

000829



1

2

..... 5

1

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3

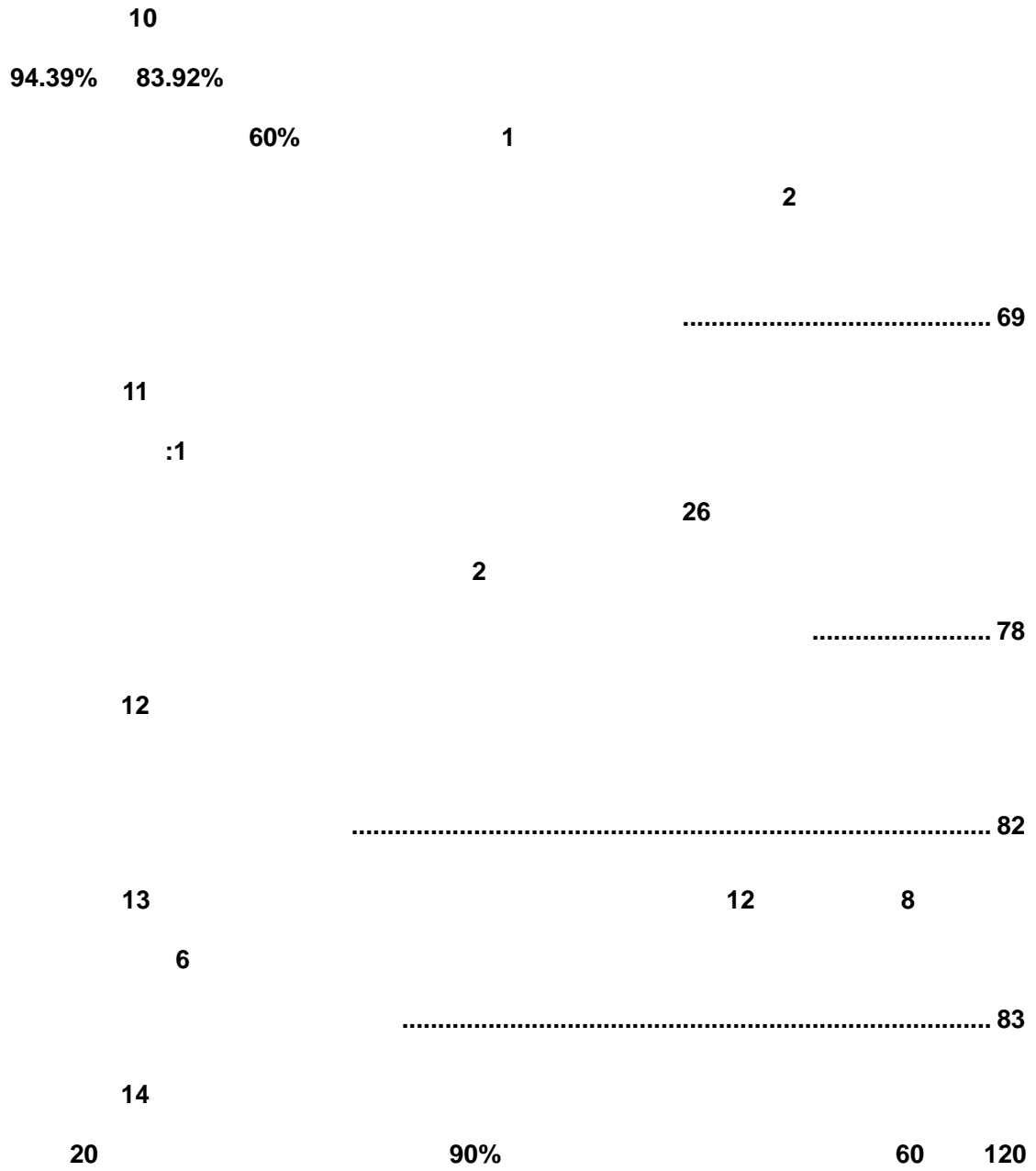
5%

4

5

5

	2	3	.....	25
5				
.....				28
6			2014	
2015	2015	2014		
	1 2015		2 2016	
	3			
	.....			36
7				
	1			
2	2016-2018			
	.....			58
8				
	146,192.69		21,583.33	
1				
	2			
	2016-2018			
	.....			63
9				



