

000829



618

1

2

..... 5

1

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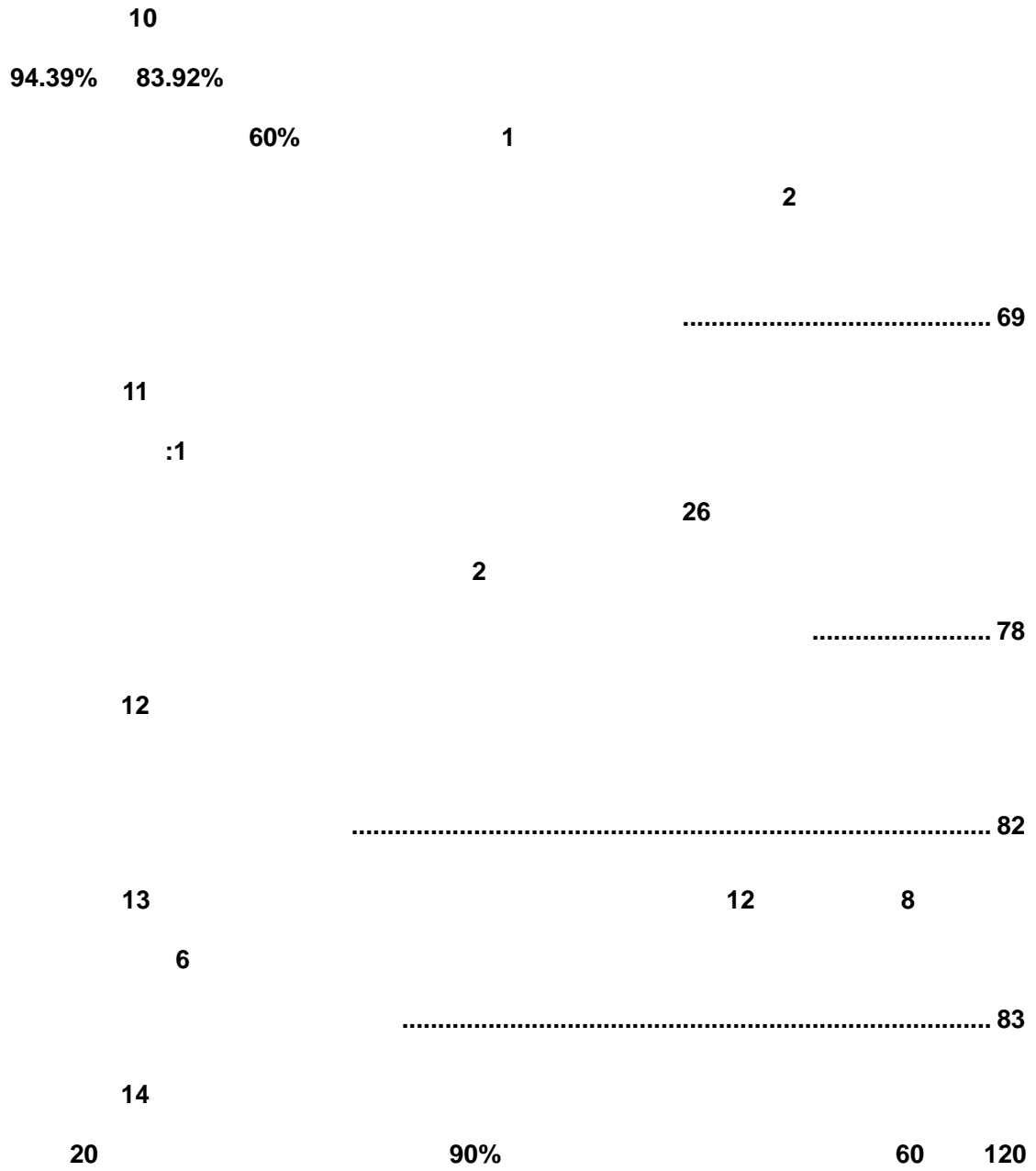
5%

