

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
5% 2 3 4 5
26

1

1

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

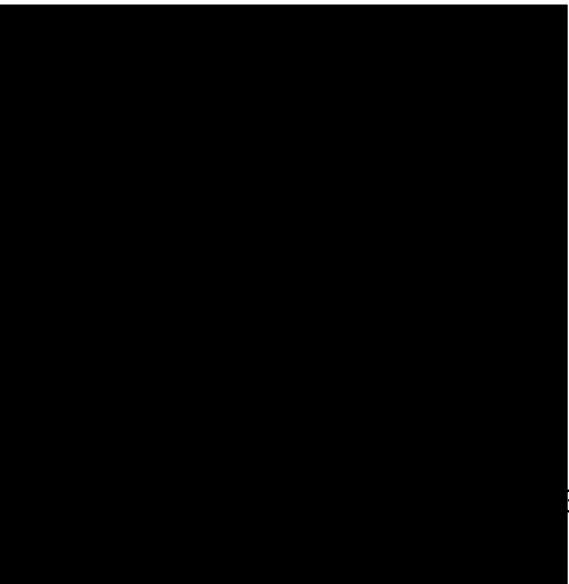
2016 5 31

1		5000	100%
		5000	100%

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

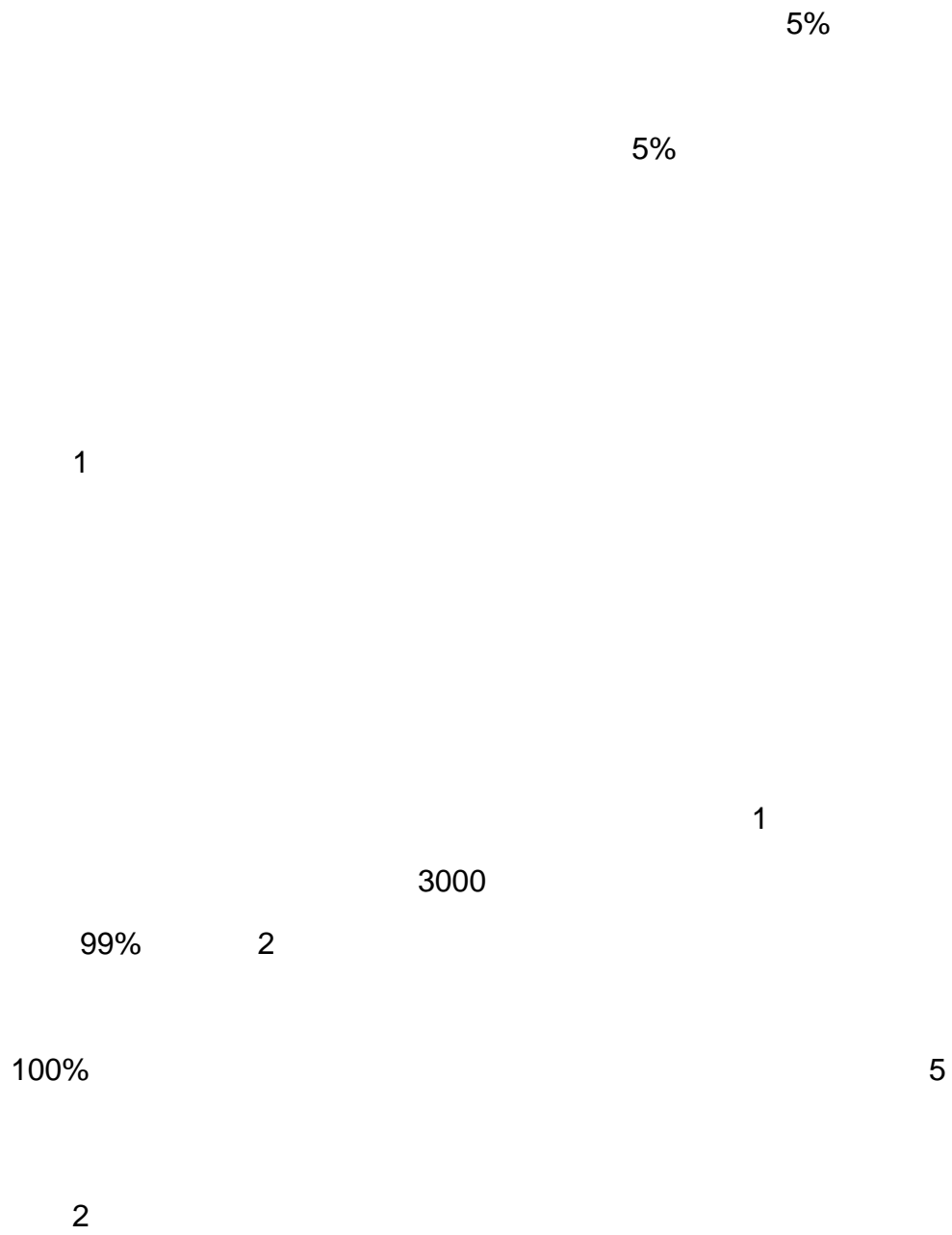


31

1		250	50%
2		250	50%
		500	100%