2016 5 20

160930



30%

70%

30%

30%

1

2

2014

2016

2017

2018

1.58

2.75

3.85

2016

2017

2018

3

T4-T6

2016

2,513.60

4.28%

2015

2.55%

2015

2015

2014

2016

2017

2018





2

1

2

3

5%

4

5

26



2

3

1-1-12

		( )	
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1

11.16%

31.68%

42.84%

5%

2016 5 31		
1	131,917,569	13.76%

2016 5 31

1		11268	31.3%
2		10836	30.1%
3		13896	38.6%
		36000	100%

2016 5 31

1		5537.142857	2.52%
2		31428.571429	14.29%

5		3610.22322	1.64%
6		1885.714286	0.86%
7		33671.348567	15.30%
8		75460	34.30%
9		13959.529785	6.35%
10		33712.737702	15.32%
		220000	100%

13

7

2016 5 31

---

5%

5%

5%

1-1-17

5%

5%

1

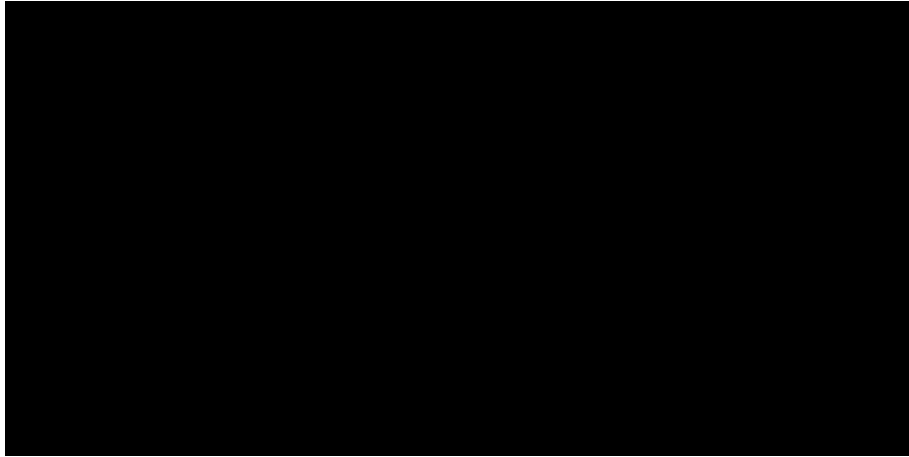
1

3000

99% CtH<sub>2</sub>Q1@

28000  
280  
27720  
360  
833616  
62.7%  
3.62  
2

1



2

1

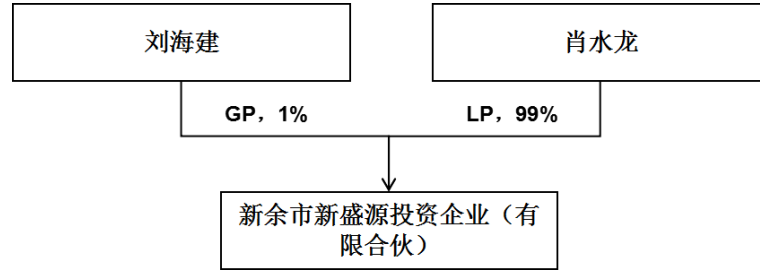
	44030119630511****				
		39		21D	
		1104			
	2008				
					30.86%

2

99%

1			83.33%





2

1

	36220219791001****				
					* **
					* **

5%

5%

5%

--

5%

3

2016

2

31.68%

7

4.323%

95.677%

2016	1	15			
			31.68%		
2016	2	18			
		20572			30.31%
	1			1.37%	
2016	2	18			
20572					30.31%
2016	2	18			
1				1.37%	
2016	2	18			
			31.68%	1.37%	30.31%
				1.37%	1
30.31%			20572		
2016	2	22			

2002

31.68%

31.68%

		/			
1		B2-20130038	2013.06.0 8-2018.02 .08		
2		[2013]00292-A011	2013.11.1 4-2018.02 .08		
3		4453061805			
4		4700624091			
5		01100590			
6		ICP 080655	2015.02.1 5-2018.12 .25 2016.06.		