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





2

1

2

3

5%

4

5

26



2

3

1-1-12

|  |  |     |  |
|--|--|-----|--|
|  |  | ( ) |  |
|--|--|-----|--|

1

11.16%

31.68%

42.84%

5%

2016 5 31

5%

№ 9 в 1 РБ

|  |  |  | % |
|--|--|--|---|
|--|--|--|---|

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

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5%

5%

5%

1-1-17

5%

5%

1

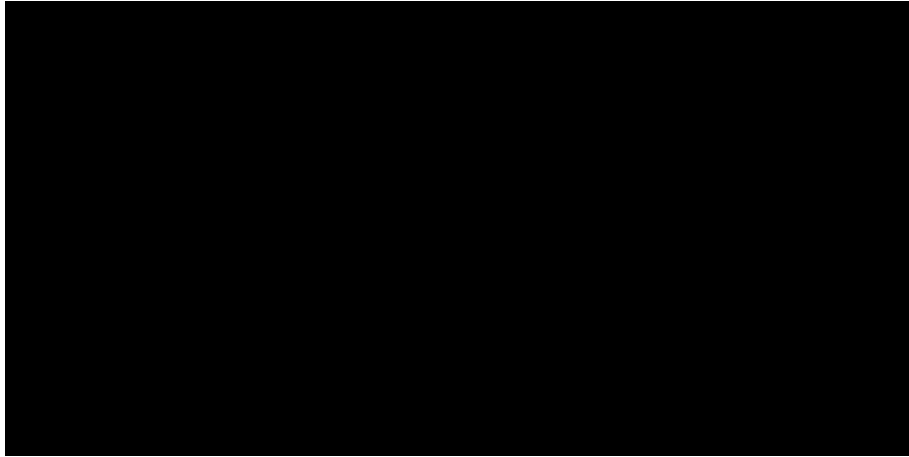
1

3000

99% CtHP@mQ1@

28000  
280  
1  
27720  
360  
2  
833616  
62.7%  
3.62

1



2

1

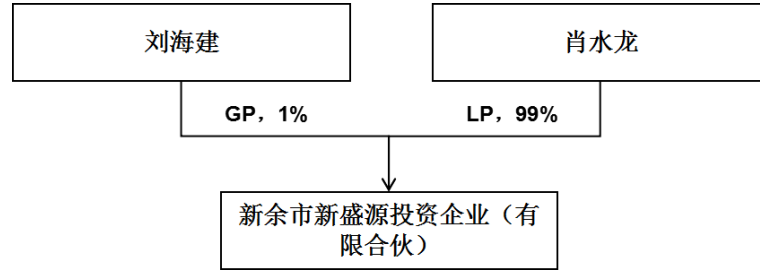
|  |                    |      |  |     |        |
|--|--------------------|------|--|-----|--------|
|  |                    |      |  |     |        |
|  | 44030119630511**** |      |  |     |        |
|  |                    | 39   |  | 21D |        |
|  |                    | 1104 |  |     |    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

2

99%

|   |  |  |        |
|---|--|--|--------|
|   |  |  |        |
| 1 |  |  | 83.33% |

