

160930

2016 5 20

160930

1

70%

30%

2-1-2

30%

70%

30%

30%

1

2014 2015 -100,327.46

-35,632.43 2015 2014

64,695.03

2014

2014

2015

FD

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

1.58

2.75

3.85

70%

100%

2

1

2

3

5%

4

5

26

2

100%

49

49

3

7

7

7

2

3

2-1-9

11.16%

31.68%

42.84%

5%

2016 5 31

5%

			%
1		131,917,569	13.76
2		90,465,984	9.44
3		86,300,019	9.00
4		68,531,663	7.15

2016 5 31

1		5000	100%
		5000	100%

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%
3		13514.285714	6.14%
4		7220.44644	3.28%

5		3610.22322	1.64%
6		1885.714286	0.86%
7		33671.348567	15.30%

5%

5%

5%

5%

1

1

3000

99%

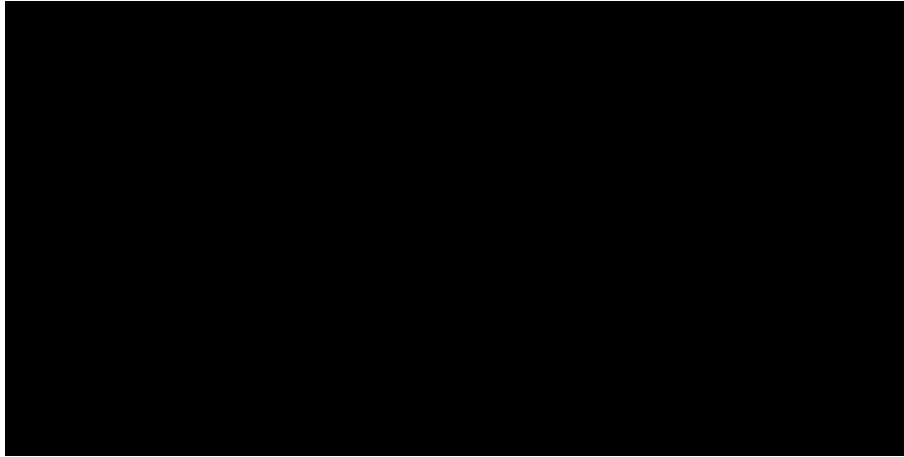
2

100%

5

2

28000
280
27720
360
2
833616
62.7%
3.62



2

1

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

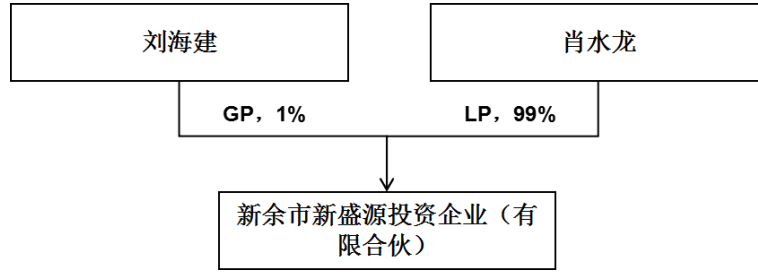
2

99%

1			83.33%

2			56.52%

3



2

1

	36220219791001****				
					* **
					* **

5%

5%

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%

4

2016

2016

1

2

3

2015

6821.59 2015

2016 7 11

oupenghd.com

2018 7 11

5

2-1-25

			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

	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

2014

T4-T6

T4-T6

T1-T3

T4-T

2013-2017

2013

6
2014 2015 2015 2014
1 2015
2 2016
3

1
 2
 3 2014 = [1 - (/)]*100%
 4 2015 2014
 2015 2.55% 2014 2.45% 0.10%
 2014
 1.77% 2015 2.18% 2015

1 2014 3G 4G
 3G 2014
 2015
 3G
 2015 2014
 2 2015

MONO MONO
 3 FD
 FD

2015
 2014 2015

	2015	2014
	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
	88,045.46	118,204.80

2015 2014 30,159.34

1 2015 2014 6,382.76
2015 SAP

2 2015 2014 20,314.92

3 2015 2014 3,863.17
1

2 2015

2014 24.92% 2015
2015 2014 27.66% 2015
2014

2016

2016

1

2015 424.75 420.75
99.06% 2015 2014
25.28%
2014 2015

é ÖàK⁻ Ꝡ YC@Ö-\$ ö À`Đ...™4 S%o0 Đ f±¶`yRĚ@7 z32 ' Uà

2016

HESR

T4-T6

2016

2015

2

2015

2014

2015

2014

3G 4G

3G

2015

3G

2015

2014

2016

MONO

HESR

FD

FD

MONO

HESR

	2015	2014
	4,115,592.78	3,299,127.20
	458.96	235.29
	9,064.28	172.25
	14,280.88	17,311.12
	4,139,396.91	3,316,845.86

