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94.39% 83.92%

60% 1

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T4-T6

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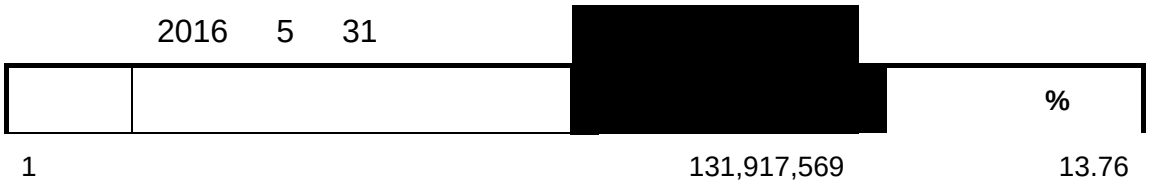


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11.16%

31.68% 42.84%

5%



1 131,917,569 13.76

[redacted]

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%

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62.7%

3.62

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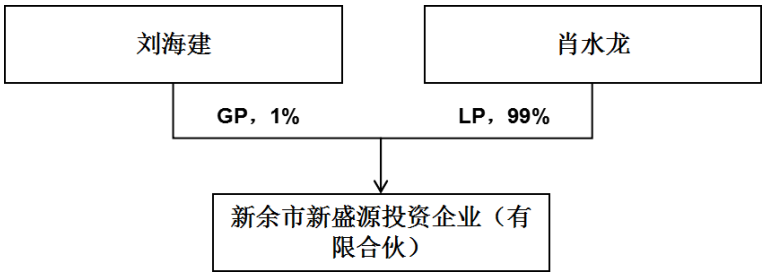
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2016 2 18

20572 30.31%

2016 2 18

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2016 2 18

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1.37% 1

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2002

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31.68%

		/			
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		[2016]2237-253	2016.06.		

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www.bjwh.gov.cn

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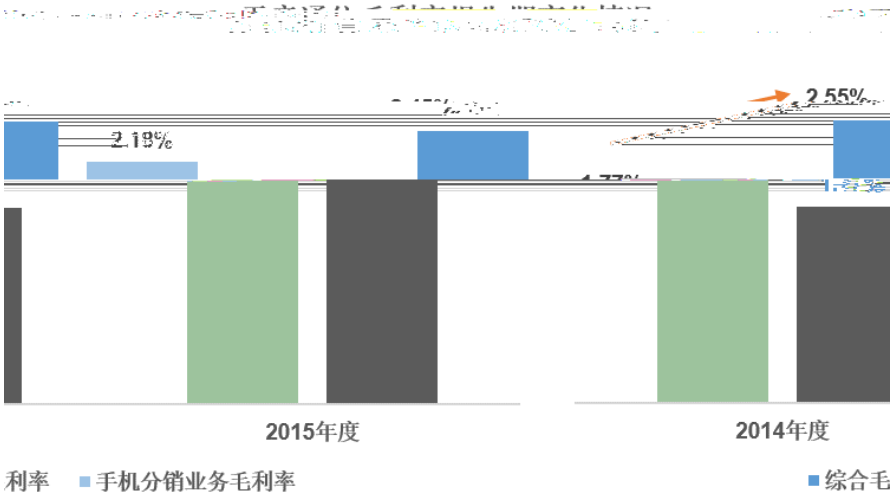
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2019

2015

6821.59


2.55%
2.18%
2015年度
2014年度
利率
手机分销业务毛利率
综合毛

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%

MONO HESR

HESR

FD

2015 16.16 2014 10.47

2015

2012 2013 2014

1.76 3.43 4.21 2015 2016 2017

4.81 5.38 5.93

4.81

5.38

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2015 4G 2014

21.4% 2015 77.9% 4G 3G

4G 4G



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29.7% 2015 5

15%

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2013 T4-T6

2014 T4-T6 T1-T3

T4-T6

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	50,000
	40,000
	2,000

2013

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MONO HESR

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2014 2015 شج 2015 م 2014

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3 2014

	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

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
	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

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2015 2014 24.92%

17.36% 2015

2014

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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

