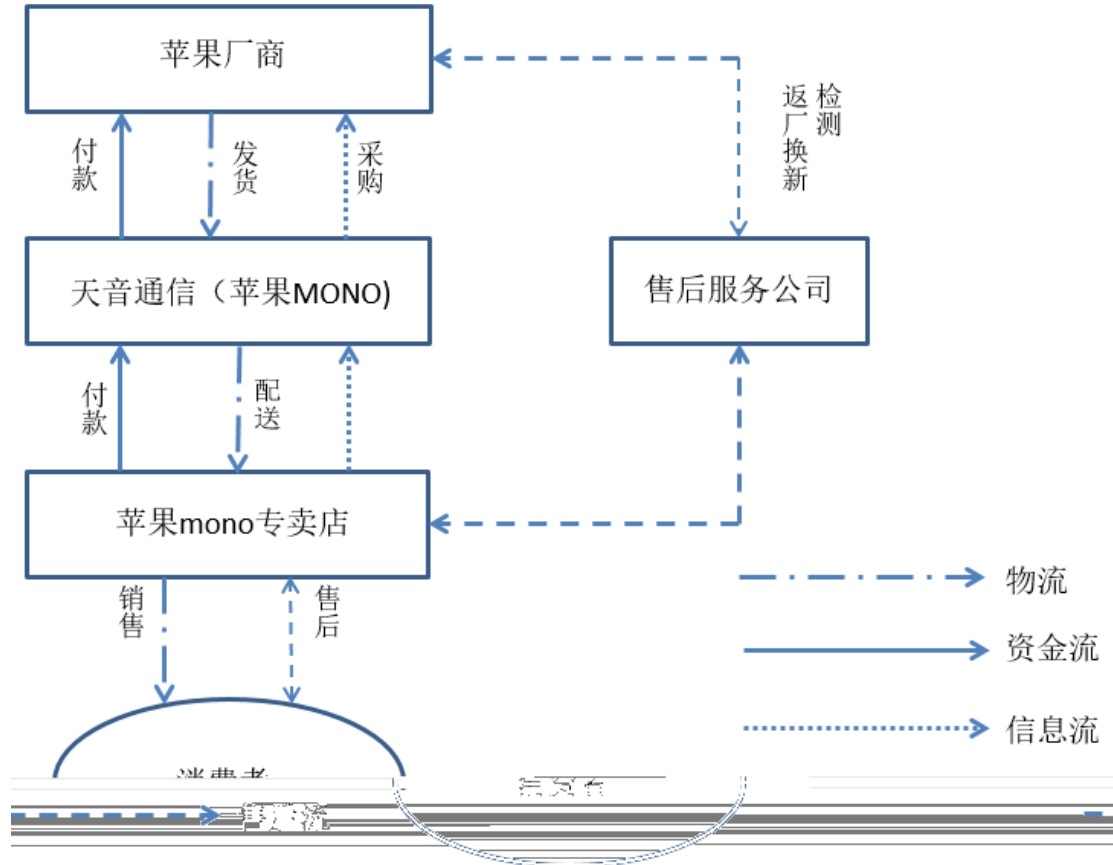


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FD

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PFD

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PFD

PFD

PFD

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Opera

Opera Mini

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CPT CPS CPC CPA CPT

	CPT	
	CPS	
	CPC	
	CPA	

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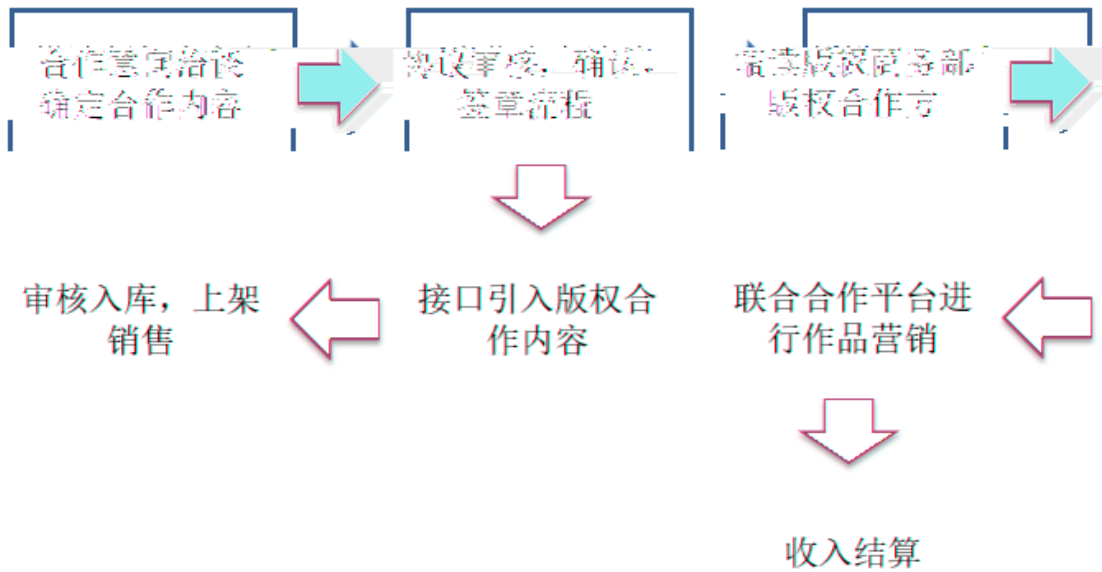
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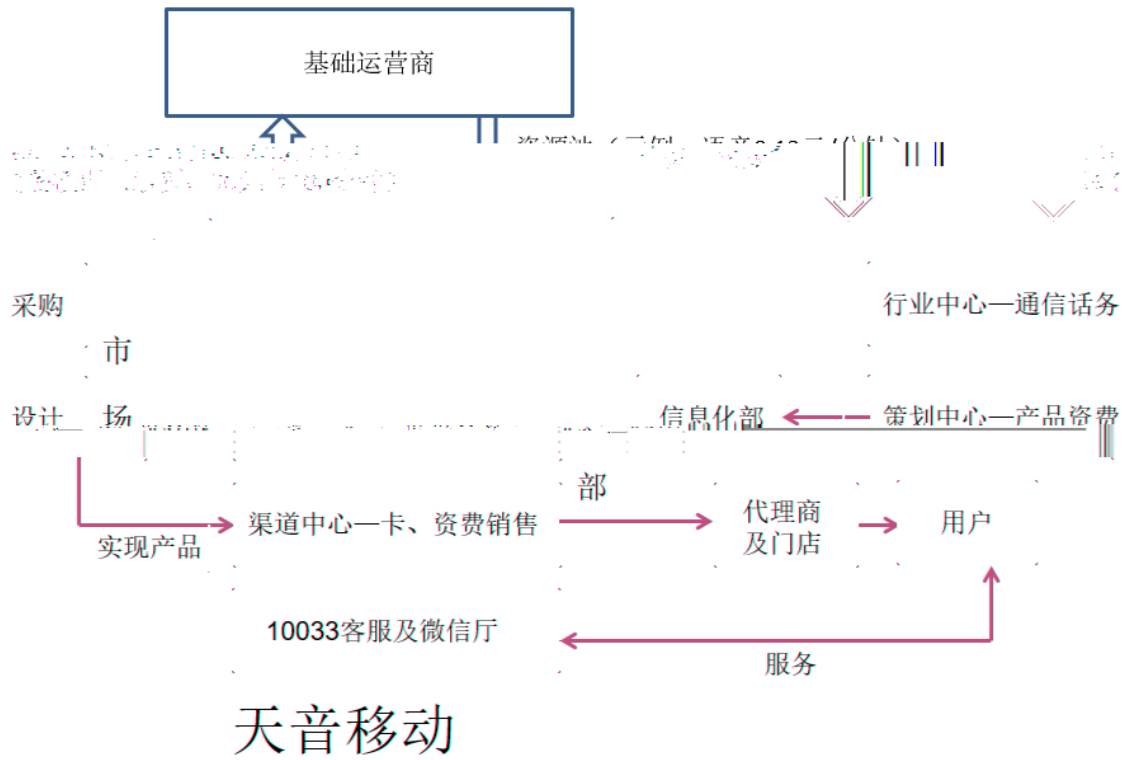


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	2015	2014

		270,061.57	6.34%
		252,768.91	5.93%
		171,627.43	4.03%

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2

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2

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A

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C

D

E

F

	(%)	(%)
1	5	5
1-2	10	10
2-3	20	20
3-4	40	40
4-5	80	80
5	100	100

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11

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2

3

4

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12

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22

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13

1

149

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14

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2

		()	(%)	(%)
		20-30	3-5	3.17-4.85
		5-15	3-5	6.33-19.4
		5-15	3-5	6.33-19.4
		5	3-5	19.0-19.4
		5	3-5	19.0-19.4

15

1

2

16

1

1

2

3

2

		()	(%)	(%)

55

3-5

1.73-1.76

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3

1

2

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1

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21

1

2

2

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23

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2015 12 31

3

2015 12 31

2

12

2015 3 31

400

300

2.49%

100

2015 4 10

1,500

160,494

14,839,506

5%

2015 8 10

BLISSFUL FAME LIMITED

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ZHONG WEI CAPITAL L.P.

ZHONG WEI

CAPITAL L.P.
O2O

ZHONG WEI CAPITAL L.P.

