

到 002460

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二

.....	3
2014 1-10	
.....	4
2014	2014
2	1 2014
.....	20
	58.04%
.....	28

楷体（不加粗）： 对重组报告书和其他相关文件的引用

2013			2014		
1		32.5%	1		28.0%
2		16.6%	2		16.4%
3		4.9%	3	+	7.9%
4		4.4%	4	LG	6.0%
5	LG	4.3%	5		5.9%
6		4.1%	6		5.2%
7		3.6%	7		4.2%
8		3.2%	8		3.9%
9		3%	9		3.1%
10		2.5%	10	TCL	2.7%
		20.9%			16.7%
		927.2			1,166.9

Trend force 2015 1

Trend force 2014

TCL

29% 2013 16%

4

4G

2G/3G/4G

Global Web Index

36% 4G 36% 3G 2%

2G 4G 17% 12% 14%

11%

2013 4G

100 2014 4G 1.71 4G

2015 4G

5

1

12.4%

2015

2015

4G 3G 2G

2014

2015 4G

2

4G 3G/2G

4G 3G 2G

1

	2012	2013	2014	2015 E	2016 E
	116	207	216	233	259
	-	78.28%	4.45%	7.87%	11.16%

Gartner
 2013 4.45% 2013
 Phablet Phone Tablet 5.5 6.99
 2014 216

Gartner
 7.87% 11.16%
 2015 2016

PC
 2015 PC

2

IDC

2014

	2014	2014 %	2013	2013 %	2014 Q3
Apple-	12.3	22.8%	14.1	29.2%	-12.80%
Samsung-	9.9	18.3%	9.3	19.3%	5.60%
ASUS-	3.5	6.5%	3.6	7.4%	-0.90%
Lenovo-	3.0	5.7%	2.3	4.8%	30.60%
RCA-	2.6	4.9%	0.9	1.8%	194.00%
	22.5	41.8%	18.1	37.4%	24.40%
	53.8	100.0%	48.3	100.0%	11.50%

				11.5%	5%
	5.6%			12.8%	0.9
					29.2%
	22.8%	19.3%	18.3%	7.4%	6.5%
3					
1					
			2013		
			2014	2015	2016

2

1

2005

1-1-9

1

TCL

()

TCL

()

2

TCL

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fuhu

trekstor

	600	2014	12	1-15	580
TCL	300				300 /
	400				400 /
	350				350
	250		2014		
		2015		50%	250
	250			2015	100%
		250			

2015% at 2015% at

2015	4,550		
54,600		2.1	40%



	2014	2.7%
3,151		

TCL 2015 1 2014 12
 2014 1 12 73,487,087
 33% 65,860,157 31%
 7,626,930 58% 2014 TCL
 14

2014

TCL

2

2013 4G

100

2014 4G

1.71

38%

4G

2014

4G

4G

4G

3G

4G

2G	9.50%	1.90%
3G	63.40%	59.30%
4G	27.10%	38.80%

3

60%

4G

4G

40%

4G

5

5

5

2005

2

2005

1-1-15

20

3

1-1-16

TCL.03 TP <</MCID 1 >>B2 /C20 12 Tf-197.67536(17)

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2015

2014

2014

1 2014

	2014	2013	2012	2014	2013
	A	B	C	D=(A-B)/B	E=(B-C)/C
	49.99	55.60	68.92	-10%	-19%

A

B

	2014	2014		
	A	B	C=A-B	D=C/B
	89.57	211.37	-121.80	-58%
	747.67	963.55	-215.88	-22%
	699.51	1,371.09	-671.58	-49%
	1,447.19	2,334.64	-887.46	-38%

2014 887

38%

1 964

2013 834

2014 2013 50%

13% 2014

748 216

2014 2013 86

2 2014 672

1,371 44,764 2013

2014 2014

31% 2014

50

2012 2013 2014 1 2014 1-7
2014 2013

2014

4

2014

2015 2016 2012 2013
2014

6 2014

1 2014

2014

1,016	9%					
		2014	748	2013	834	
86					80	
2014	700	2013	917	217		
	274					
2014	2013					
		2014				
		50				
	2014	2015	2016			2012
2013			2014			
1	2014					
1						
2						
2	2014		2013			
1		2014		30,981		2013
29,920		3.5%	2014		1,108	
2013	1,016	9%				
2			2014	748	2013	834
86						80
	2014	700	2013	917	217	
		274				

2014 2013
3 2014
50
2014 2015 2016
2012 2013 2014

58.04%

2015 1 26

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2015 1 30

1-1-29