3

	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

FD

2015 16.16 2014 10.47

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2016

2016 2017 2018

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1.58 2.75 3.85

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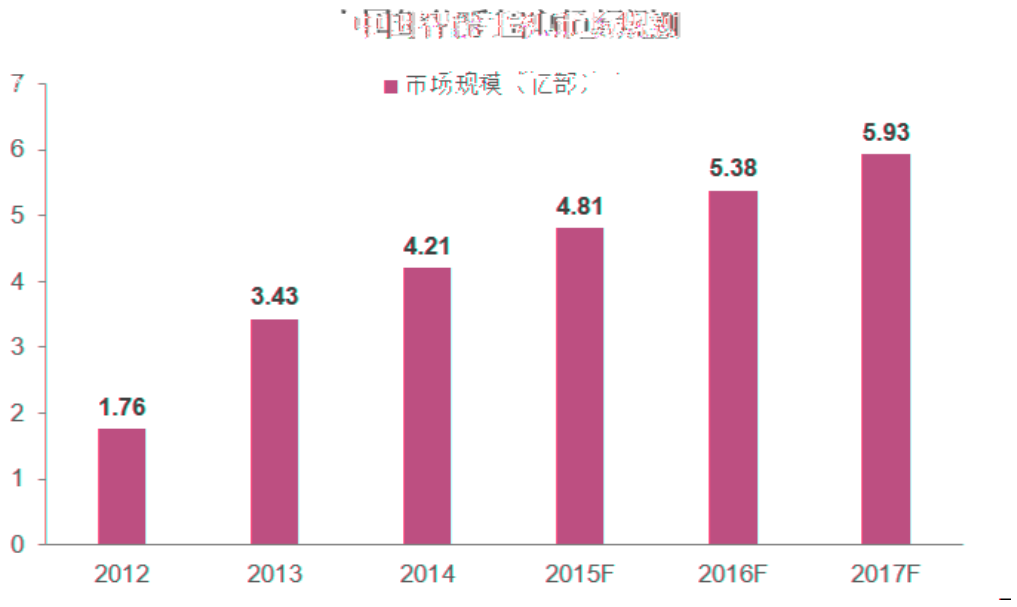
4G Ã

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2012 2013 2014

1.76 3.43 4.21 2015 2016 2017

4.81 5.38 5.93



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	2,000

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2016

2018 1.86 2.47 3.21 2016

2018

2016 2018

\	2016	2017	2018
	4,395,815.34	**4,730,500.28**	**5,096,849.71**
	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
	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

\					
	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

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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%

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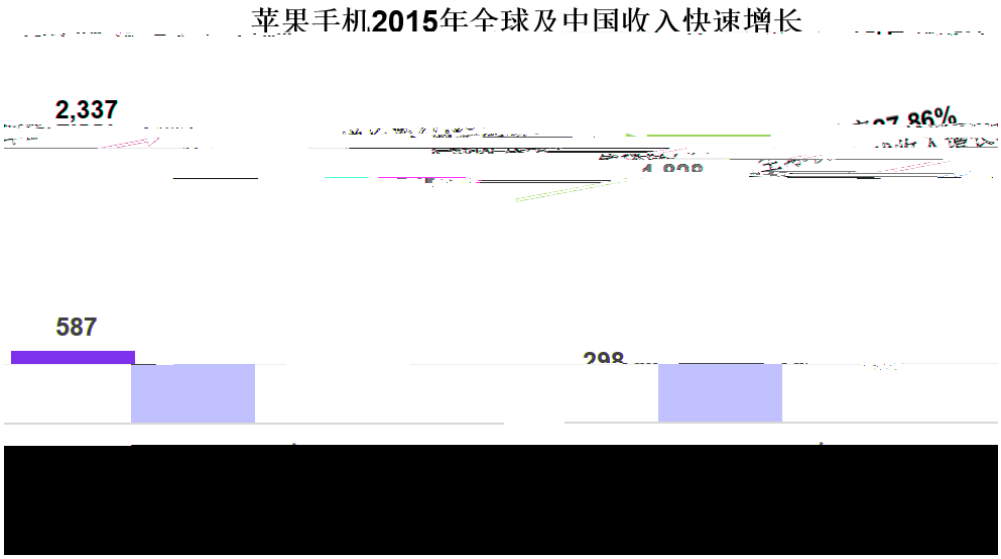
2015 9 35.14% 534