2015

99.42%

2015

2014 24.75% 2015 2014 25.28%

2015 2015

2014

2016 MONO

HESR

2016

4.28% 2015

2

	2015		2014	
	88,045.46	2.07%	118,204.80	3.48%
	28,139.66	0.66%	24,434.04	0.72%
	26,538.11	0.62%	30,067.94	0.88%

2015 2014 24.92%
 17.36% 2015
 2014

1

2014 2015

	2015	2014
	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

2015 2014 20,314.92

2015 2014 3,863.17

1

2 2015

2014 24.92% 2015

2015 2014 27.66% 2015

2014

2016

2

	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

	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
	26,538.11	30,067.94

2015

2014

2016

2016

2016

2017

2018

1.58

2.75

3.85

1

1

4G

2015 4G

28%

2015 4G

3.56

3G

4.08

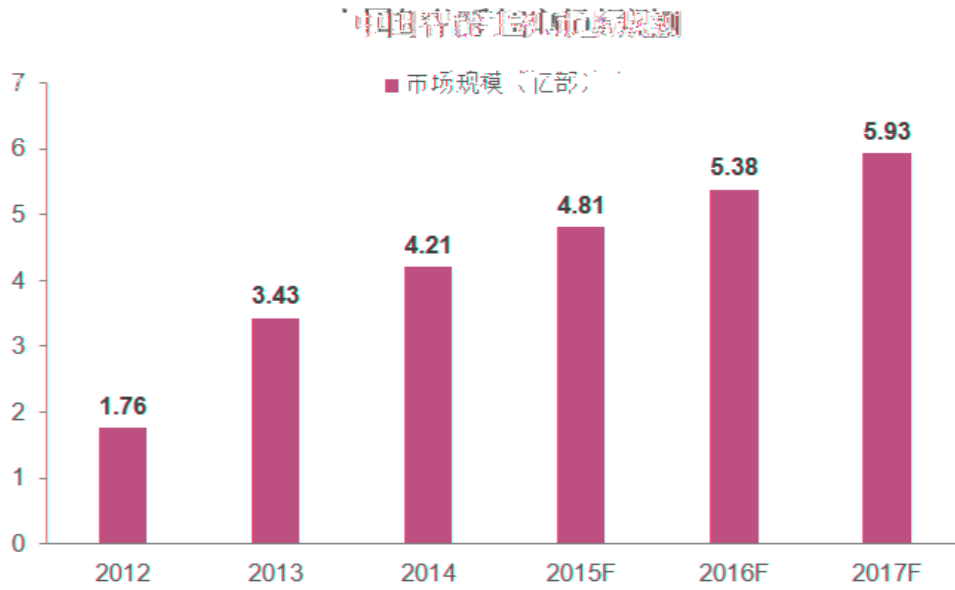
2016

4G

3G

2

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



2016 Volte 4G+

2

2013-2017

2013

	84,000
	50,000

2-1-43

	40,000
	2,000

8

	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
	18,581.30	24,749.51	32,138.57
	-	-	-
	-	-	-
	18,581.30	24,749.51	32,138.57
	-	-	-
	18,581.30	24,749.51	32,138.57