100%

2015 12 30

2015

100%

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[2016]7

9112011678334882XA

94,900

2016 2 18

2016 3 22 94,900

2016 1 15

50.65%

15,946.21

1657.0068

4.7025%

2016 1 15
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1,081.60

1.9226 1,079.6774

	30,000.00	2015.9.24	2016.4.24	
	7,000.00	2015.7..14	2016.7.14	

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	8,000.00	2015.4.21	2016.12.31	

2015 12 31

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30%

30%

2015 12 31

30%

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61,200.00

100%

9.71 /

20

90%

63,027,806

1		33,200.00	34,191,555
2		28,000.00	28,836,251
		61,200.00	63,027,806

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2018

15,800.00

27,500.00

38,500.00

2016

2017 2018 15,800.00 27,500.00
38,500.00

2016 12 31

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20 20 90%
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1 30 20
 2015 11 9 2,191.60
 10%
 2 H20208.CSI
 30 20
 2015 11 9 13,883.15 10%

10/1/18

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	30%	61,200.00	63,027,806

2

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61,200.00

1		33,200.00	34,191,555
2		28,000.00	28,836,251
		61,200.00	63,027,806

1

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36

2015 12 31

946,901,092

63,027,806

63,027,806

	(((
	131,917,569	13.93%	131,917,569	13.06%	131,917,569	12.29%
	90,465,984	9.55%	90,465,984	8.96%	90,465,984	8.43%

	86,300,019	9.11%	86,300,019	8.55%	86,300,019	8.04%
	68,531,663	7.24%	68,531,663	6.79%	68,531,663	6.39%

			%
1		12,057.92	19.70%
2		25,221.84	41.21%
3		20,920.24	34.18%
4		3,000.00	4.90%
		61,200.00	100.00%

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2016

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12,057.92

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	1			5,110.00
	2	ERP	Sd\FICO\MM\ 4	
	3	ERP WMS		
	4	ERP HR		
	5	BI		
	6			
	7	CRM		
	1			6,355.00
	2			
	3			
	4			
	1		-	592.92
	1	BG	-	
			-	
	2			
				12,057.92

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2016 0061

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2016

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25,221.84

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	6,300	
	6,300	
	6,310	
	6,312	
	25,222	
4		

25,221.84

3

2,597.20

22,624.64

1		2,597.20	10.30%
1.1		340.20	1.35%
1.2		1,057.00	4.19%
1.3		1,200.00	4.76%
2		22,624.64	89.70%
		25,221.84	100.00%

22,059.64

30%

5

1			25,221.84
2		%	26.15%
3			5.44
4			324,000.00
5		%	4.40%
6		%	2.03%
7			6,577.20

T4

6

2016 0062

3

20,920.24

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12

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100%

61,200.00
100%

61,200.00
100%

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24(100%)TjE)/P <</MCID 21 >>BDC 4/C2_0 12 Tf30.72 0 T4(100%)Tj<1570

		49,000.00	49,000.00		0	0
		6,000.00	6,000.00		0	0
		15,000.00	14,869.29		0	0
	-	70,000.00	69,869.29	-	0	-

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B2B2C+O2O

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T4

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T4

T4

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2015 12 31

48.64

79.39%

4

2014 2015

	2015	2014
	2.06	5.62
	231,364.25	287,969.10
	255,082.22	157,244.56
	486,448.53	445,219.29

2014 2015

	2015	2014
	31.34	4.54

	223,168.46	259,680.08
	255,354.41	157,244.56
	478,554.21	416,929.18

2015

12 31 478,554.21
486,448.53 98.38%

2015 2014 478,554.21
416,929.18 41.82% 46.35%

2015
255,354.41 140,597.18
114,484.60 0.44 272.19
2015 12 31

223,168.46

2016 1 153,203.51

7,611.70 2016 1

2015

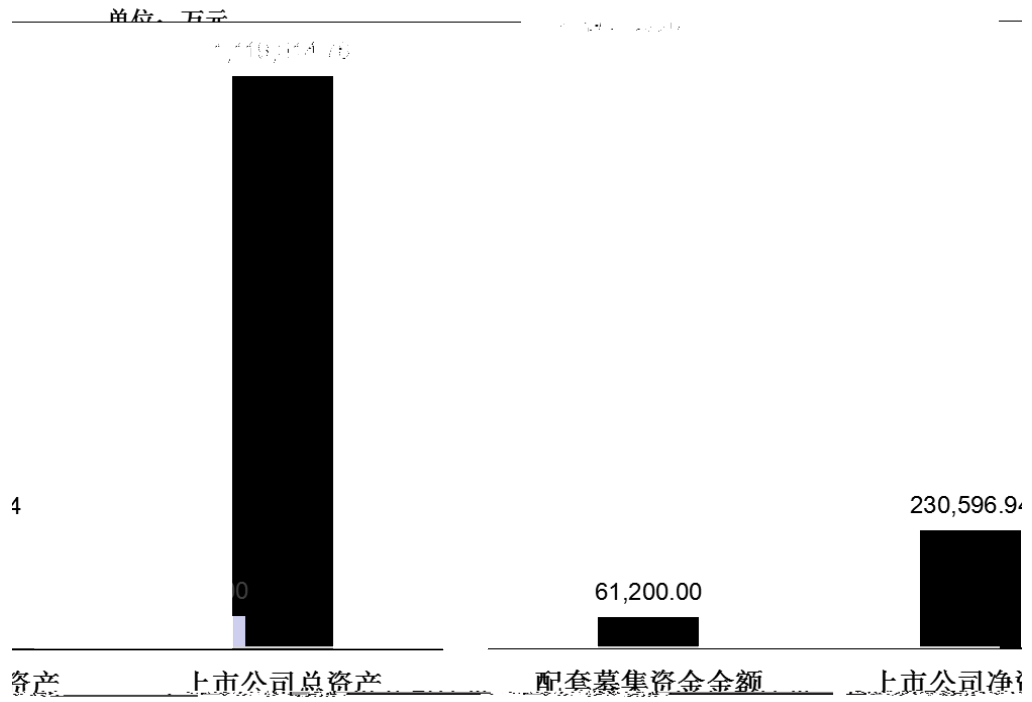
100%

2016 2017 2018
15,330.00 20,440.00

15,330.00

61,200.00
26.51%

5.47% 26.54%



				30%
			[2016]	326
				100%
204,108.43				100%
205,086.69				
	204,108.43			30%
61,232.53				
1				
1				
	2015	12	31	
1,164,603.69			973,899.19	190,704.50
			1,173,508.42	969,399.99
204,108.43			13,403.93	7.03%
2				
	2015	12	31	
				190,704.50
205,086.69			14,382.19	7.54%
3				

	2015	12	31
	190,704.50		204,108.43
			13,403.93
7.03%	30%	61,232.53	
2			
	204,108.43		205,086.69
		978.26	0.48%
1			

		190,704.50	
204,108.43		13,403.93	7.03%
1	-		
			117
		19	
2	-		
100%		141,000.00	
100%		146,000.00	35%
51,100.00			2016
	15,330.00	2017	20,440.00
2018		15,330.00	1-5
4.75%			
	136,500.80		
1			
1			

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2

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$$\begin{aligned} &= \frac{x}{1-x} \times \frac{x[1-xr]}{1-xr} - \frac{x}{1-x} - \frac{x}{1-xr} \end{aligned}$$

12

55%

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1			100%	
2			100%	
3			100%	
4			100%	
5			100%	
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9			100%	
10			100%	
11			100%	

12			100%	
13			100%	
14			100%	
15			100%	
16			70.91%	
17			50%	
18			55%	
19			100%	
20			10.54%	-
21			29%	-
22			20.84%	-
23			20%	-
24			15%	-
25			100%	

2015 12

2006

3

10976.98

120000400016091

	2013 12 31	2014 12 31	2015 12 31
	54,917.71	69,142.85	29,603.28
	4,325.08	9,558.13	8,019.95
	50,592.63	59,584.72	21,583.33
	2013	2014	2015
	27,017.91	30,532.59	31,913.27
	11,628.37	9,819.24	11,479.54
	10,633.19	8,992.09	9,976.62

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$$2 \quad \frac{\frac{\quad}{\times}}{\quad} = \frac{\quad \times \quad}{\quad \times \quad} \quad \frac{\quad}{\quad} \times \quad$$

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$$= \quad \div \quad + \quad 100\%$$

$$\times$$

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[2013]106

$$\begin{aligned} &= \frac{A}{B} + \frac{C}{2012 - 12} \\ &= \frac{A}{B} + \frac{C}{2000} \\ &= \frac{A}{B} + \frac{C}{2000} \times 100\% \\ &= \frac{A}{B} + \frac{C}{2000} \times 100\% \\ &= \frac{A}{B} + \frac{C}{20} \end{aligned}$$

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2015 12 31

1,173,508.42	969,399.99	204,108.43
		13,403.93
		7.03%

		B	C	D=C-B	E=D/B×100%
1		913,249.78	907,616.46	-5,633.32	-0.62
2		251,353.91	265,891.96	14,538.05	5.78
3		224,345.25	209,640.03	-14,705.22	-6.55
4		-	-	-	
5		13,948.48	44,978.27	31,029.79	222.46
6		-	-	-	
7		1,179.51	1,765.10	585.59	49.65

8		-	-	-	
9		5,055.29	5,055.29	-	-
10		1,164,603.69	1,173,508.42	8,904.73	0.76
11		973,899.19	969,399.99	-4,499.20	-0.46
12		-	-	-	
13		973,899.19	969,399.99	-4,499.20	-0.46
14		190,704.50	204,108.43	13,403.93	7.03