7

[2016]2237-253

30

[www.bjwh.gov.cn](http://www.bjwh.gov.cn)

1

2

3

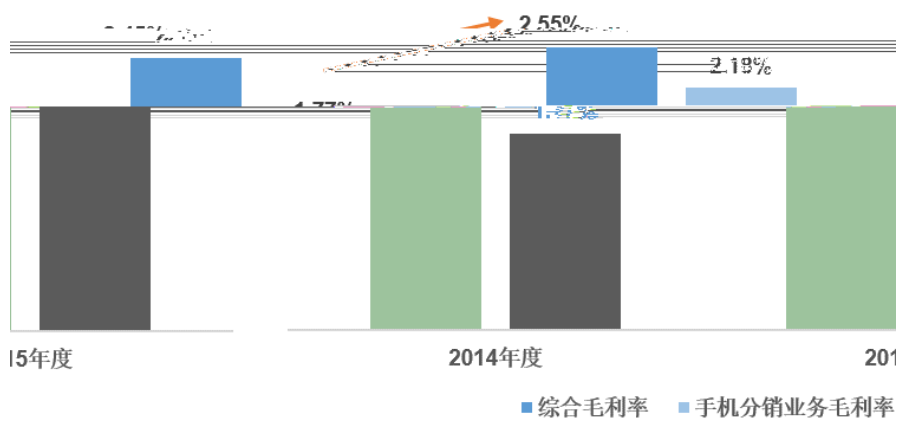
4

2019

2015

6821.59

2015年度 2014年度 2013年度



			2014	2.45%	2015
2.55%				2014	1.77%
2015	2.18%			2014	
3G 4G		3G			
2015		3G			
		2015			2014
T4-T6					
2016				2016	
	4.28%	2015	2.55%		
					2015
	31.80%				