27.86% 2337

2015 587 2014 298

96.98% 2016 IPHONE7

IPHONE7



2016 2018

2016 2018

2 2016 2018

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

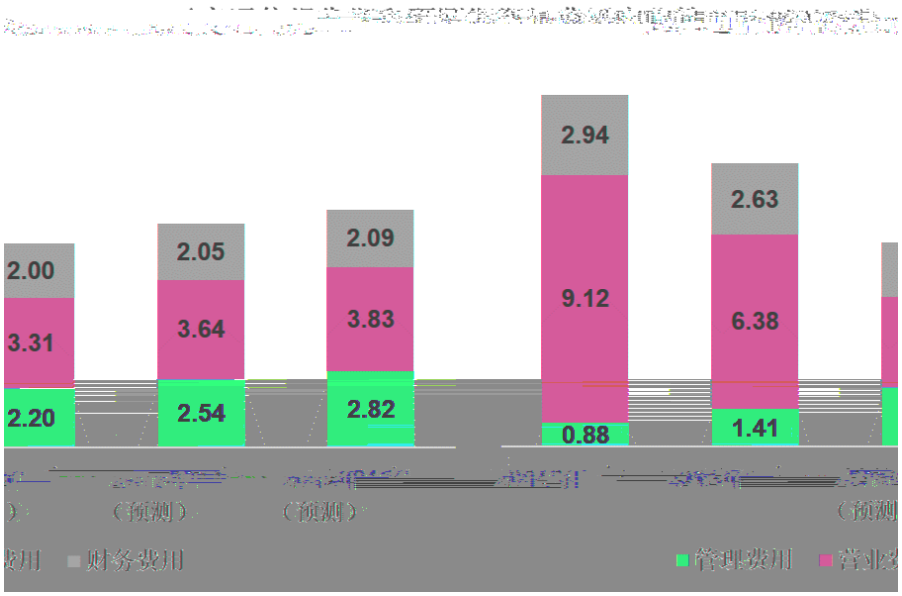
2015 2.21% 2016 2.17% 2015

2017 2018 2.31% 2.39% 2015

2016

2016 2018 2015

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2016

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2017 2018 2016

2015 2016

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IT

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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

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	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

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T4-T6

T4-T6

8 T4-T6

MONO HESR T4-T6

T4-T6

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FD

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2015

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HESR HESR T4-T6

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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

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146,192.69

21,583. 33 **1**

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2016-2018

2015 12 100% 2015 12

2015 10 31 146,220.43

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

2016-2018 2016 1-4

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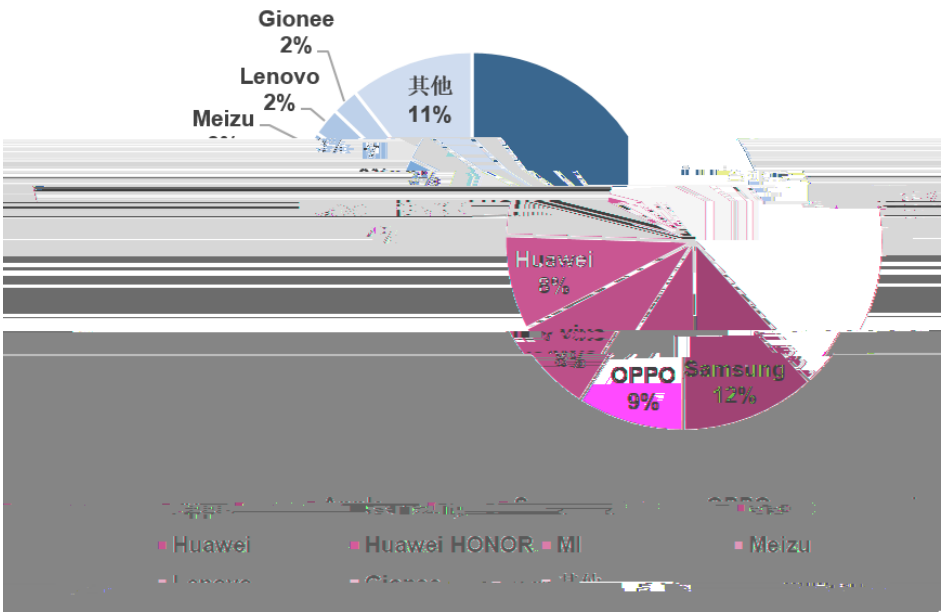
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2015年国内线下手机品牌销售额市场占有率