DCF

1

1

E B D

1

E

B

B P C I

2

P

$$P = \sum_{i=1}^n \frac{R_i}{(1+r)^i} + \frac{R_n}{r(1+r)^n} \quad 3$$

R_i i

R_n

r

n

C

$$C = C_1 + C_2 \quad 4$$

C_1

C_2

I

D

2

$R =$

5

3

WACC

r

$$r = r_d w_d + r_e w_e$$

6

W_d

$$w_d = \frac{D}{(E + D)}$$

7

W_e

$$w_e = \frac{E}{(E + D)}$$

8

r_e

CAPM

$$r_e = r_f + \beta(r_m - r_f)$$

9

r_f

r_m

e

$$e = \beta \left(1 + (1 - t) \frac{D}{E} \right)$$

10

t

$$t = 34\% K = 66\% x$$

11

K

$K=1$

x

$$x = \frac{Cov(R_X; R_P)}{P}$$

12

$Cov(R_x, R_p)$

p

2

1

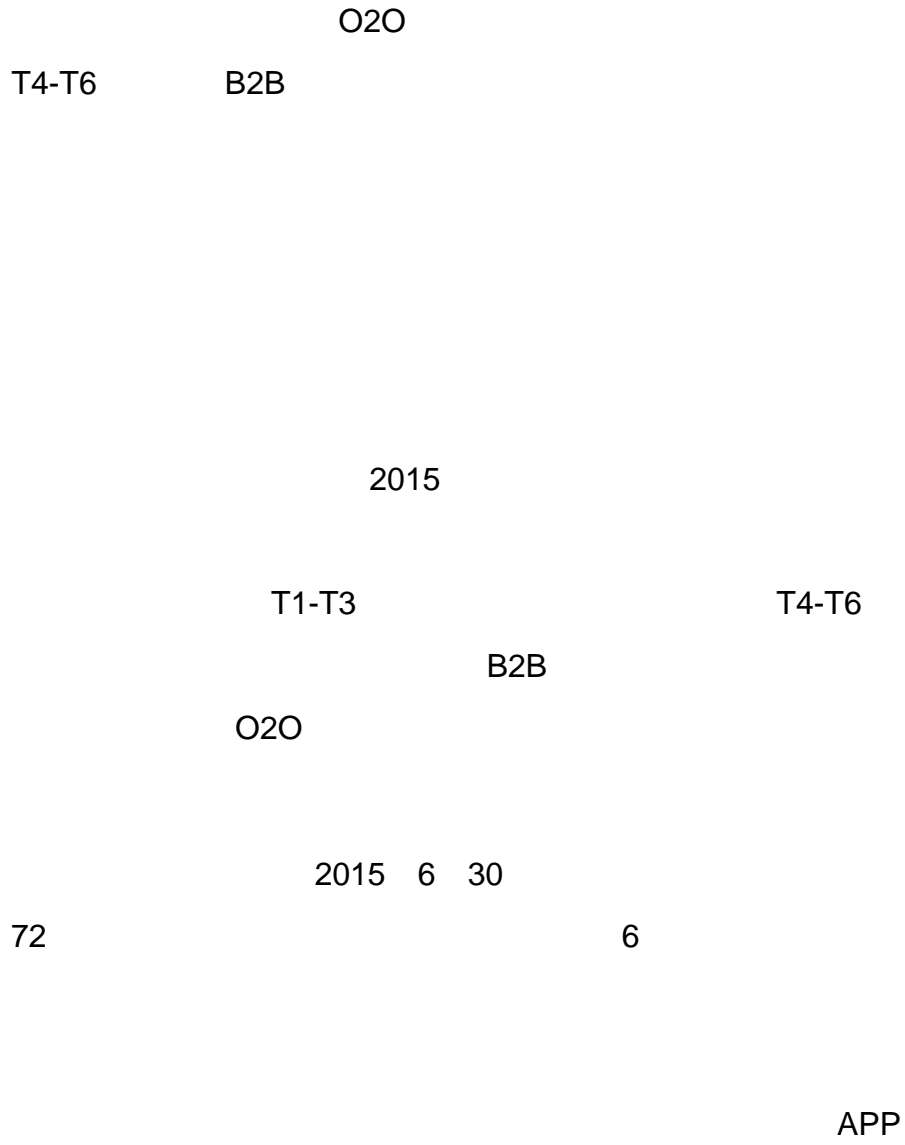
FD

FD

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FD

<i>/</i>		2013	2014	2015
		2,759,796.39	3,344,795.93	4,040,093.44
		2,607,528.26	3,285,904.30	3,952,378.86
		5.52%	1.76%	2.17%
		-	-	6,554.27
		-	-	6,412.69
		0.00%	0.00%	2.16%
		-	-	163,748.52
FD		-	-	159,332.99
		-	-	2.70%



/	2016	2017	2018	2019	2020
	4,000,000.00		4,410,000.0	4,542,300.00	4,678,569.00

FD		201,015.34	205,500.28	226,849.71	233,655.20	240,664.86
		195,311.28	199,620.35	220,324.37	226,934.10	233,742.12
		50,000.00	80,000.00	100,000.00	120,000.00	140,000.00
		38,800.00	62,000.00	76,750.00	92,000.00	107,000.00
		4,395,815.34	4,730,500.28	5,096,849.7	5,399,955.20	5,714,433.86
		4,300,272.07	4,621,403.33	4,974,946.5	5,264,778.56	5,565,357.71

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		2013	2014	2015
93,172.78	91,169.00	63,838.79		

<i>/</i>	2016	2017	2018	2019	2020
	13,706.36	13,637.22	13,665.94	14,053.99	14,454.28
	392.65	392.65	392.65	392.65	392.65
	77.60	77.60	77.60	81.33	85.29
	100.40	100.40	100.40	104.58	108.98
	251.50	239.06	261.66	265.27	269.01
	65.29	65.37	65.55	67.47	69.46
	33.50	33.50	33.50	34.51	35.54
	347.06	347.06	347.06	357.47	368.20
	2.68	2.68	2.68	2.76	2.84
	130.50	130.50	130.50	136.16	142.15
	85.70	85.70	85.70		

<i>/</i>	2016	2017	2018	2019	2020
	14,863.85	16,675.82	18,609.38	20,809.49	23,529.43
	1,163.34	1,163.34	1,163.34	1,163.34	1,163.34
	68.40	93.40	116.40	106.40	106.40
	89.60	119.60	139.60	139.60	139.60
	92.43	114.43	128.43	142.43	136.43
	31.68	31.68	31.68	31.68	31.68
	28.50	35.50	40.50	46.50	46.50
	170.94	170.94	170.94	170.94	170.94
	21.32	33.32	41.32	51.32	51.32
	89.50	113.50	129.50	129.50	129.50
	76.30	100.30	116.30	116.30	116.30
	271.00	295.00	311.00	321.00	331.00
	722.74	822.74	822.74	822.74	822.74
	234.50	288.50	298.50	298.50	298.50
	414.00	504.00	564.00	664.00	714.00
	50.00	50.00	50.00	50.00	50.00
	60.00	60.00	60.00	60.00	60.00
	10.65	10.70	10.81	10.81	10.81
	459.39	458.68	459.62	459.62	459.62
	450.00	530.00	630.00	680.00	730.00
	1,200.00	1,500.00	1,800.00	2,200.00	2,500.00
	1,400.00	2,200.00	2,500.00	3,000.00	3,500.00

	20,041.78	20,453.27	20,903.70	21,276.37	21,663.02	21,663.02
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7% 3% 2%

<i>/</i>	2016	2017	2018	2019	2020
	4,395,815.34	4,730,500.28	5,096,849.71	5,399,955.20	5,714,433.86
	1,875.64	2,103.18	2,321.07	2,553.60	2,786.15

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	2016	2017	2018	2019	2020
	1,555.99	1,555.99	1,555.99	1,555.99	1,555.99
	564.35	564.35	564.35	564.35	564.35
	52.58	52.58	52.58	52.58	52.58
	2,172.92	2,172.92	2,172.92	2,172.92	2,172.92

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<i>/</i>	2016	2017	2018	2019	2020	2021
	936.73	936.73	936.73	936.73	936.73	936.73
	564.35	564.35	564.35	564.35	564.35	564.35
	52.58	52.58	52.58	52.58	52.58	52.58
	1,553.66	1,553.66	1,553.66	1,553.66	1,553.66	1,553.66

3

/	2016	2017	2018	2019	2020	2021
	389,817.37	419,186.04	451,276.23	478,007.49	506,138.97	506,138.97
	329,829.56	354,460.23	381,576.89	403,806.92	426,861.24	426,861.24
	114,438.48	123,151.50	132,688.86	140,579.76	148,766.74	148,766.74
	510,845.39	549,332.26	591,385.61	626,416.22	663,281.79	663,281.79
	323,240.02	347,465.51	374,156.37	395,977.94	418,485.17	418,485.17
	14,230.72	24,225.49	26,690.86	21,821.57	22,507.23	-

7

	2016	2017	2018	2019	2020	2021
	4,395,815.34	4,730,500.28	5,096,849.71	5,399,955.20	5,714,433.86	5,714,433.86
	4,300,272.07	4,621,403.33	4,974,946.57	5,264,778.56	5,565,357.71	5,565,357.71
	1,875.64	2,103.18	2,321.07	2,553.60	2,786.15	2,786.15
	33,076.42	36,419.54	38,345.73	39,608.85	41,475.96	41,475.96
	21,968.14	25,371.45	28,194.07	31,474.18	35,098.12	35,098.12
	20,041.78	20,453.27	20,903.70	21,276.37	21,663.02	21,663.02
	18,581.30	24,749.51	32,138.57	40,263.65	48,052.90	48,052.90