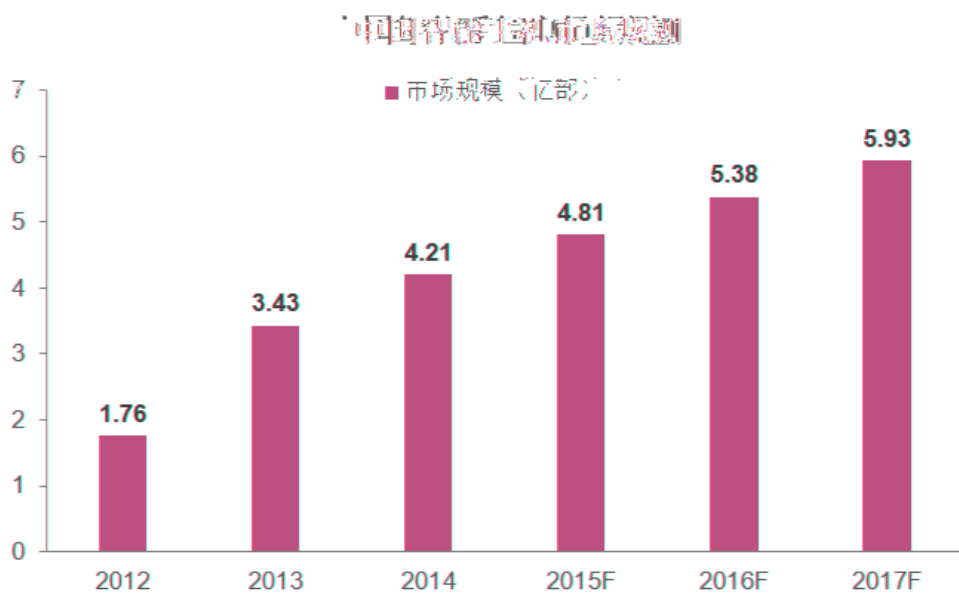
HESR MONO HESR

FD

2015 16.16 2014 10.47

2015

	2012	2013	2014	2015	2016	2017
市场规模 (亿元)	1.76	3.43	4.21	4.81	5.38	5.93



	2015	4G			2014
21.4%	2015	77.9%	4G	3G	
	4G		4G		



2015-2020

2

	IDC	2015	2000	
		2015		5
	29.7%			
	15%			

3

+

+

4

2013

T4-T6

2014

T4-T6

T1-T3

T4-T6

5

2013-2017

2013

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

2013

17

MONO

HESR

**6**

**2014**

**2015**

**2015**

**2014**

1

2

3 2014

	<b>2015</b>	<b>2014</b>
	26,760.67	31,379.25
	683.60	1,068.16
	4,495.42	5,875.04
	2,040.89	1,492.93
	7,793.10	5,480.53
	4,247.01	5,585.31
	1,009.87	426.61
	7,628.09	22,378.18
	19,169.48	24,734.31
	5,790.09	5,743.26
	6,590.19	10,453.36
	1,837.07	3,587.86
	<b>88,045.46</b>	<b>118,204.80</b>

2015

2014

30,159.34

2014 24.92% 2015  
2015 2014 27.66% 2015  
2014

**2016**

2016

1

2015 424.75 420.75  
99.06% 2015 2014  
25.28%  
2015

2014

1

2

2014

2015

2016

HESR



2015 2014 24.92%

17.36% 2015

2014

1

2014 2015

2015 2014

2015                      2014                      20,314.92

5                      2014                      3,863.17

2                      2015

2015

2014                      27.66%                      2015

	2015	2014
	9,433.51	5,000.05
	381.96	409.00
	1,262.46	1,333.64
	1,596.26	1,420.49
	2,155.54	2,550.88
	107.49	151.59
	1,445.20	1,621.20
	1,059.16	1,236.39
	1,711.52	671.88

	2015	2014
	29,677.76	33,739.67
	5,554.42	5,796.41
	52.05	28.99
	38.90	0.00
	2,111.70	1,987.11
	289.93	108.58
	<b>26,538.11</b>	<b>30,067.94</b>