38%

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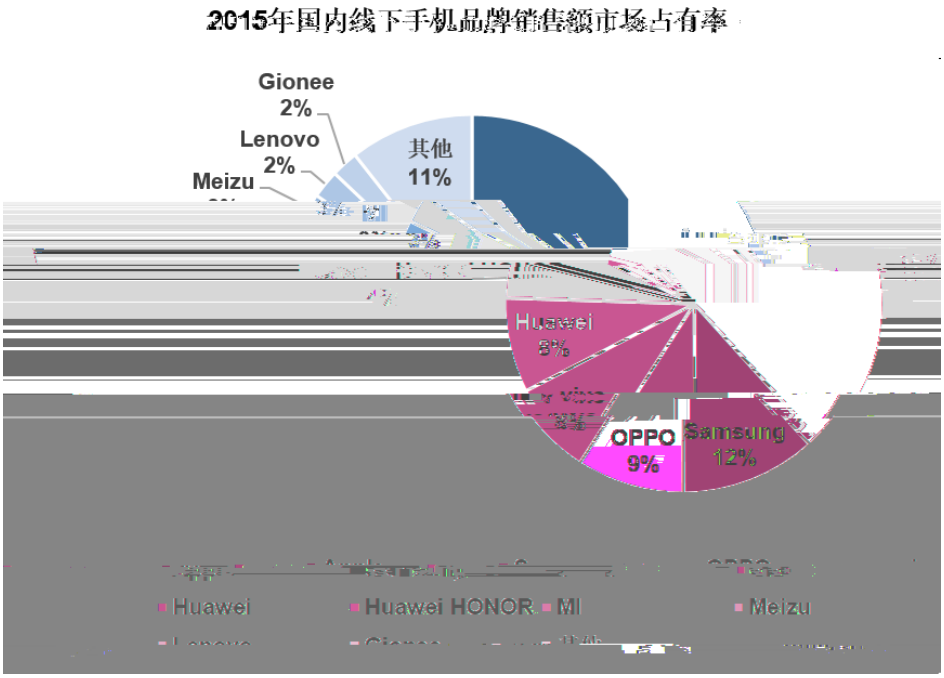
8 T1 T6

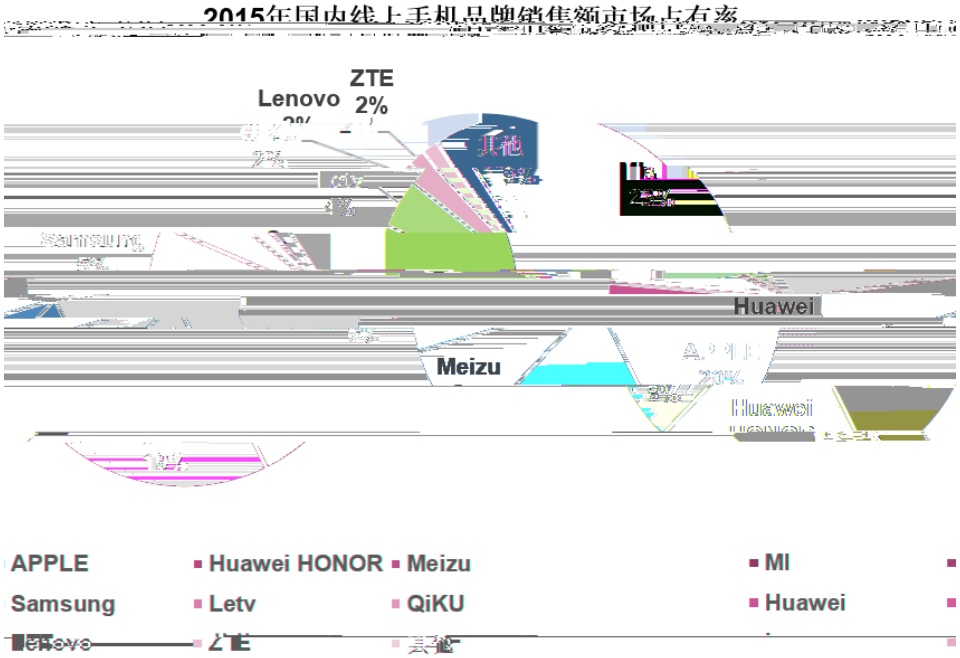
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T4-T6

2015

31.80%





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

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MONO HESR FD

2015 16.16 2014 10.47

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T4-T6

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CAPITAL L.P. ZHONG WEI CAPITAL L.P.

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100% 2016 1 12

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2016 2 18

2016 3 22 94,900

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100%

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2016 1 15

50.65% 15,946.21

1657.0068

4.7025%

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2016 1 15

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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%

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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 31

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2015 2015 12 31

2.09 9.71 /

4.65 1.63

4 2015 11 9

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90%

15 **2013 4 9**

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2013 4 19

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2014 3 26

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2016 3-189

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