	-	-	-	-	-	-
	-	-	-	-	-	-
	18,581.30	24,749.51	32,138.57	40,263.65	48,052.90	48,052.90
	-	-	-	4,032.54	12,013.23	12,013.23
	18,581.30	24,749.51	32,138.57	36,231.11	36,039.68	36,039.68
	1,555.99	1,555.99	1,555.99	1,555.99	1,555.99	1,555.99
	616.93	616.93	616.93	616.93	616.93	616.93
	10,977.83	10,977.83	10,977.83	10,977.83	10,977.83	10,977.83
	14,230.72	24,225.49	26,690.86	21,821.57	22,507.23	-
	-	-	-	-	-	-
	1,553.66	1,553.66	1,553.66	1,553.66	1,553.66	1,553.66
	15,947.67	12,121.11	17,044.80	26,006.63	25,129.54	47,636.77

2

1

1

r_f

5-13

r_f

$r_f=4.12\%$

1	101102	1102	10	0.0398
2	101105	1105	30	0.0436
3	101108	1108	10	0.0387
4	101110	1110	20	0.0419
5	101112	1112	50	0.0453
6	101115	1115	10	0.0403
7	101116	1116	30	0.0455
8	101119	1119	10	0.0397
9	101123	1123	50	0.0438

10	101124	1124	10	0.0360
11	101204	1204	10	0.0354
12	101206	1206	20	0.0407
13	101208	1208	50	0.0430
14	101209	1209	10	0.0339
15	101212	1212	30	0.0411
16	101213	1213	30	0.0416
17	101215	1215	10	0.0342
18	101218	1218	20	0.0414
19	101220	1220	50	0.0440
20	101221	1221	10	0.0358
21	101305	1305	10	0.0355
22	101309	1309	20	0.0403
23	101310	1310	50	0.0428
24	101311	1311	10	0.0341
25	101316	1316	20	0.0437
26	101318	1318	10	0.0412
27	101319	1319	30	0.0482
28	101324	1324	50	0.0538
29	101325	1325	30	0.0511
30	101405	1405	10	0.0447
31	101409	1409	20	0.0483
32	101410	1410	50	0.0472
33	101412	1412	10	0.0404
34	101416	1416	30	0.0482
35	101417	1417	20	0.0468
36	101421	1421	10	0.0417
37	101425	1425	30	0.0435
38	101427	1427	50	0.0428
39	101429	1429	10	0.0381
40	101505	1505	10	0.0367
41	101508	1508	20	0.0413
42	101510	1510	50	

1992 5 21

2015 12 31

$r_m=11.53\%$

3 e

2011 1 2015 12

250

$x=1.0792$

12

$t=1.0126$

11

$u=0.9367$

10

$e=1.9131$

4

r_e

9

r_e

$r_e=0.0412+1.9131 \times (0.1153-0.0412) +0.01=0.1930$

5

7

8

$W_d=0.5816$

$W_e=0.4184$

6

$r_d=0.0385$

7

r

6

$r=r_d \times W_d+r_e \times W_e=0.0385 \times 0.5816+0.1930 \times 0.4184=0.1031$

2

5-12

3

352,777.70

3

13

4

6

4

5

=

×

		%		
1		10.54%	1,930.05	1,480.86
2		55.00%	1,375.00	2,199.58
3		100.00%	4,500.00	10,389.48
4		29.00%	981.67	1,015.42
5		100.00%	2,000.00	-
6		70.91%	40,418.70	24,903.29
7		20.84%	166.47	-
8		20.00%	214.78	80.41
9		100.00%	13,000.00	8,159.55
10		50.00%	195.60	1,644.18
11		15.00%	942.87	125.37
12		100.00%	1,220.10	1,099.31
13		100.00%	146,000.00	146,192.69
			212,945.25	197,290.13

I=197,290.13

4

2015 12 31

1

C₁

1

80,000.00

2

18,434.36

10,903.17

3

592.41

$$C_1 = -72,958.90$$

2

C_2

1

3,506.40

2

5,055.29

3

6,825.38

4,453.27

C_1

$$C_2 = 13,014.96$$

4

:

$$C = C_1 + C_2 = -72,958.90 + 13,014.96 = -59,943.94$$

5

1

$P = 352,777.70$

$C = -59,943.94$,

$I = 197,290.13$

2

$$B = P + C + I = 352,777.70 - 59,943.94 + 197,290.13 = 490,123.89$$

2

$B = 490,123.89$

$D = 285,037.20$

$M = 0$ 1

$$E = B - D - M = 490,123.89 - 285,037.20 = 205,086.69$$

1

20

21

12

13

55%

4

4

1			100%	
2			100%	
3			100%	
4			100%	
5			100%	
6			100%	
7			100%	
8			100%	
9			100%	
10			100%	
11			100%	
12			100%	
13			100%	

14			100%	
15			100%	
16			70.91%	
17			50%	
18			55%	
19			100%	
20			100%	

2015 12

FD

12

2016 -2018

/	2016	2017	2018	
FD	18,581.30	24,749.51	32,138.57	100%
	1,172.43	1,278.90	1,597.30	55%
	-418.28	848.36	1,804.31	100%
	108.43	275.42	375.60	50%
	-3,591.65	2,337.09	5,562.61	70.91%
	16,315.22	28,096.20	38,953.65	-

2016 -2018

16,315.22

28,096.20

38,953.65

4

2016-2018
2016-2018

2

1

25

			%		
1			100		
2			100		
3			100		
4			100		
5			100		
6					

19			100		
20			10.54	-	
21			29	-	
22			20.84	-	
23			20	-	
24			15	-	
25			100		

				(.	BHG
)		(
					()
)	

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 55 ;35 ,5 55
 10 123 ,19 107 ,7 16
 () 10 ;118 2[<34245t
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			2005	2004	2004	2011
			3.5	3	3.3	3.5
			7840.77	12360	260	1400
			' , ' ,	' , ' ,	' , ' ,	' , ' ,
			'	'	'	'
			6/6 -2	/17	/24	/20

49,700.00 / m2 = 49,700.00 / m2 × 7840.77
m2 = 389,686,269.00

2

			1	2	3
		19	19	19	19
			76300	79900	75000
		2015/12/31	2015 11	2015 1	2015 5

		()	, 164 165 ;28 10 10/7 13	, 164 165 ;28 10 10/7 13	, 164 165 ;28 10 10/7 13	, 164 165 ;28 10 10/7 13
			500	500	500	500
			20	20	20	20
			6	6	6	6
			2012	2012	2012	2012
			3	3	3	3
			463.81	406	463	468
			, , , ,	, , , ,	, , , ,	, , , ,
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75,600.00 /m2
m2=35,064,036.00

=75,600.00 /m2×463.81

2015 20 1.63 4.65 90% 2015 9.71 /

[2016] 326

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2015 12 31

	995,139.53	119,862.73	2014
2015		3,400,166.58	4,247,522.63
	-108,144.12	-39,654.44	
2015	2014	68,489.69	

2

1

2015 12 31

6

1	600122.SH		2.80
2	600898.SH		9.79
3	600655.SH		3.09
4	002024.SZ		3.39
5	002416.SZ		4.09
6	600704.SH		6.70
			4.98
			1.63

2012

A

				()				
		100%	2015.12.31	159,003.33	14.45	20.83	7,634.27	2082.76%
		100%	2012.4.30	61,000.00	15.25	2.21	27,662.95	220.51%
		100%	2015.6.30	355,000.00	24.74	7.00	50,733.45	699.74%
		51%	2013.12.31	22,577.23	11.53	8.90	2,535.95	890.29%
					16.49	9.73	-	973.33%
		30%	2015.12.31	204,108.43				

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2016 4 1

2015 12 31

20

90%

63,027,806

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	61,200.00	63,027,806

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90%

9.71 /

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63,027,806

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2015 12 31

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15%

2016 4 1

		2016	2017	2018	
					1.58 2.75
3.85					
		2016	12	31	

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2016 4 1

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90% 9.71 /

20 90%

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X90%

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2016 4 1

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90% 9.71 /

20

90%

20

/

20

X90%

2

9.71 /

3		2.8
	28,836,251	280,000,000
/9.71		
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		3
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1		
2		
4		
		36
5		

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30

7

1

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3

			25%	
4		10%		1
	10%		2	
			63,027,806	
		1,072,956,704		
	25%			
1				
		2015	12	31
		[2016]	326	
	30%		61,232.53	
	30%		61,200.00	

2

9.71 /
 90%
 20
 20 / 20
 20
 90% 20 / 20 = 20
 9.71 /

30%

70%

1

2014
0.87%

3.00

2016 4 6

2

2

1

1

17.28%

11.16%

2

2

3

5%

3

[2016]3-136

1

2

3

2014

345

30%

70%

61,200.00 100% 61,200.00 100% 100%

2014 2015

2014 2015

2014 2015

	2015 12 31 / 2015	2014 12 31 / 2014
	1,119,014.76	1,094,182.24
	888,417.82	827,955.86
	197,592.70	220,342.06
	230,596.94	266,226.38
	4,303,013.90	3,459,685.69
	-37,251.06	-7,150.26
	-36,127.92	-6,882.37
	-37,404.43	