2015

2014

FD

2015

16.16

2014

10.47

2016

2016

2016

2017

2018

1.58

2.75

3.85

1

1

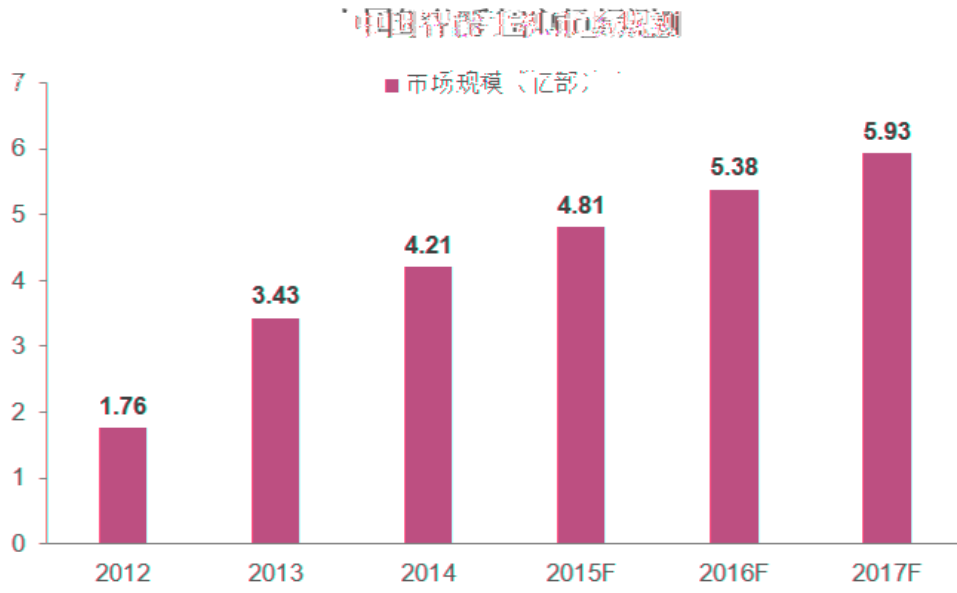
4G

2015 4G

28%

2015 4G

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



1375513

	40,000
	2,000

8

3

2018 2016  
2018 1.86 2.47 3.21 2016  
2018

2016 2018

\	2016	2017	2018
	<b>4,395,815.34</b>	<b>4,730,500.28</b>	<b>5,096,849.71</b>
	4,300,272.07	4,621,403.33	4,974,946.57
	1,875.64	2,103.18	2,321.07

	33,076.42	36,419.54	38,345.73
	21,968.14	25,371.45	28,194.07
	20,041.78	20,453.27	20,903.70
	<b>18,581.30</b>	<b>24,749.51</b>	<b>32,138.57</b>
	-	-	-
	-	-	-
	<b>18,581.30</b>	<b>24,749.51</b>	<b>32,138.57</b>
	-	-	-
	<b>18,581.30</b>	<b>24,749.51</b>	<b>32,138.57</b>

1 2016 2018

\					
	2014	2015	2016	2017	2018
	3,360,018.94	4,213,424.05	4,395,815.34	4,730,500.28	5,096,849.71
	-	25.40%	4.33%	7.61%	