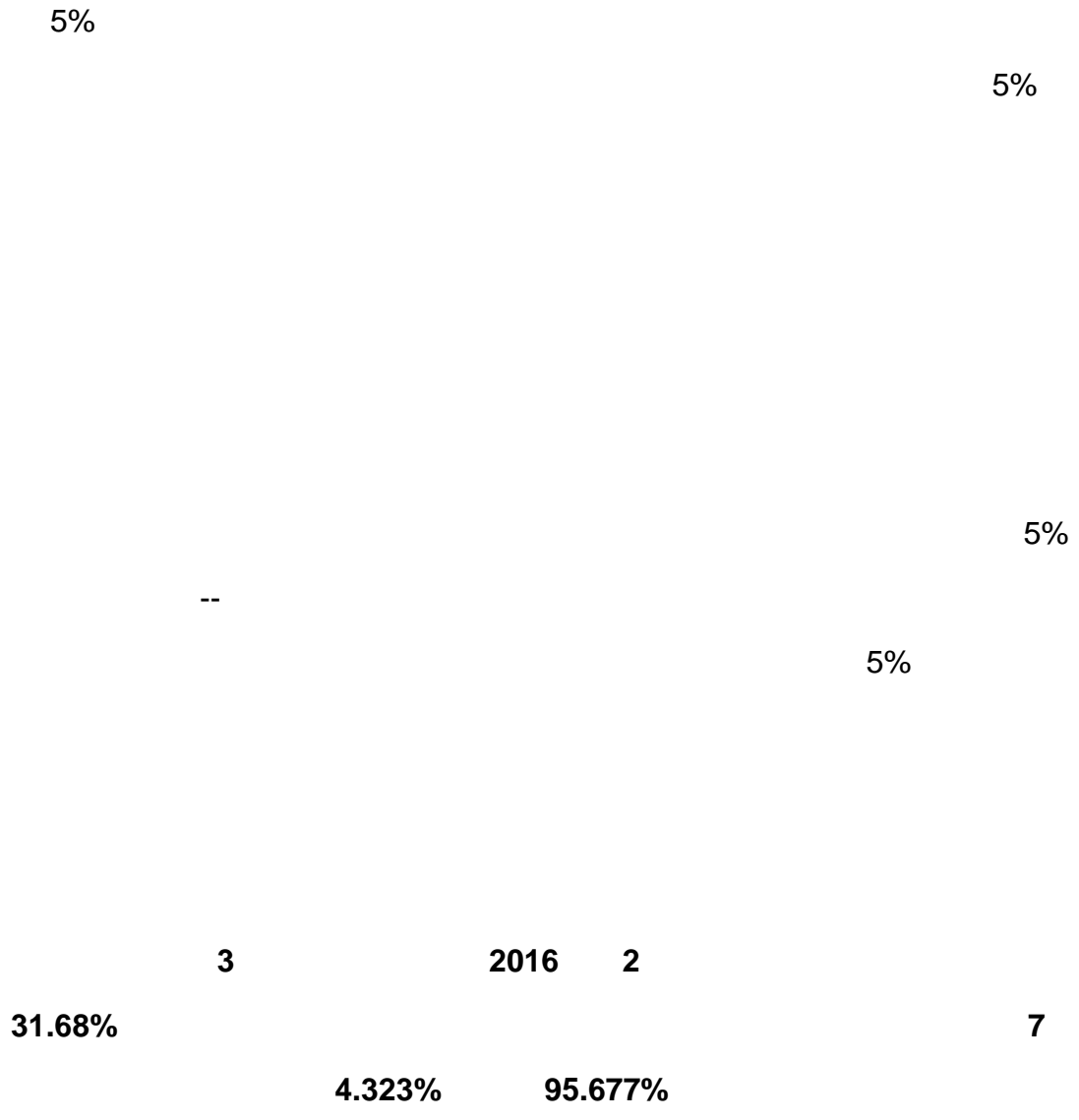




2

1

|  |                    |  |  |  |      |
|--|--------------------|--|--|--|------|
|  |                    |  |  |  |      |
|  | 36220219791001**** |  |  |  |      |
|  |                    |  |  |  | * ** |
|  |                    |  |  |  | * ** |



|        |   |        |        |       |        |
|--------|---|--------|--------|-------|--------|
| 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<br>8-2018.02<br>.08             |  |  |
| 2 |  | [2013]00292-A011 | 2013.11.1<br>4-2018.02<br>.08             |  |  |
| 3 |  | 4453061805       |   |  |  |
| 4 |  | 4700624091       |   |  |  |
| 5 |  | 01100590         |   |  |  |
| 6 |  | ICP 080655       | 2015.02.1<br>5-2018.12<br>.25<br>2016.06. |  |  |