	29,053.37	2.60%	19,278.35	1.76%
	62,229.77	5.56%	116,833.89	10.68%
	38,189.31	3.41%	159,418.23	14.57%
	4.83	0.00%	164.05	0.01%
	8,747.40	0.78%	12,841.86	1.17%

2 2015

2014

2014 4.5%

2015 5%

2015

2

	2015 12 31		2014 12 31	
	297,037.20	33.43%	407,500.00	49.22%
	449,156.11	50.56%	243,571.47	29.42%
	84,704.55	9.53%	99,842.41	12.06%
	20,823.04	2.34%	36,195.38	4.37%
	2,296.17	0.26%	1,525.12	0.18%
	5,067.48	0.57%	11,014.61	1.33%
	39.74	0.00%	12.80	0.00%
	16,941.27	1.91%	15,432.17	1.86%
	25.18	0.00%	25.18	0.00%
	876,090.72	98.61%	815,119.14	98.45%
	100.73	0.01%	125.91	0.02%
	554.00	0.06%	554.00	0.07%
	691.11	0.08%	704.78	0.09%
	10,981.26	1.24%	11,452.04	1.38%
	12,327.09	1.39%	12,836.72	1.55%
	888,417.82	100.00%	827,955.86	100.00%

2014

2015

827,955.86

888,417.82

98.45% 98.61%

2014 2015

3

	2015 12 31	2014 12 31
	79.39%	75.67%
	1.14	1.21
	0.75	0.96

2014 12 31 2015 12 31

75.67% 79.39%

2015

2014

2015

2014

2014

2014

2015

0.21

2014

3G

1		2000.9.20		
2		2009.04.1 0		
3		1993.12.2 9		

2

1

1		2000.12.18		
2		2000.9.25		
3		2014.8.15		
4		2010.6.3		
5		2013.1.30		

6		2013.1.30		
7		2015.9.1		
8		2009.10.1		
9		2010.2.1		
10		2016.1.29		
11		2014.9.28		
12	IP	2005.2.8		IP

1		2010.2.26		
2		2013.3.30		
3		2005.5.30		
4		2006.5.18		
5		2000.9.25		

6		2003.5.10		
7		2009.4.10		
8		2002.1.1		
9		2013.8.30		
10		2009.10.1		

3

1		2000.9.20		

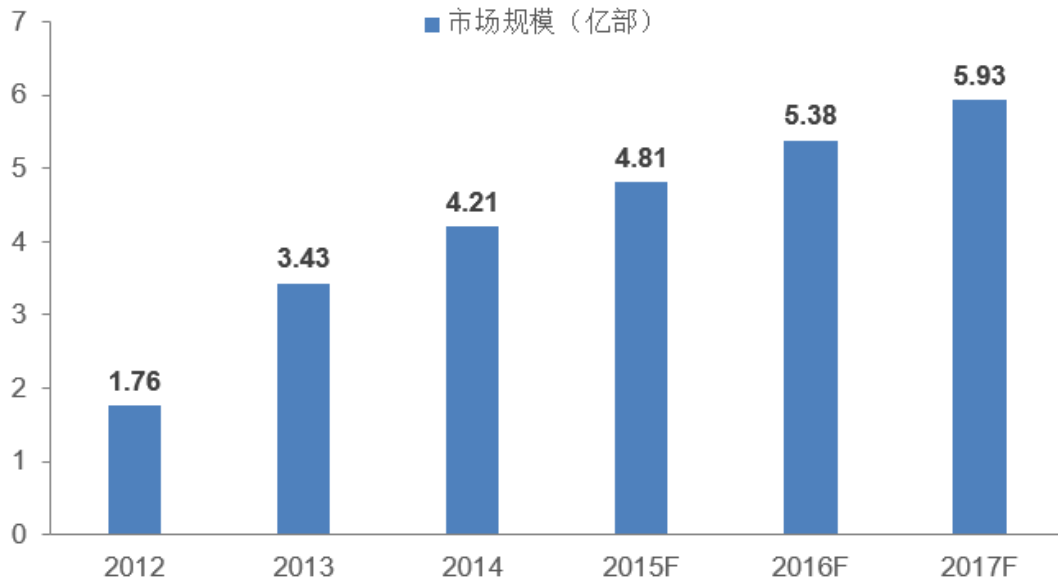
2	_____	2009.04.10		

3

2013.05.17

2012 2013 2014
 1.76 3.43 4.21
 2015 2016 2017
 4.81 5.38 5.93

中国智能手机市场规测



2014 3G 4G
 2015 6200

OPPO VIVO

2015 Top10

		()	()
APPLE	13.0%	48,649	233,876
OPPO	9.2%	34,266	56,043
vivo	8.9%	33,237	50,838
Samsung	8.3%	31,121	70,618
Lenovo	7.2%	26,869	14,557
Huawei	6.8%	25,465	49,326
MI	5.7%	21,338	

13.0% 8.3% OPPO
 vivo 9.2% 8.9% 7.2% 6.8%
 Top10

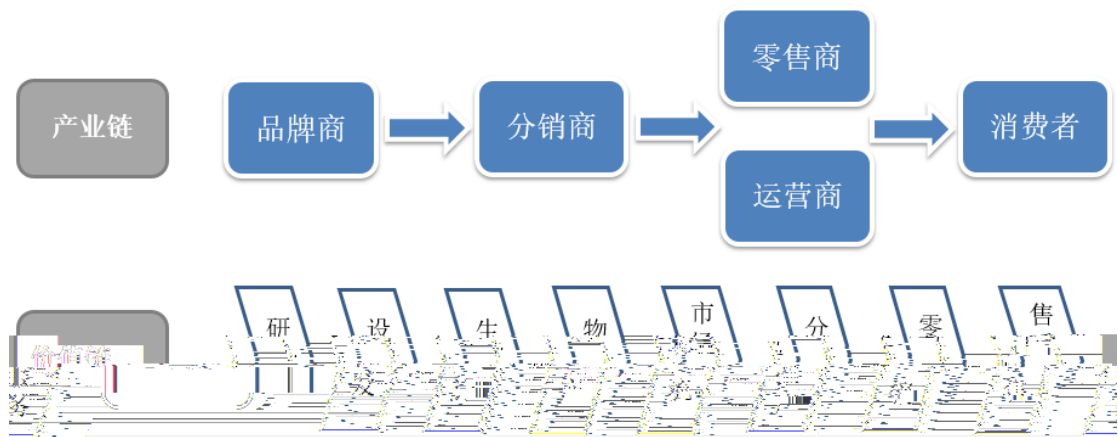
2015	Top10	316	
		()	()
MI	30.2%	35,847	36,295
HONOR	19.6%	23,280	30,841
Letv	3.5%	4,123	6,843
APPLE	5.8%	6,830	31,673
Meizu	9.9%	11,713	13,360
Huawei	4.2%	5,024	9,316
QiKU	3.3%	3,890	3,611
Samsung	3.1%	3,722	8,064
YOUSI	0.9%	1,082	316
ZTE	1.9%	2,263	2,630

2013-2017

2013

	84,000
	50,000
	40,000
	2,000

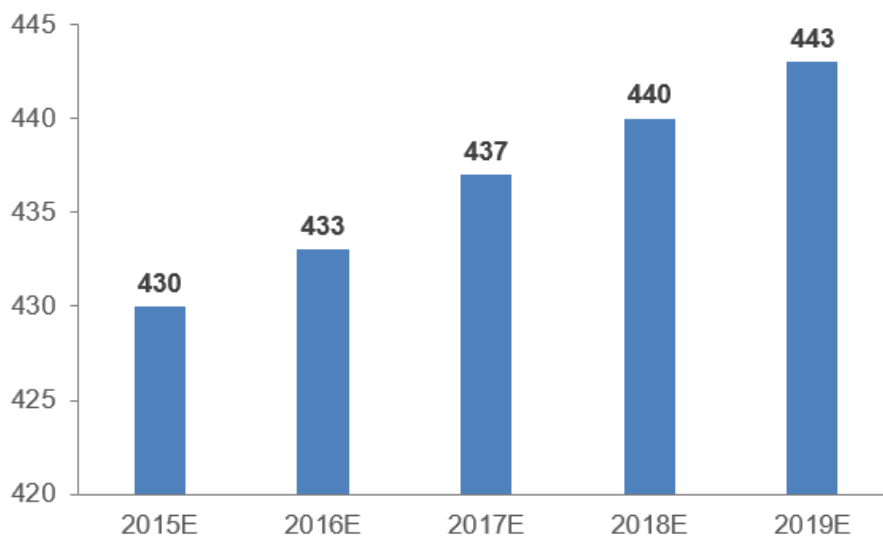
3



4

IDC 2015
 1.173 8% 2015 4.341
 2.5% IDC 2015 2019

中国智能手机出货量预测2015-2019 (百万部)