1 2016 2018

表 1 2016 2018 年 1 月 1 日至 2018 年 12 月 31 日止 1 年期以内应收账款坏账准备计提情况表

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

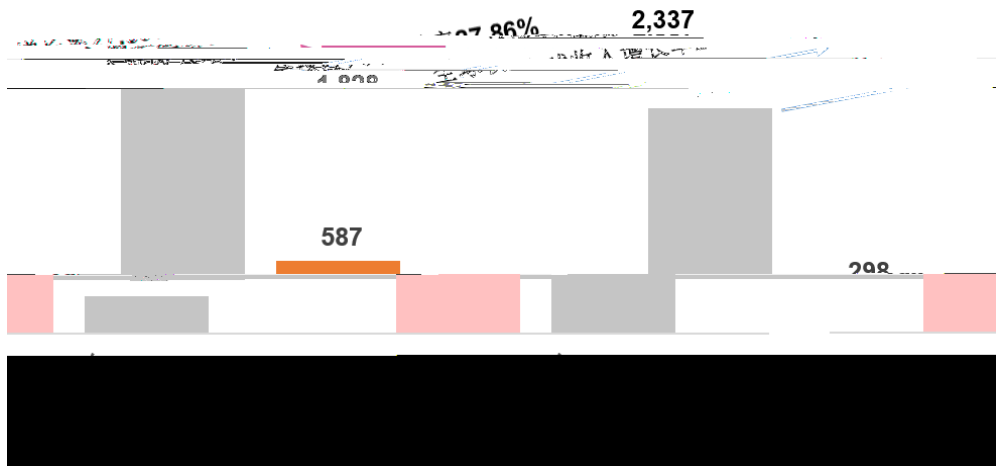
2014 298

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

2015

3 2016 2018

201jEMC /P <</MCID 19 21BDC /C2_0 12 Tf170.82 0 T.64 58[<48A94E23464A061118

2 020155 2 0 1 5

1

2015

	6,076.57	7,638.91
	5,563.32	6,229.41
	1,970.47	803.45

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

Ä

2

2015

SAP

T4-T6

2016

2017

2018

1.58

2.75

3.85

2016

IPHONE 7

IPHONE 7

38%

2.2

300

3

2015

3

1

4G

iiMedia Research

2015-2016

2015

5.63

17.3%

2-1-57

2

IDC

1

3

2015

4

Opera ASA

Opera ASA

130

Opera ASA

Opera ASA

5

4

2016 -2018

\	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

4

4

2016 1-4

2016 1-4

266.25

2016

22.71%

2016 1-4

2016 1-4

-56.64

2015

358.51

2016

1-4

2016 1-4

-3,460.85

2015

593.68

3,170.06

2015

1,979.54

4

4

4

4

4

4

4

4

8

146,192.69

21,583.33

1

146,000.00

2015

2015 12

100%

146,192.69

9D 1/Lang (en-USC040 /P < </MCID 9 >>BDC /C2_0 1
2016-2018

2016-2018

2016-2018

2016 1-4

2016-2018

2016-2018

2016 1-4

2-1-63

9

5



%

3

3

5

5

2-1-65

10

94.39% 83.92%

60%

1

2

	
	64.18%
	6.34%

1

2015

3

2011

2015

2

2014

T4-T6

T4-T6

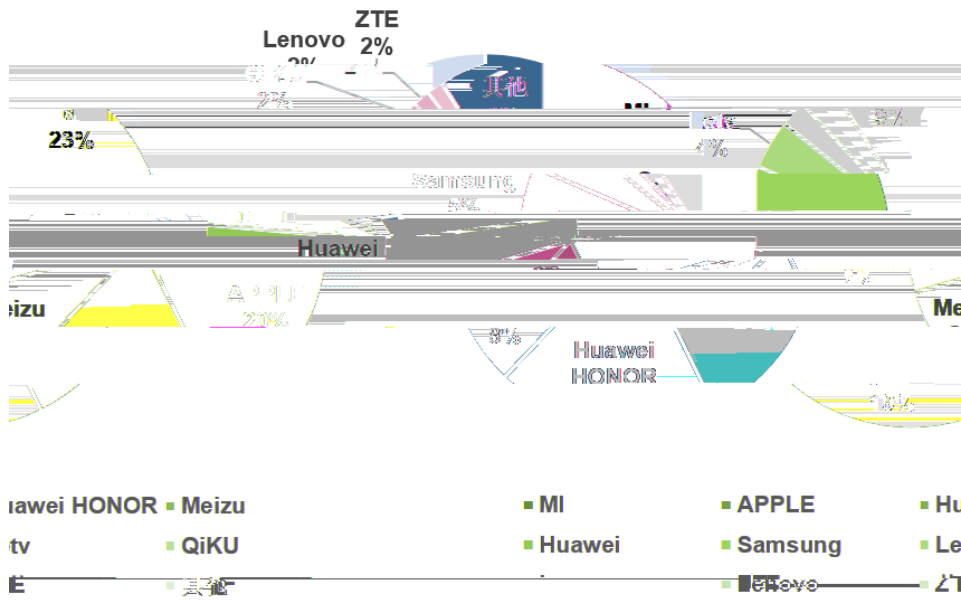
T4-T6

T4-T6

HESR

T4-T6

2015年国内线上手机品牌销售总额市场占有率



89%

91%

38% 20%

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	5.86%
4	4	211,711.28	4.32%
5	5	72,599.43	1.48%
		4,657,862.55	95.00%

2014

			%
1		1,736,451.63	38.98%

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

T4-T6

T4-T6

26

26

26

26

1

2

2015

2016 4 2 2016 4 23

26

3

4

1

30

20

2015 11 9

2,191.60

10%

2

H20208.CSI

30

20

20

60

120

2016 6 6

26

2016 6 6

12

8 13 6 12

12

12

1

2015 3 31

400

300

2-1-80

2.49%

100 2.49%

2.49%

1

2013

2013 10 22

2014 12 16

2015 4 29

2015 7 30

4%

2015 8 7

4%

2015 8 10

24,306,065

2

1

2013 10 22

2015

2015 7

24

CAPITAL L.P.

ZHONG WEI CAPITAL L.P.

100%

1

2016 1 15

1

2016 1 15
()

1,081.60

1.9226 1,079.6774

4.9039%

2

12

12

12

14

20

90%

60

120

60

120

90%

4	002024.SZ		3.26
5	002416.SZ		3.93
6	600704.SH		2.07
			4.06
			4.65
			1.63

2015 12 31

2015 12 31

4.06

2015 12

15

2013 4 9

2014 3 26

2014 3 27

2013 4 2014 3

2013 4 2014 3

<

> 160930

2016 6 20