7

[2016]2237-253

30

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

1

2

3

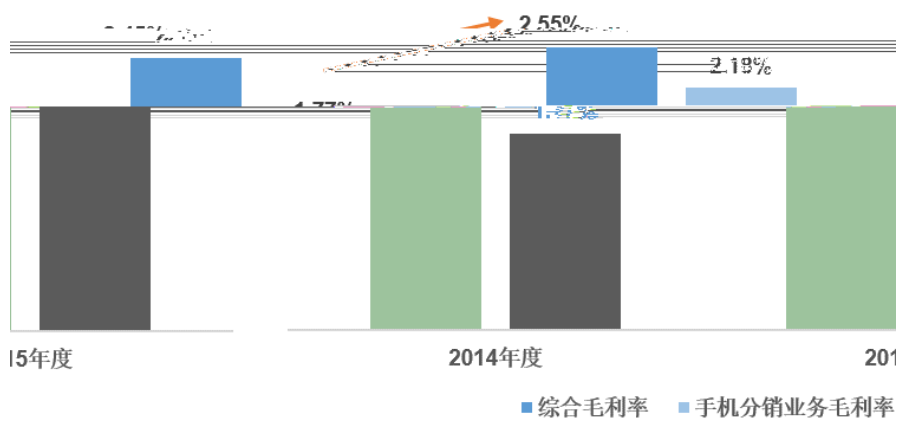
4

2019 ) 2019 4 0F0E, 0F

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% |      |       |       |       |