IDC 2015

1

+

+

4

2013

2014

B2B

T4-T6

T4-T6

T1-T3

T4-T6

B2C

B2B

T4-T6

5

2

jsPFf, ;"9 È i" •L°P€€,€

Analysys
 2015
 183.8%

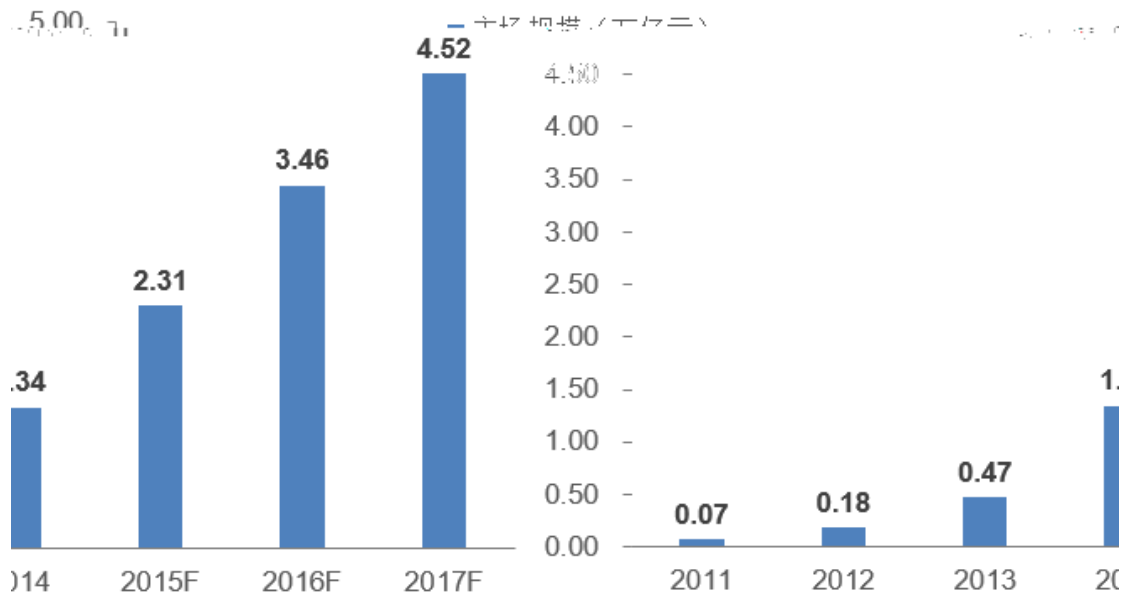
PC

PC

2017

2014
 4.52

2015-2017年中国移动互联网市场规模预测



2014
 122.1%

2014
 296.9

3
 100%

2014
 171.6

193.7%

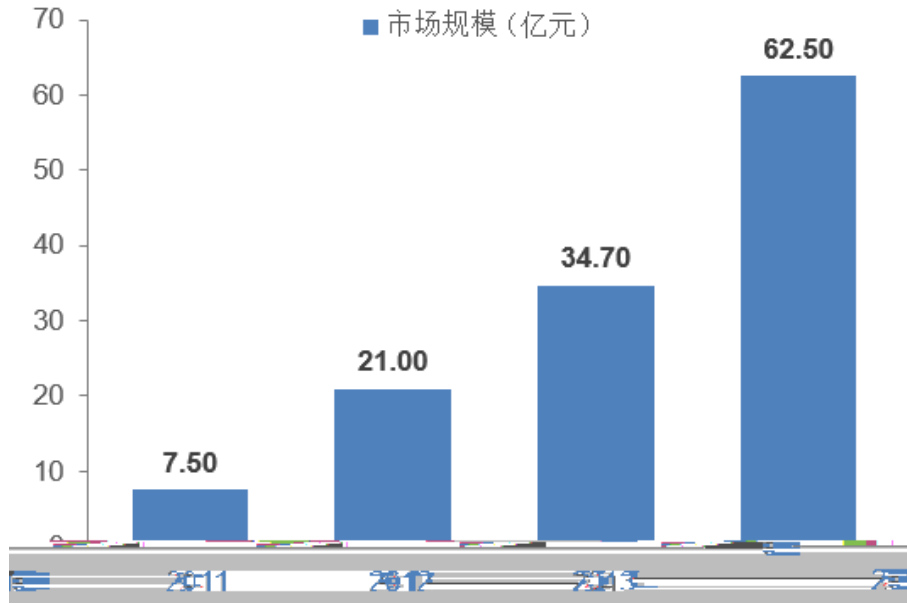
2014
 293.5

111.4%

2014
 88.4

41.4%

我国移动阅读市场规模



3

2013 1 8

2015 3 21

20

410

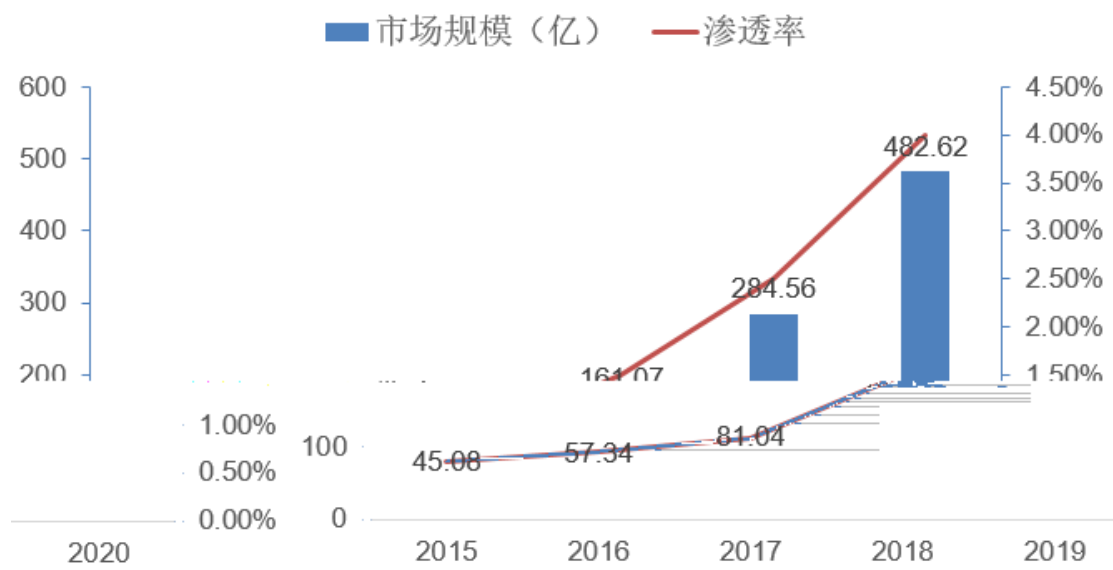
2014 11

100

2015

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300



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T4-T6

8

B2B

T1 T6

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B2B

6

1

	2015 12 31		2014 12 31	
	478,554.21	41.82%	416,929.18	42.73%
	28,753.37	2.51%	19,278.35	1.98%
	64,608.04	5.65%	115,107.15	11.80%
	37,682.67	3.29%	158,722.87	16.27%
	8,341.81	0.73%	11,185.66	1.15%
	322,364.06	28.17%	189,794.75	19.45%
	33,214.47	2.90%	27,635.00	2.83%
	973,518.63	85.07%	938,652.95	96.20%
	6,825.38	0.60%	461.54	0.05%
	4,431.45	0.39%	4,514.20	0.46%
	19,726.91	1.72%	17,248.42	1.77%
	15,243.04	1.33%	4,007.70	0.41%
	115,180.74	10.06%	-	-
	4,356.26	0.38%	4,769.32	0.49%
	60.24	0.01%	0.97	0.00%
	5,055.29	0.44%	6,026.99	0.62%
	170,879.30	14.93%	37,029.15	3.80%

1

2014 2015

	2015	2014
	31.34	4.54
	223,168.46	259,680.08
	255,354.41	157,244.56
	478,554.21	416,929.18

2014 2015 416,929.18
 478,554.21 41.82% 46.35% 2015
 2014
 259,680.08 223,168.46
 62.28% 46.63% 2014 2015
 157,244.56 255,354.41 37.71%
 53.36%

2

	2015	2014
	28,753.37	19,278.35
	64,608.04	115,107.15
	8,341.81	11,185.66
	101,703.22	145,571.16
	1,144,397.93	975,682.10
	8.89%	14.92%

2015

2014

1

2014 2015 19,278.35

28,753.37 1.98% 2.51%

2

2014 2015 115,107.15

64,608.04 11.80% 5.65%

	2015			
		%		(%)
	66,404.35	97.10%	3,320.22	5.00%
	1,016.03	1.49%	101.60	10.00%
	618.74	0.90%	123.75	20.00%
	155.41	0.23%	62.16	40.00%
	106.20	0.16%	84.96	80.00%
	86.57	0.13%	86.57	100.00%
	68,387.30	100.00%	3,779.26	5.53%
	2014			
		%		(%)
	119,840.07	98.44%	5,992.00	5.00%
	753.56	0.62%	75.36	10.00%

	558.71	0.46%	111.74	20.00%
	172.70	0.14%	69.08	40.00%

	923.94	7.21%	92.39	10.00%
	528.70	4.13%	105.74	20.00%
	401.85	3.14%	160.74	40.00%
	626.52	4.89%	501.21	80.00%
	265.98	2.08%	265.98	100.00%
	12,815.13	100.00%	1,629.47	12.72%

2014

2015

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4

	2015		2014	
		(%)		(%)
	34,910.44	92.64%	156,113.20	98.36%
	2,614.23	6.94%	2,453.26	1.55%
	151.44	0.40%	156.41	0.10%
	6.55	0.02%	-	0.00%
	37,682.67	100.00%	158,722.87	100.00%

2014

2015

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156,113.2

34,910.44

98.36%

92.64%

2014 12 31

4G

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2015

32.24

2014

18.98

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2014	2015		4,007.70
15,243.04		0.41%	1.33%