6.55%

2016 2018

1

2012 2013 2014

1.76 3.43 4.21

2015 2016 2017

4.81 5.38 5.93

2016

2017

11.85% 10.22%

6.55%

2

2015 9

35.14% 534

27.86% 2337

2015

587

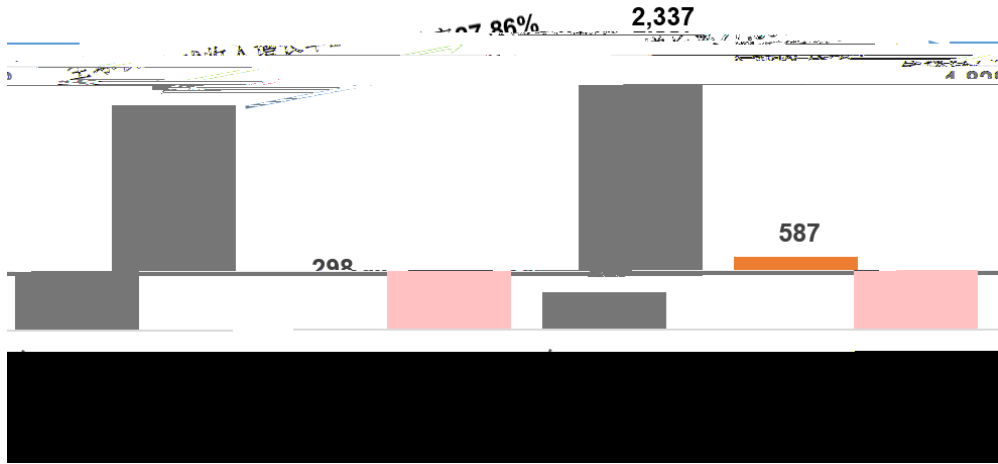
2014 298

96.98% 2016

IPHONE7

IPHONE7

### 苹果手机2015年全球及中国收入快速增长



2016 2018

2016 2018

2 2016 2018

\					
	2014	2015	2016	2017	2018
	1.98%	2.21%	2.17%	2.31%	2.39%

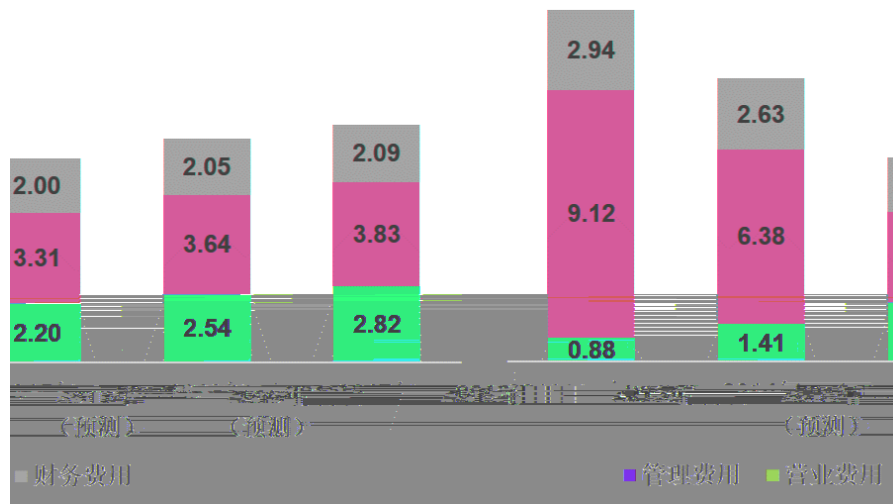
2015 2.21% 2016 2.17% 2015  
 2017 2018 2.31% 2.39% 2015  
 2016

2016 2018

2015

3 2016 2018

图 1-1-1 2015 年-2018 年管理费用、营业费用、财务费用



2016

2015

2017 2018

2016

2015

2016

2 2016

1 2015

IT

2 2015 SAP

2016 2018

2016 2018

4 2016

2016 2015

	2016	2015
	979,569.75	1,272,368.84
	937,660.06	1,223,343.44
	159.61	902.14
	21,385.19	26,816.53
	6,768.83	6,495.89

	6,076.57	7,638.91
	5,563.32	6,229.41
	1,970.47	803.45
	15.81	357.62
	27.22	81.71
	1,959.06	1,079.36
	128.56	59.95
	1,830.50	1,019.41
	2,513.60	
	4.28%	

2016

4.28%

2015

3.85%

2016 2,513.60  
 iphone7 2016  
 HESR  
 5  
 1 T4-T6  
 T4-T6  
 T4-T6  
 MONO 8 T4-T6  
 HESR T4-T6  
 T4-T6  
 2  
 1 FD  
 FD

2

2015

38%

2015

3

6.8%

HESR

HESR

T4-T6

3

B2B

T1 T6

B2B

4

1

2015

IT



2015

2016

2015

2016

7

1

2

2016-2018

4

1

2015

2015

2014

2015 10

1-1-58



2.2

300

3

2015

3

1

4G

2

IDC

1

3

\	2014	2015	2016	2017	2018
	-6,503.95	-476.49	1,172.43	1,278.90	1,597.30
	-719.08	-2,192.73	-418.28	848.36	1,804.31
	-16,754.46	-13,046.47	-3,591.65	2,337.09	5,562.61
	96.25	0.19	108.43	275.42	375.60



146,000.00

2015

2015 12

100%

146,192.69

1		12,380.70	12,380.70	-	-
1.1		9,228.18	9,228.18	-	-
1.2		3,152.52	3,152.52	-	-
2		5,000.00	134,124.39	129,124.39	2,582.49
2.1		5,000.00	134,124.39	129,124.39	2,582.49

2016 -2018

	2014	2015	2016	2017	2018
	8,178.30	9,757.70	11,322.34	13,531.27	16,115.30
	-	19.31%	16.03%	19.51%	19.10%
		19.31%			18.20%