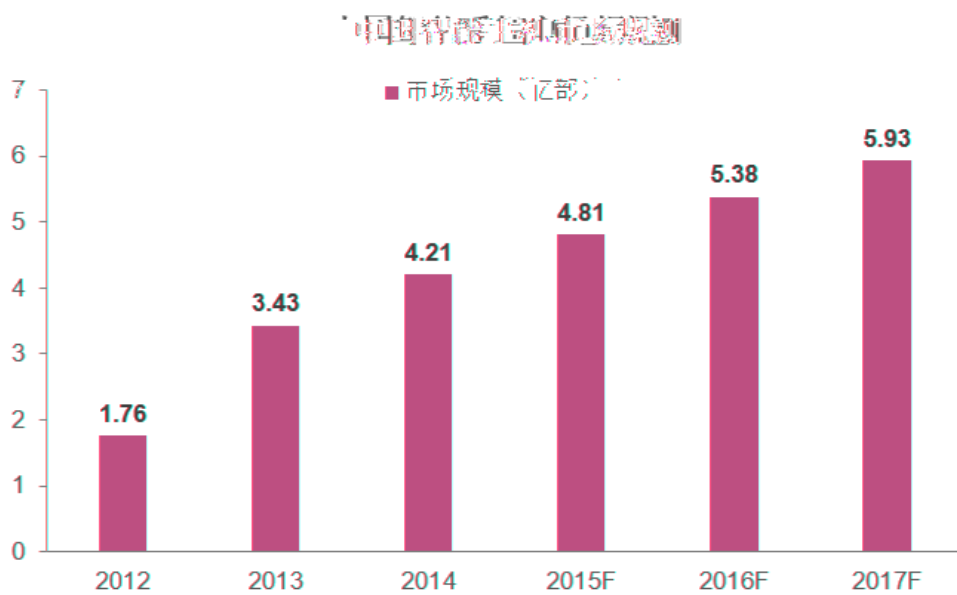
HESR MONO HESR

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  
2015  
2014

**2016**

2016

1

2015 424.75 420.75  
99.06% 2015 2014  
25.28%

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

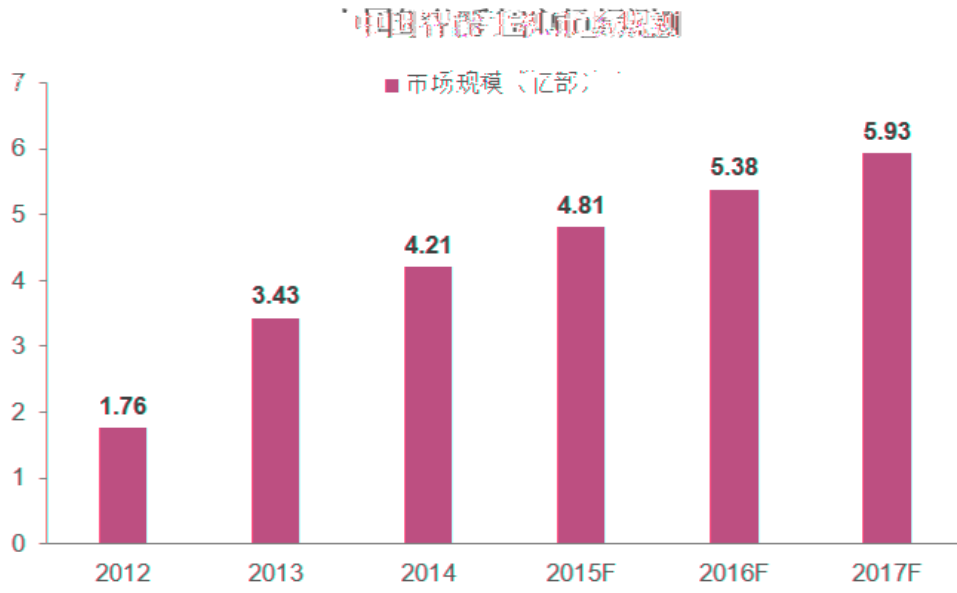
4G

2015 4G

28%

2015 4G

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



137513

|  |        |
|--|--------|
|  | 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