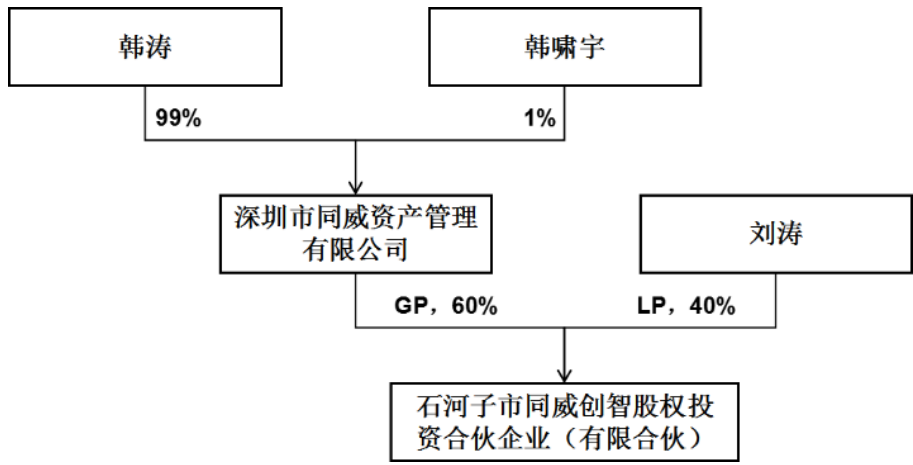
5%

5%



28000
280
1
27720
360
2
833616
62.7%
3.62

1



2

1

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

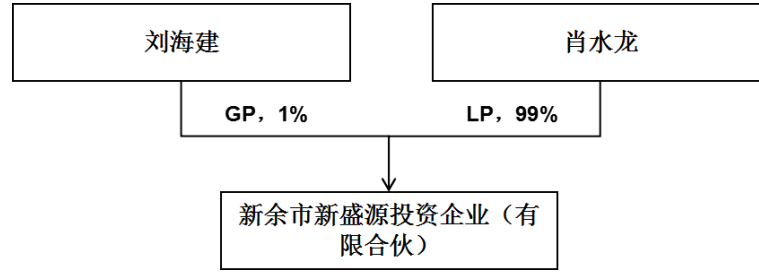
2

99%

1			83.33%

2			56.52%
3			50%
4			50%
5			33%
6			30.86%
7			14.08%
8			4.85%
9			4.82%

1



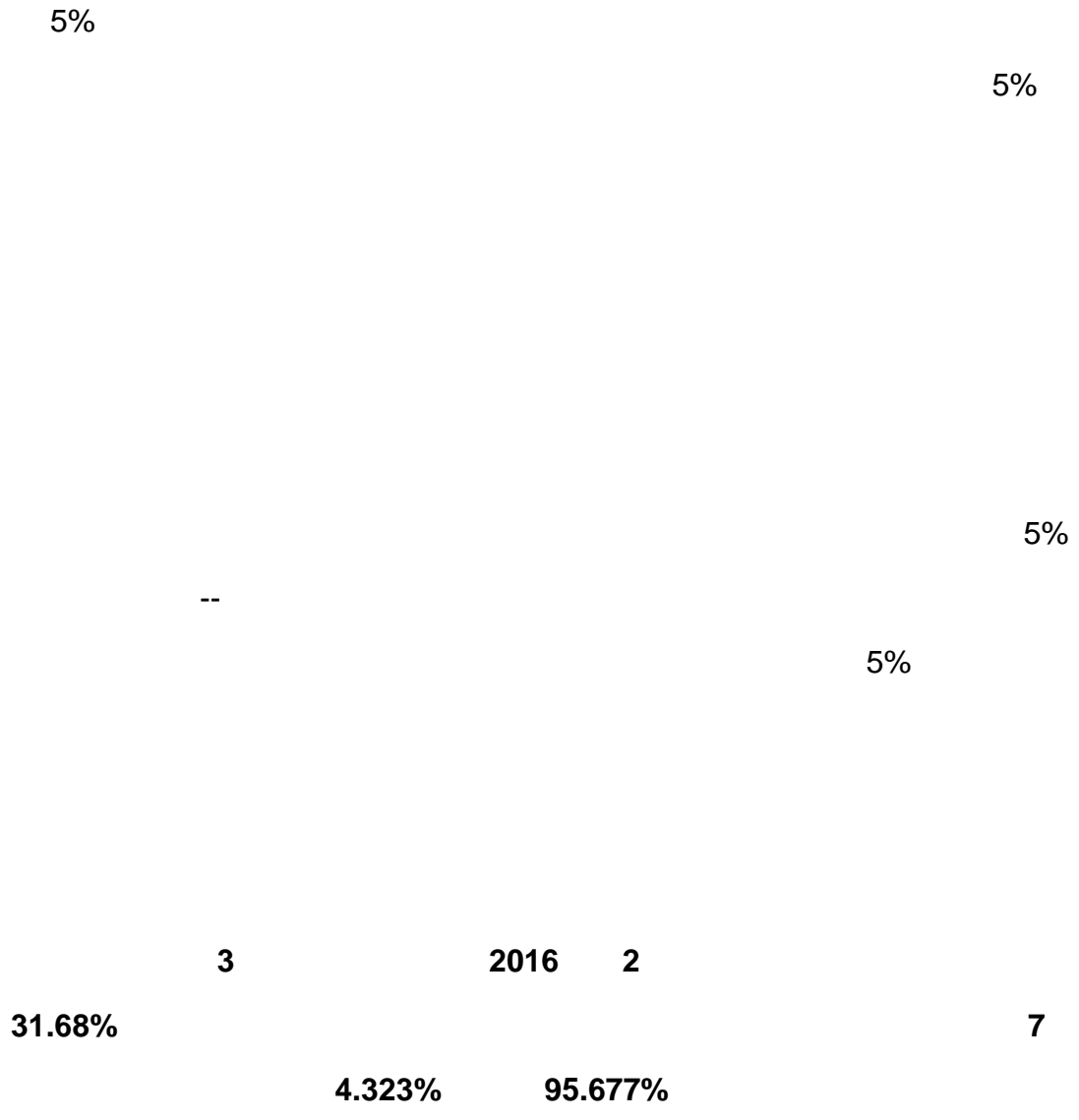
2

1

	36220219791001****				
					* **
					* **
	2013				
					50%

2

1			50%



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%

31.68%

4

2016

2016

1

2

3

		/			
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	2016.06.13-2019.06.17		
8		ICP 100242	2015.03.18-2020.03.18		
9		[2013]0937-986	2015.04.21-2016.11.21		