11

2014	2015		4,769.32
4,356.26		0.49%	0.38%

2014 12 31

12

2014	2015		6,026.99
5,055.29		0.62%	0.44%

2014

2015

2

	2015		2014	
	289,537.20	28.27%	398,500.00	48.72%
	449,156.11	43.85%	243,571.47	29.78%
	78,555.34	7.67%	93,973.60	11.49%

	20,905.22	2.04%	35,762.78	4.37%
	1,735.99	0.17%	412.72	0.05%
	2,176.56	0.21%	3,904.80	0.48%
	23.41	0.00%	12.80	0.00%
	181,906.91	17.76%	41,801.76	5.11%
	1,023,996.75	99.97%	817,939.93	100.00%
	300.00	0.03%	-	-
	300.00	0.03%	-	-
	1,024,296.75	100.00%	817,939.93	100.00%

3

	2015	2014
	89.51%	83.83%
	0.95	1.15
	0.64	0.92
	-6,696.65	-68,871.40
	-0.22	-2.05
	-39,654.44	-108,144.12
	134,312.06	-29,369.51

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2015 2014

2015

2015 2014 2014

2015 -108,144.12 -39,654.44 2015

2014

T1-T3

2014 2015 -29,369.51

134,312.06 2015

4

	2015	2014
	4,247,522.63	3,400,166.58
	64,608.04	115,107.15
	322,364.06	189,794.75
	47.27	26.54
	16.16	10.47

2014 2015 26.54 47.27

2015 2014 1

2

3 2015

2015 Iphone6 6s

4 2015

7 2014 15

2014 2015

10.47 16.16 2015

2014

1 2014

2013

443,998.00

2

2015

2014

2015

2015

2014

2014

2014

2015

	2015	2014
	4,247,522.63	3,400,166.58
	4,286,287.09	3,502,777.65
	-39,933.20	-103,019.29
	-38,786.99	-102,802.18
	-39,654.44	-108,144.12
	-35,632.43	-100,327.46

1

2014 2015

3,400,166.58

4,247,522.63

2015

2014

24.92%

1

			2013	2014	2015
3.43	4.21	4.81		18%	

T4-T6 8

2014	2015	2015	2014	36%
------	------	------	------	-----

FD

2

1997

2

	2015	2014	2015	2014
	4,247,522.63	3,400,166.58		24.92%
	-38,786.99	-102,802.18		62.28%
	-39,654.44	-108,144.12		63.33%
	-35,632.43	-100,327.46		64.49%

	-0.93%	-3.20%	-
--	--------	--------	---

2014 2015 -100,327.46
-35,632.43 2015 2014
2014

2014

2015

FD

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2

	2015		2014	
	4,136,946.99	99.94%	3,309,983.62	99.79%
	2,367.84	0.06%	6,862.25	0.21%
	4,139,314.83	100.00%	3,316,845.86	100.00%

2014 2015 3,316,845.86
4,139,314.83 2015

3

	2015	2014	2015	2014
	4,207,515.23	3,358,466.82		25.28%
	10,155.01	11,385.43		-10.81%
	11,285.31	222.87		4963.63%
	18,567.08	30,091.46		-38.30%
	4,247,522.63	3,400,166.58		24.92%

1

2015 2014

2014 7% 12%

2014 20 2014 2015 80

FD 2015 16

2

2014 1166 2015 2 2015 7

10%

1 2015
APP

3

2013 12

2014 6

2014 8.3

222.87

2015

129.8

11,285.31

2015

T4-T6

2

		2015	2014
		4,115,592.78	3,299,127.20
		2.18%	1.77%
		458.96	235.29
		-	-
		9,064.28	172.25
		19.68%	22.71%
		14,280.88	17,311.12
		23.08%	42.47%
		4,139,396.91	3,316,845.86

2014

3G 4G

3G

2015

3G

		11,285.31	222.87	4963.72%
		19.68%	22.71%	-13.31%
		-3,801.33	50.62	-7609.88%
		18,567.08	30,091.46	-38.30%
		23.08%	42.47%	-45.65%
		2,470.56	10,964.70	-77.47%
		4,247,522.63	3,400,166.58	-
		-39,654.44	-108,144.12	-

1

2

2015 2014

99.06% 98.77% 2015 2014

25.28%

2014 -108,144.12

-97,457.78 -21,701.66

2014

2015 -39,654.44

-14,674.73 2014 -97,457.78

-23,648.93

2015

2015

FD

6

	2015	-396,544,359.81	2014
-1,081,441,217.74		7.4	

2014

2014

2015

FD

1

1

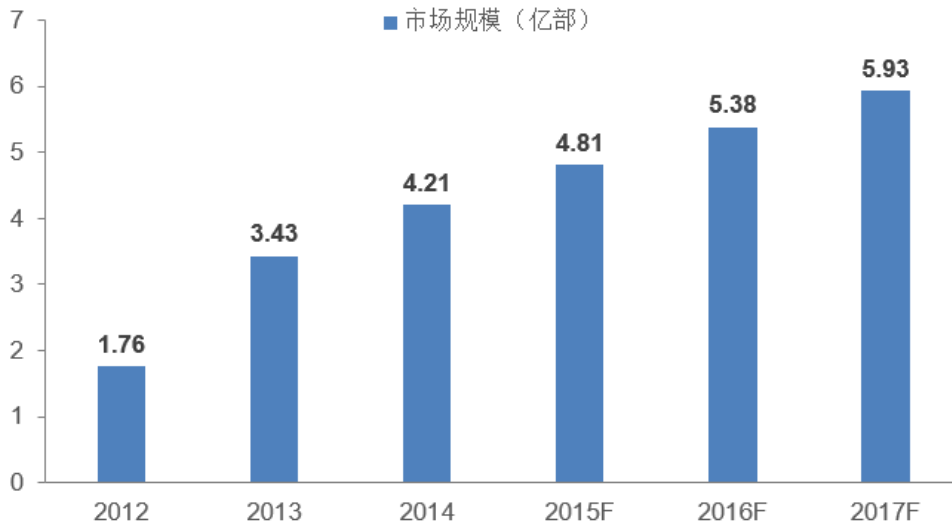
4G

2015	4G		28%		
2015	4G	3.56	3G	4.08	2016
	4G		3G		

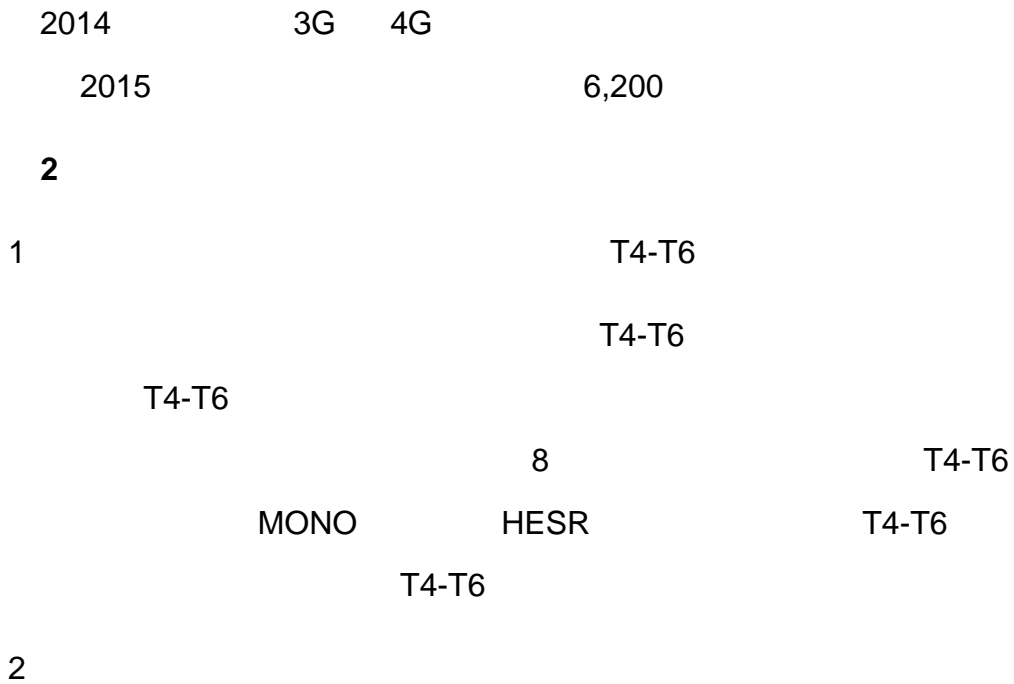
2

	2012	2013	2014			
	1.76	3.43	4.21	2015	2016	2017
	4.81	5.38	5.93			

中国智能手机市场规测



4G



FD
FD
2015
2015
13%

6.8%
HESR
HESR
T4-T6
3

B2B
T1 T6
B2B
4

2015

IT

2015

SAP

1

70%

2

1

2

3

946,901,092

2015

	2015	
	1.14	1.00
	0.75	0.66
	79.39%	81.80%
	48.06	64.23
	15.38	12.22
	2.94%	2.94%
	-0.87%	-0.87%
	-0.24	-0.33
	-0.25	-0.35

1

2 2014
 2015

2015

2

30%

	2015 12 31	2014 12 31
	4,785,542,136.63	4,169,291,782.75
	287,533,717.00	192,783,471.13
	646,080,393.53	1,151,071,544.05

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	112,806,439.86	112,806,439.86
	224,231,827.39	224,231,827.39
	318,140,599.83	674,464,938.82
	1,255,178,867.08	1,611,503,206.07
	-54,167,012.11	-34,081,493.65
	1,201,011,854.97	1,577,421,712.42
	11,443,979,339.92	9,756,821,000.62

	2015	2014
	42,475,226,275.02	34,001,665,751.66
	42,475,226,275.02	34,001,665,751.66
	42,862,870,966.82	35,027,776,520.61
	41,393,969,048.06	33,168,458,638.05

	20,901,000.55	28,422,572.24
	880,454,646.31	1,182,048,000.99
	281,396,556.21	244,340,419.23
	265,381,145.32	300,679,368.11
	20,768,570.37	103,827,521.99
-		
-	-11,777,593.99	-4,082,148.51
-		
-	-399,422,285.79	-1,030,192,917.46
	14,847,068.51	6,946,273.49
	142,687.67	383,665.70
	3,294,642.80	4,775,185.55
	1,525,483.84	1,298,038.84
-	-387,869,860.08	-1,028,021,829.52
	8,674,499.73	53,419,388.22
-	-396,544,359.81	-1,081,441,217.74
	-356,324,338.99	-1,003,274,587.54
	-40,220,020.82	-78,166,630.20
1.		
2.		
1.		