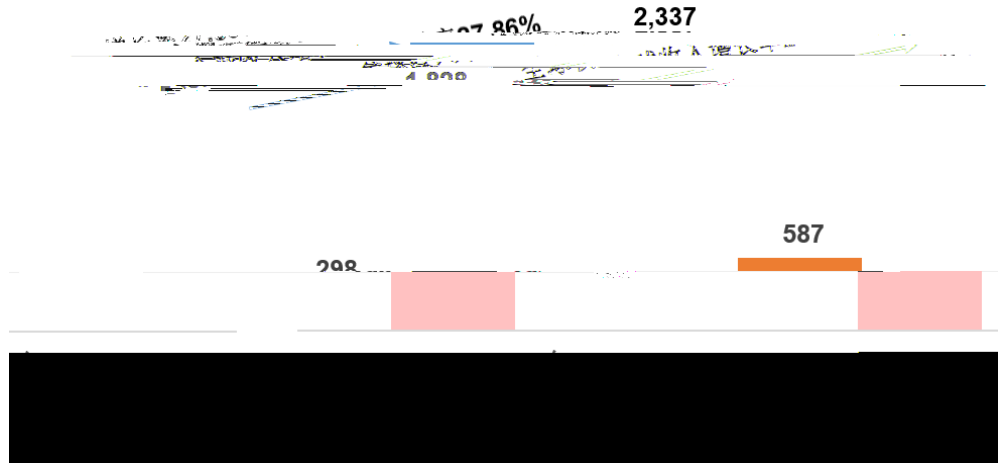
2014 298

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

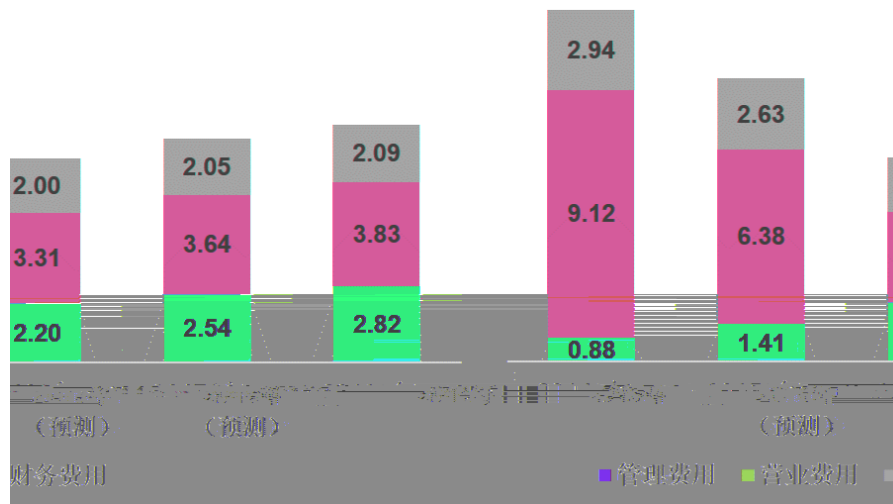
2016

2016 2018

2015

3 2016 2018

图 1-1-11 2015 年-2018 年管理费用、营业费用、财务费用占营业收入比例



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  
 8 T4-T6  
 MONO 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