19.31%

2016 -2018

18.20%

2016 4

2016 1-4

3,467.69

2016

30.63%

2016-2018

2016-2018

2016 1-4

270162916



3

3



1

2015

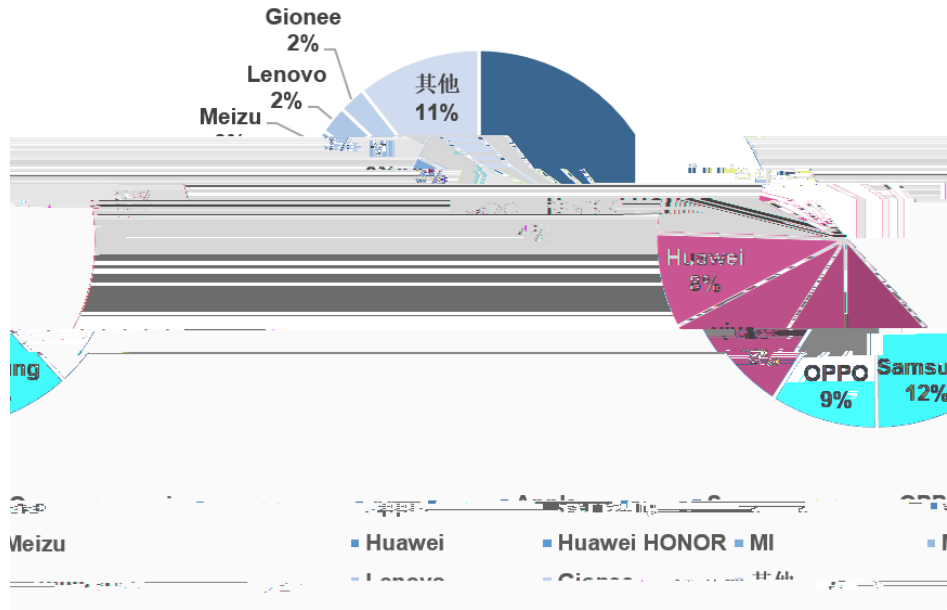
2015

38%

2015

64.18%

2015年国内线下手机品牌销售额市场占有率



38%

2

1

2

8

T1 T6

3

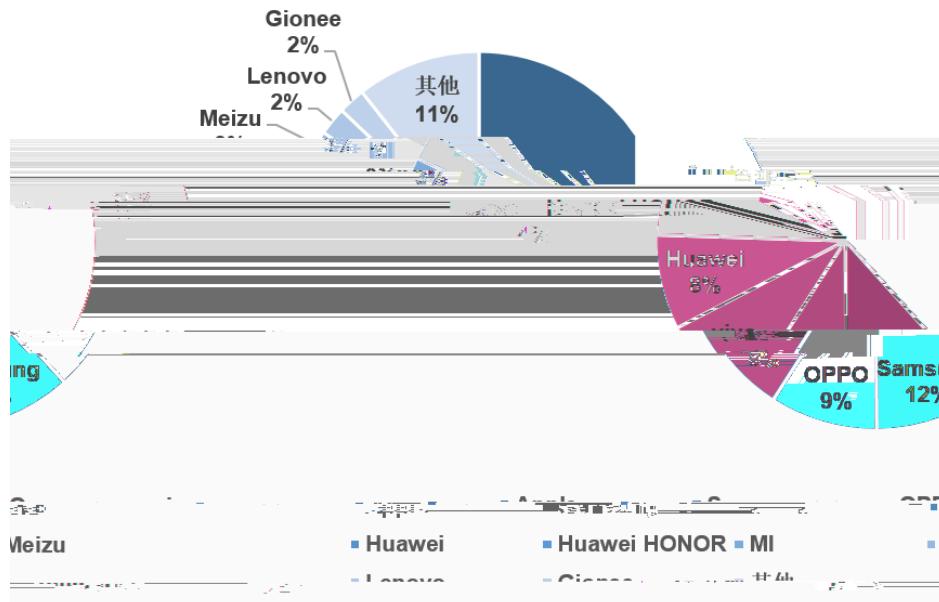


T4-T6

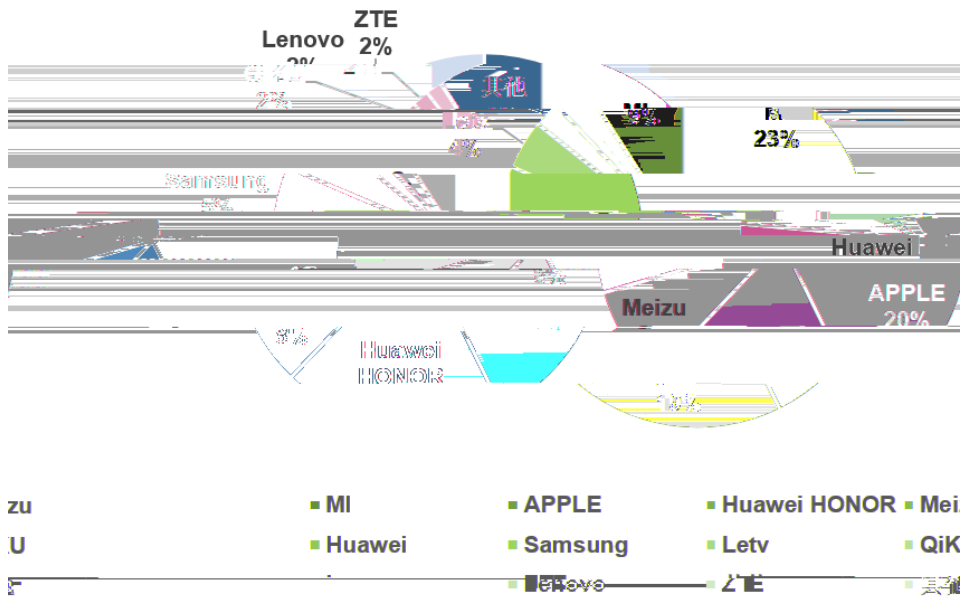
2015

31.80%

2015年国内线下手机品牌销售额市场占有率



2015年国内线上手机品牌销售总额市场占有率



89%

91%

38% 20%

2015

4000

88.1%

10.5%

002416.SZ

2014

2015

2015

			%
1	1	3,364,155.83	68.61%
2	2	722,064.69	14.73%
3	3	287,331.32	

2		1,380,420.90	30.99%
3		610,561.91	13.71%
4		484,850.89	10.88%
5		59,799.41	1.34%
		4,272,084.74	95.90%

2014 2015

95%

MONO

HESR

FD

MONO

HESR

FD

2015

16.16

2014

10.47

T4-T6

T4-T6

11

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26

2

26

90%

20

60

120

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26

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2015

2016 4 2 2016 4 23

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2015 11 9

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2015

2016 4 23

2016 4 25

2016 6 6 30 20

2015 11 9

2,191.60

10%

26

2016 6 6

26

2016 6 6

12

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12

12

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2015    3    31

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31

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160,494

14,839,506

5%

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5,686.5

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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.

2

O2O

100%

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2015 12 30

2015

100%

2016 1 12

[2016]7

9112011678334882XA

94,900

2016 2 18

2016 3 22 94,900

2

100%

1

2016 1 15

50.65%

15,946.21

1657.0068

4.7025%

2

1

2016 1 15

( )

1,081.60

1.9226

1,079.6774

4.9039%

2



	/	90% /
20	10.79	9.71
60	10.91	9.82
120	14.34	12.91

20

90%

1

2

4	002024.SZ		3.26
5	002416.SZ		3.93
6	600704.SH		2.07
			<b>4.06</b>
			<b>4.65</b>
			<b>1.63</b>

2015 12 31

2015 12 31

4.06

2015 12 31

1.63

2015

2015 12 31

2.09

9.71 /

4.65

1.63

4

2015 11 9

20

90%

15

2013 4 9

2014 3 26

2013 4

2014 3

1 2013 4

2013 4 9

2013 4 19

2013 4 28

2 2014 3

2014 3 26

2014 3 26

2014 3 27

2013 4 2014 3

2013 4 2014 3

16

2016 3-190

2016 3-189

1-1-94



2016 6 20