[2013]543

[2014]59

[2015]230

[2015]1178

30

www.bjwh.gov.cn

1

2

3

4

2019

6 17

2016 4 25

okgame.co okgame.mobi

2016 7 11

oupenghd.com

2016 4 25

okgame.co

okgame.mobi

okgame.co okgame.mobi

2-1-24

2015

6821.59 2015

2016 7 11

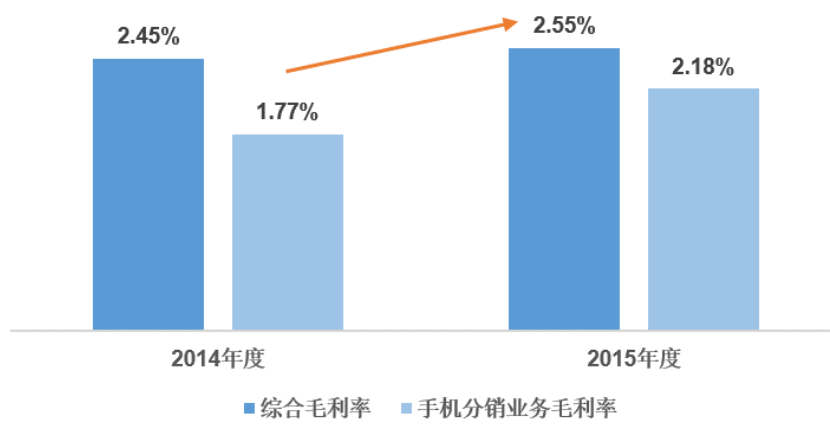
oupenghd.com

2018 7 11

5

2-1-25

天音通信毛利率报告期变化情况



			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

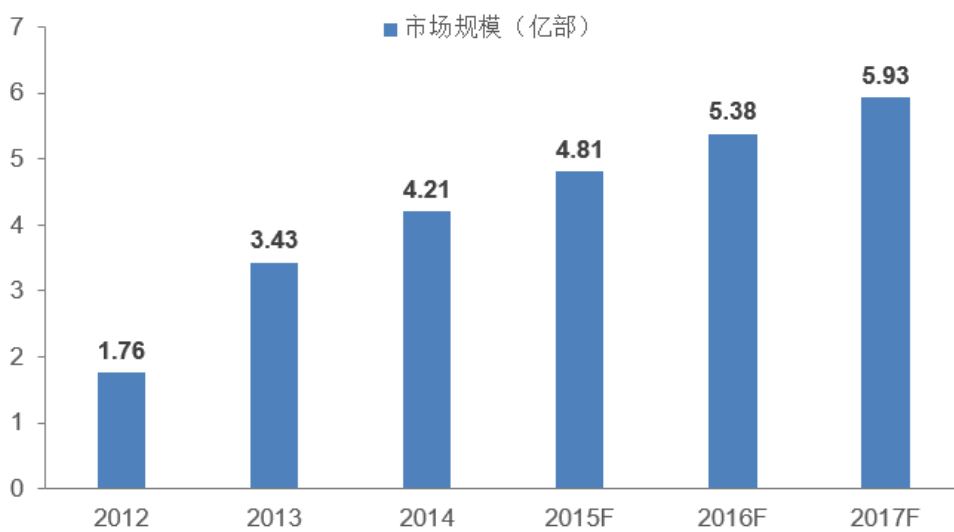
FD

2015 16.16 2014 10.47

2015

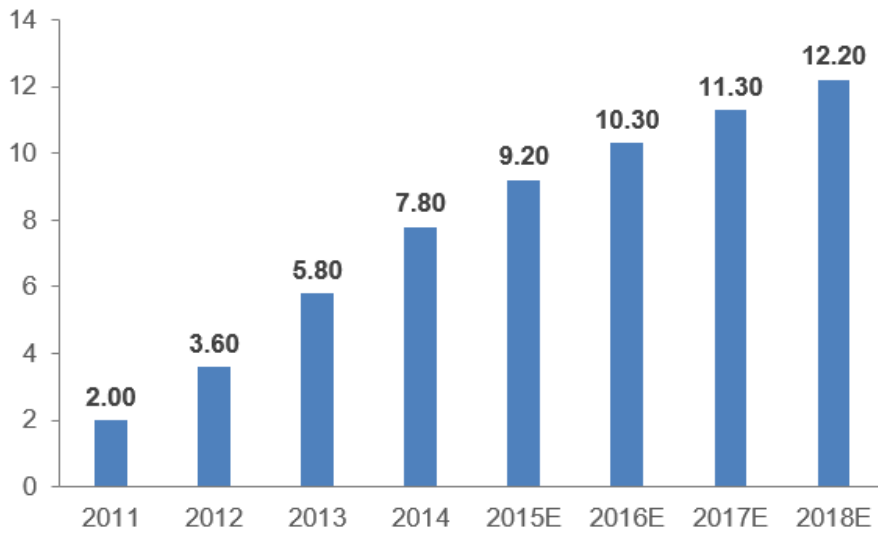
	2012	2013	2014	2015	2016	2017
	1.76	3.43	4.21			
	4.81	5.38	5.93			

中国智能手机市场规模



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

智能手机保有量（亿部）



2015-2020

2

IDC 2015 2000
 29.7% 2015 5
 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 2015
2 2016
3
2015 2015

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%
2015

2014

1

2 2014 2015

3 FD 2015
16

2016

HESR

T4-T6

2016

2015

2

2015

2014

2015

2014

3G 4G

3G

2015

3G

2015

2014

2016

MONO

HESR

FD

FD

MONO

HESRNO /P <</MCID 65 >>BDC 7C2_0 12 T0 Tc 19.74 0 T

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
	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

2015 2014 6,382.76

2015 SAP

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
	1,445.20	1,621.20
	1,059.16	1,236.39
	1,711.52	671.88
	1,019.14	934.41
	6,935.00	8,652.53
	1,032.41	451.98
	28,139.66	24,434.04