2016 1-4



3

3



1

2015

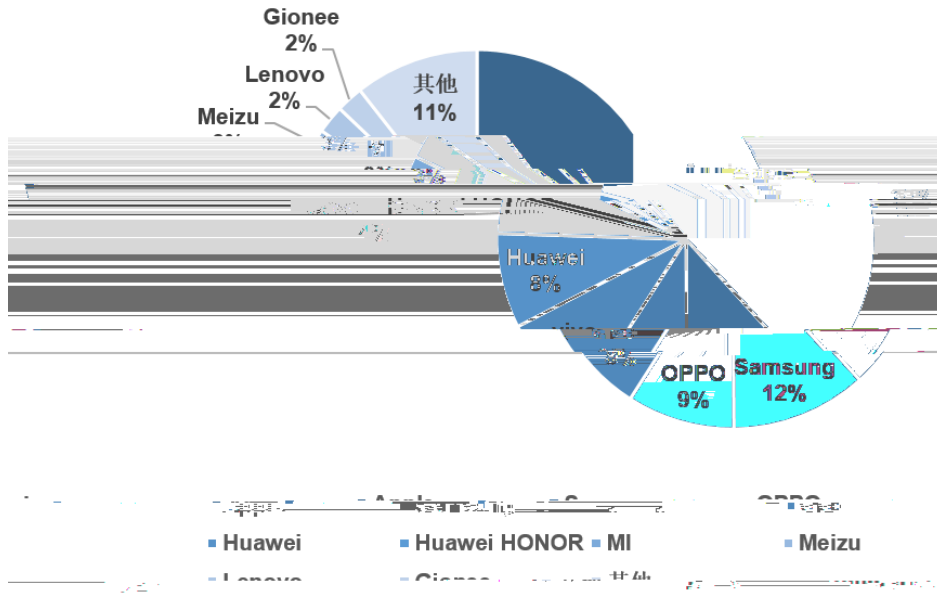
2015

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

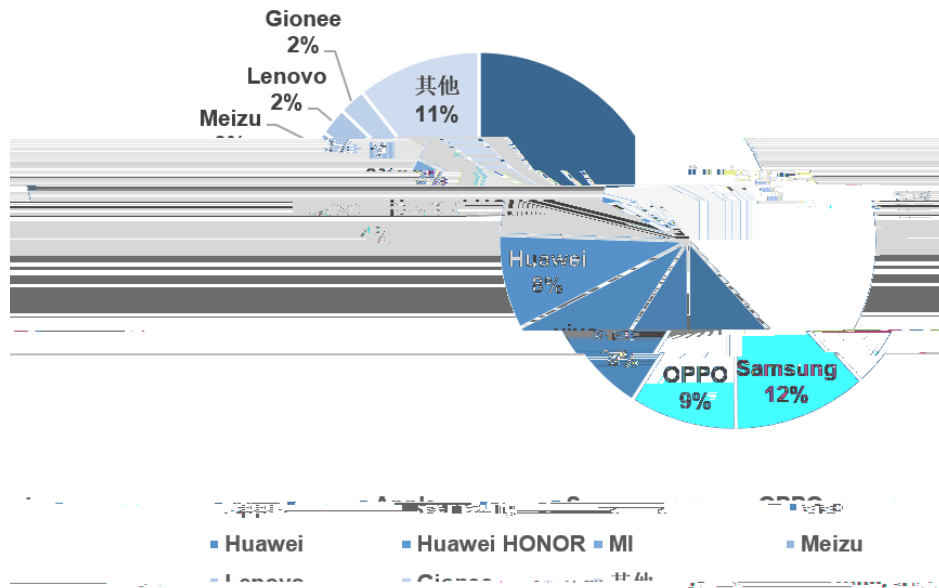


T4-T6

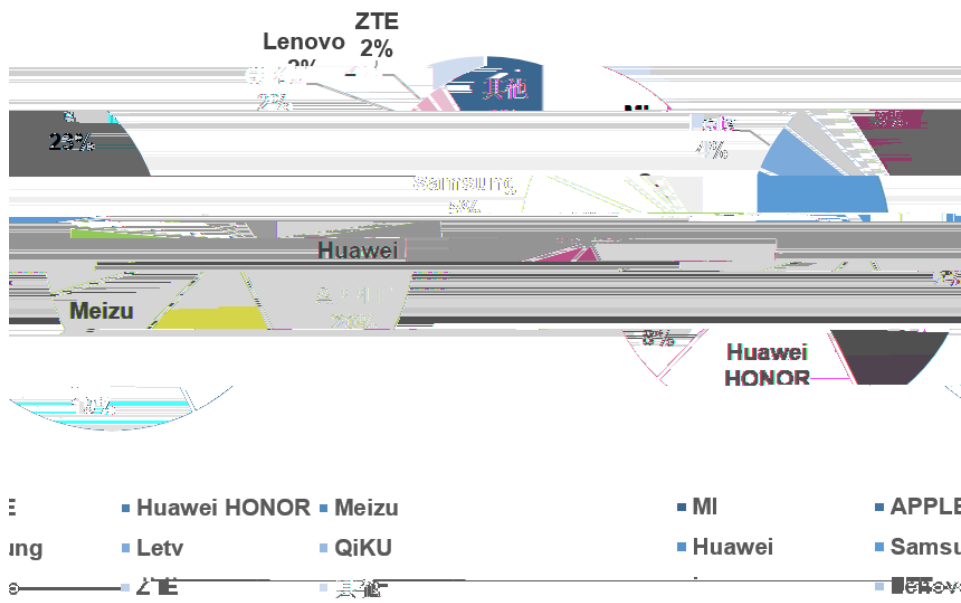
2015

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

:1

26

2

26

90%

20

60

120

/

26

26

26

26

1

2

2015

2016 4 2 2016 4 23

26

3

4 AÁçh13ÁdkTp113@ÚbE

1

30

20

2015 11 9

2,191.60

10%

2

H20208.CSI

30

20

2015 11 9

20

60

120

7

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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

8                      13                      6                      12

12

12

1

2015    3    31

400

31

2.49%

100

2

1

2015 4 10

1,500

160,494

14,839,506

5%

2



1

2013 10 22  
2015

2015 7

24

850 1.2

5,463.5

5,686.5

2

1

2015 8 10

BLISSFUL FAME LIMITED

1,000

ZHONG WEI CAPITAL L.P.

ZHONG WEI

CAPITAL L.P.

ZHONG WEI CAPITAL L.P.

O2O

2

O2O

100%

1

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

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