	453,879,537.50	963,032,667.56
	50,554,132,746.58	40,917,089,807.42
	47,017,617,139.74	39,053,797,769.05
	624,591,791.44	701,334,938.88
	130,404,523.12	254,386,799.96
	1,438,398,704.15	1,201,265,400.56
	49,211,012,158.45	41,210,784,908.45
	1,343,120,588.13	-293,695,101.03
	4,551,387.89	1,234,480.80
	123,566,482.39	2,900,000.00
	128,117,870.28	4,134,480.80
	70,600,609.10	125,127,143.67
	64,871,391.00	19,747,000.00

	5,085,372,000.00	5,730,000,000.00
		13,918,595.68
	5,103,121,956.86	5,812,050,598.02
	6,205,000,000.00	3,870,000,000.00
	205,890,586.39	167,519,166.90
	1,991,696.71	414,904,444.74
	6,412,882,283.10	4,452,423,611.64
	-1,309,760,326.24	1,359,626,986.38
	316,508.53	-220,172.53
	14,750,353.88	924,972,049.95
	3,771,791,782.75	2,860,738,328.48
	3,786,542,136.63	3,785,710,378.43

	2015	12	31
			5,038,051,783.38
			290,533,717.00

	48,326.03
	95,979,652.58
	3,417,666,910.74
	332,576,257.72
	10,227,716,094.08
	78,253,791.00
	559,808,921.30
	1,951,212.53
	381,278,244.40
	3,451,626.93
	177,907,232.74
	1,151,807,378.64
	48,914,013.08
	1,090,181.15
	50,552,900.00
	2,455,015,501.77

	12,682,731,595.85
	3,000,372,000.00
	4,491,561,087.00
	864,855,640.56
	211,645,157.62
	30,648,711.66
	63,102,328.62
	397,378.47
	1,585,272,603.24
	251,818.00
	10,248,106,725.17
	1,007,274.00

	5,540,000.00
	9,911,111.00
	109,812,550.00
	126,270,935.00
	10,374,377,660.17
	2,352,480,663.66
	-44,126,727.98
	2,308,353,935.68
	12,682,731,595.85

	2015
	43,030,139,021.84
	43,030,139,021.84
	43,407,267,671.77
	41,764,183,306.80
	73,019,928.19

	946,716,694.74
	337,200,331.57
	265,134,498.63
	21,012,911.84
-	
-	4,618,016.48
	-1,312,984.27
-	
-	-372,510,633.45
	15,872,068.30
	189,684.26
	4,640,633.69
	1,916,500.14
-	-361,279,198.84
	12,765,139.74
-	-374,044,338.58
	-334,390,901.65

/	-0.33
/	-0.33

1

2

1

2

30%

	500	90%	
	500	90%	
	200	100%	

100% 2016 4 6

3

3.00

2014
0.87%

2016 4

6

3

2

2

1

2

1

		2015
		6,358.23

2

		2015
		200.03

3

	2015
	284.12

3

		70.00	3.50
	-	70.00	3.50

1

1

			94,690.11	70.00%	70.00%

2

3

4

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2

1

		6,358.23	10,102.92

2

		200.03	165.70

3

	10,000.00	2015.9.1	2016.7.19	
	10,000.00	2015.9.1	2016.7.26	
	10,000.00	2015.9.1	2016.7.5	
	10,000.00	2015.8.25	2016.8.18	
	10,000.00	2015.8.25	2016.8.24	
	10,000.00	2015.8.18	2016.8.17	
	8,000.00	2015.8.26	2016.2.26	
	30,000.00	2015.9.24	2016.4.24	
	7,000.00	2015.7..14	2016.7.14	

4

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	8,000.00	2015.4.21	2016.12.31	

3

1

		70.00	3.50	70.00	3.50
		70.00	3.50	70.00	3.50

2

		24,703.68	29,703.68
		8,000.00	4,000.00
		32,703.68	33,703.68

1

1

70%

2

1

17.28%

2

11.16%

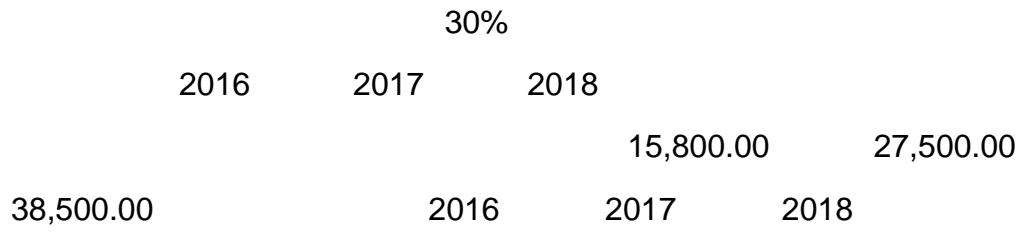
3

2

3

5%

4



5

2016 2017 2018

6

2

61,200.00

7

4.40%

2014 2015

2.45% 2.55%

1

2

2012

2015

2014

2014

3G

2015

2016

5

6

10-20

1

	2015	2014	2013
	64,608.04	115,107.15	141,096.86
	5.65%	11.80%	13.44%
	1.52%	3.39%	4.84%

7

1

2

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8

T4-T6

80,000

9

2015

2015

13.0%

iphone7

2016

iphone7

2016

10

		/			
1		B2-20130038	2013.06.08- 2018.02.08		
2		[2013]00292-A011	2013.11.14- 2018.02.08		
3		4453061805			
4		4700624091			
5		01100590			
6		ICP 080655	2015.02.15- 2018.12.25		
7		[2013]0453-086	2013.06.18- 2016.06.17		

8		ICP 100242	2015.03.18- 2020.03.18		
9		[2013]0937-986	2015.04.21- 2016.11.21		

2016 6 7

2016 6 17

2016 11

2

1 2016 4 14

2

30

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1

2

3

4

1

2

2014 12 31

		%		
600122.SH		53.44	1.74	1.28
600898.SH		44.73	1.63	1.34
600655.SH		41.93	1.59	0.86
002024.SZ		64.06	1.20	0.82
002416.SZ		51.54	1.83	1.34
600704.SH		75.97	1.28	0.42
		55.27	1.55	1.01
000829.SZ		79.39	1.14	0.75
000829.SZ		81.80	1.00	0.66

2015 12 31

70%

30%

12

12

2015 3 31

400

300

2.49%

100

2015 4 10

1,500

160,494

14,839,506

5%

2013

2013 10 22

2014 12 16

2015 4 29

2015 7 30

4%

2015 8 7

4%

2015 8 10

24,306,065

2013 10

22

2015

2015 7 24

850

1.2

5,463.5

5,686.5

2015 8 10

BLISSFUL FAME LIMITED

1,000

ZHONG WEI CAPITAL L.P.

ZHONG WEI

CAPITAL L.P.

ZHONG WEI CAPITAL L.P.

O2O

2016 1 15
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1.9226 1,079.6774 1,081.60
4.9039%

12

2015 12 31

13.93%

2015 12 31

9

3

2015 12 31

3

1

www.cninfo.com.cn

1

2

1

20%

2

10%

3

4

2/3

2012	87,097.34	-47,349.90
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[2000]7

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2015

346

1 2015
2016 3-136

2 2015
2016 3-189

2015 1 1

2015 1 1

3

1,072,956,704

2015

	2015	
	-0.24	-0.31
	-0.25	-0.33

2

1

2016

2017 2018

15,800.00

27,500.00

38,500.00

2016 2017 2018

2

1 T4-T6 T4-T6 T4-T6
T4-T6 8 T4-T6
2 T4-T6 B2B
3 2015
3 B2B
T1 T6
4 B2B

36

2015 11 9

6

2015 11 9

2015 5 6

2015 11 6

350

1

20150521	1,300	-	1,800
20150602	5,700	-	7,500
20150603	-	4,000	3,500
20150604	-	1,200	2,300
20150608	-	2,300	-
20150623	4,900	-	4,900
20150624	-	4,900	-

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2015 11 9

2015 11 9

2015 12 29

3

300

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2015 5

19

100 2015 5 20

100

2015 5 21

200

		30%
	1 5	2016

26		/
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10

1

2

	618
	0755-23976739
	0755-23970739

	9	D	7
			010-58137023
			010-58137788

	36
	13798439369
	0755-82990751

	28	4
		13922810282
		010-88000006

30%

30%

1

2

3

2014

2015

4

5

6

7