2015

FD

	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

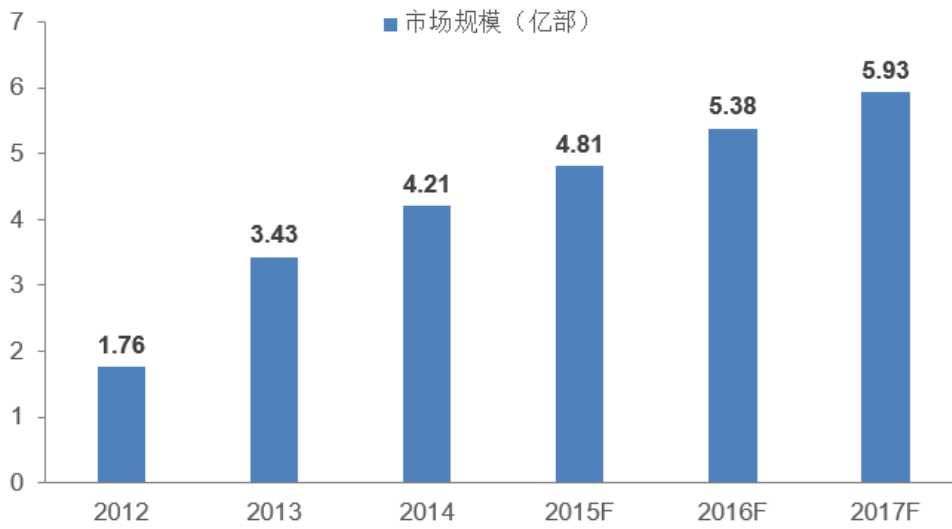
4G

3G

2

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

中国智能手机市场规模



2016

Volte

4G+

2

2013-2017

2013

	84,000
	50,000

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

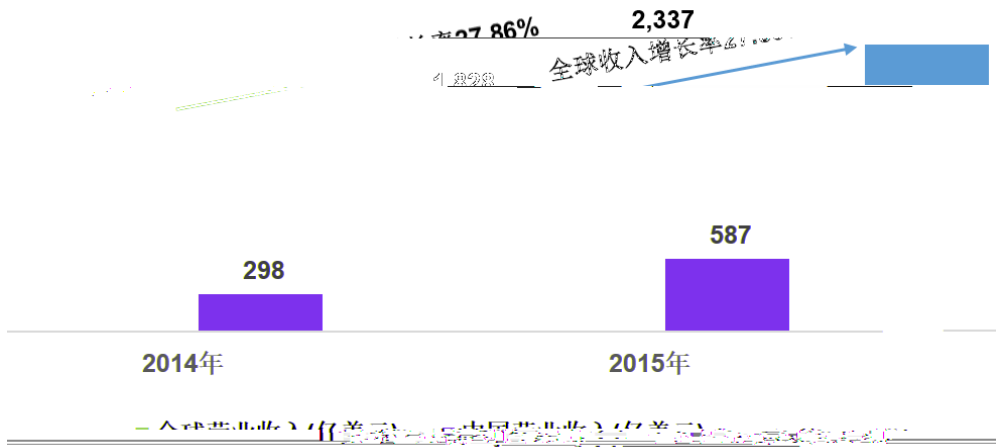
2014 298

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

002416 2014 2015 3.45% 2.60%

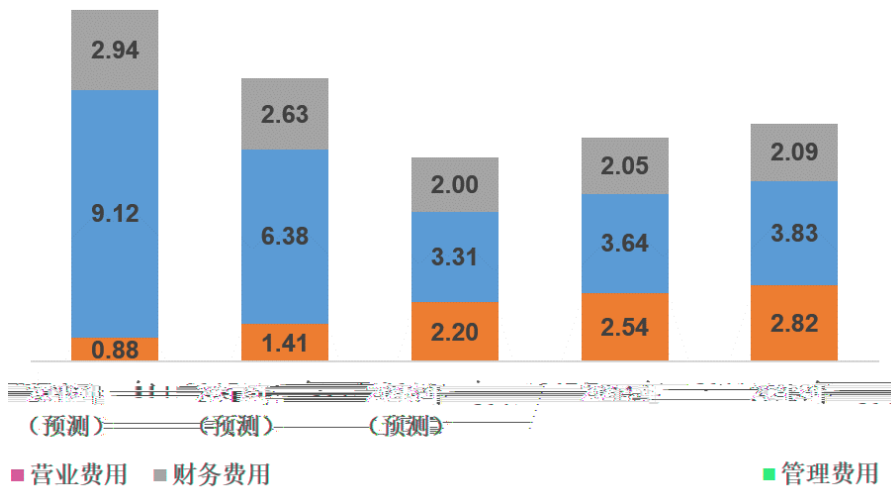
2016 2018 2015

2016 2018

2015

3 2016 2018

天音通信报告期和预测期期间费用变化情况



2016

2015

2017 2018

2016

2015

2016

2015

2016

2015

2015

6.38

3.08

1

2015

	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	1,992.64
	4.28%	3.85%

2016 4.28% 2015 3.85%

2016 2016

2015 803.45 2016

1,970.47 2015 1,992.64

2016 2,513.60

2016

天音通信所代理苹果手机2014-2015年收入及毛利润呈现的季节性特征



2

2015

38%

2015

3

6.8%

HESR

HESR

T4-T6

3

B2B

T1 T6

B2B

4

1

2015

IT

2

2015

SAP

T4-T6

2016

2017

2018

1.58

2.75

3.85

2016

IPHONE 7

IPHONE 7

38%

2015

2016

2015

2016

2

+

1

2015 12

6.88

6.20

Analysys

2015

4

2015

101.0

14.3%

iReader

26.5%

QQ

17.4%

10.1%

2

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

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
3		17,380.70	146,505.09		

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

2016-2018

2016-2018

2016 1-4

2-1-63

5

	%			
	A	B	C	D=C×A
	10.54%	1,930.05	14,049.89	

3

3

5

5

10

94.39% 83.92%

60%

1

2

2015		2,733,483.62	64.18%
		270,061.57	6.34%
		252,768.91	5.93%
		171,627.43	4.03%
		146,397.91	3.44%
		3,574,339.44	83.92%
2014		1,818,571.87	59.59%
		521,992.45	17.10%
		309,129.73	10.13%
		139,668.71	4.58%
		91,571.41	3.00%
		2,880,934.16	94.39%

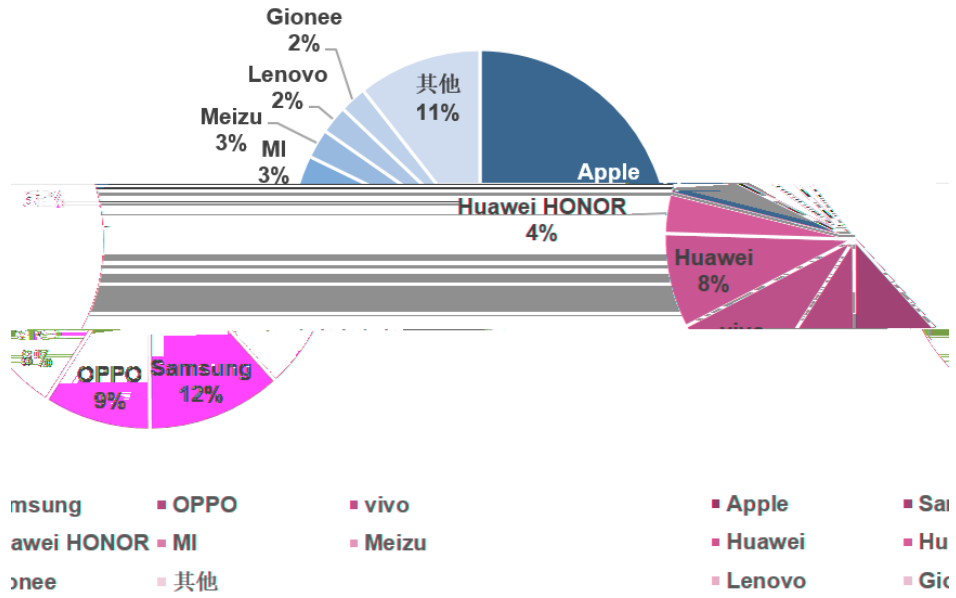
80%

60%

1

2015

2015年国内线下手机品牌销售额市场占有率



msung ■ OPPO ■ vivo ■ Apple ■ Sai
 awei HONOR ■ MI ■ Meizu ■ Huawei ■ Hu
 onee ■ 其他 ■ Lenovo ■ Gic

2

1

2

8

T1 T6

3

3

2011

2015

2

2014

T4-T6

T4-T6

T4-T6

T4-T6

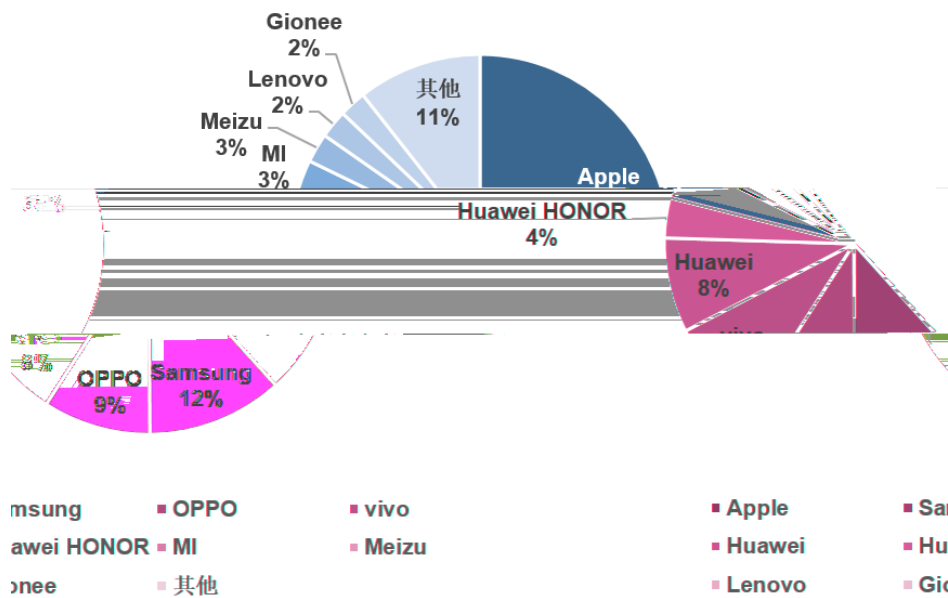
HESR

T4-T6

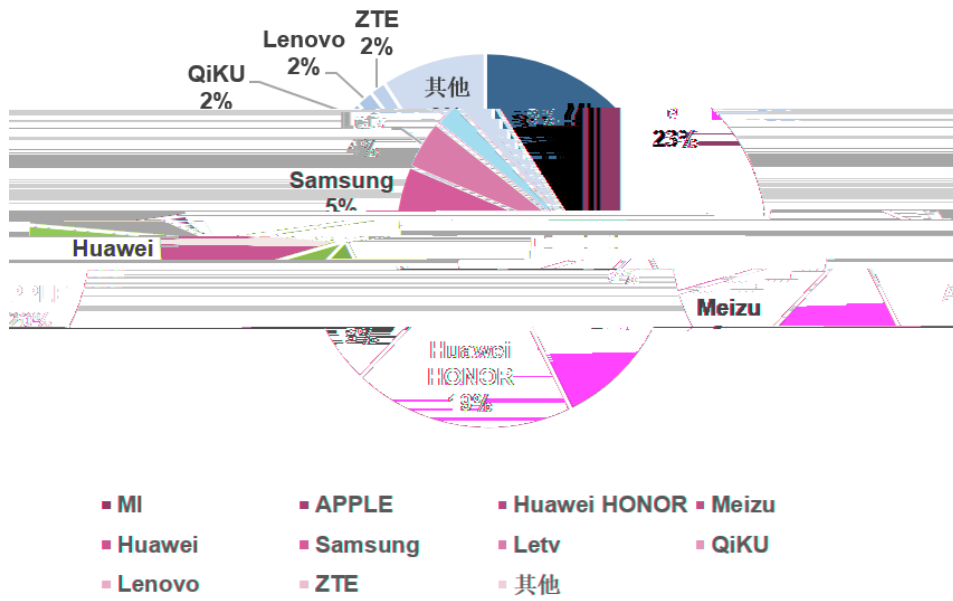
2015

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	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

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

1

30

20

2015 11 9

2,191.60

10%

2

H20208.CSI

30

20

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

300

2-1-80

2.49%

100

2

1

2015 4 10

1,500

160,494

14,839,506

5%

2

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

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

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%

20

60

120

2016

4

2

20

60

120

2-1-87

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

20

90%

1

2

3

[2016] 326

100%

204,108.43

125,517.89

1.63

2015 12 31

6

1	600122.SH		2.89
2	600898.SH		9.30
3	600655.SH		2.92

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

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

2014 3 27

2013 4 2014 3

2013 4 2014 3

<

> 160930

2016 6 20

2-1-92