

2019

2019-076

2019 08

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2018

	454,636,780.73	548,651,694.60	-17.14%
	72,125,533.93	74,707,534.71	-3.46%
	35,948,893.21	52,425,490.95	-31.43%
	-144,871,355.61	-89,425,268.44	-62.00%
/	0.11	0.11	0.00%
/	0.11	0.11	0.00%
	5.11%	6.01%	-0.90%
	2,318,160,855.06	2,385,091,250.70	-2.81%
	1,503,053,543.95	1,368,610,982.38	9.82%

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36 5

2019 1

2018

YHSAS

IDC

10% 52

89 35 124 644 47

34 8 5 8 34

1		DPI	ZL201410608640.0	2019 1 22
2		DNS	ZL201410606547.6	2019 1 22
3			ZL201610978916.3	2019 3 5
4			ZL201610982790.7	2019 3 5
5			ZL201410555208.X	2019 4 16
6		4G	ZL201410555488.4	2019 4 16
7			ZL201510149814.6	2019 5 17
8		WLAN	ZL201510149295.3	2019 6 7

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2019 45,463.68 17.14% 8,070.11

2.31% 7,212.55 3.46%

15, 412. 57 30. 12%

13,685.36 14.63%

2, 586. 20 28. 08%

16,017.32 3.27% PC

1 100

2019 4 8

2 2019 2 14 T501-0096

3 2019 4 1.54% 4,913.07

2,056.48

4 66. 2799

376. 34

1 2019 1

2018

YHSAS

2019

/	8,084,420.29	6,005,832.50	34.61%	
	27,383,979.85	3,524,462.60	676.97%	
	-26,102.13	68,895.80	-137.89%	
	108,719.38	11,721,663.83	-99.07%	
	85,374.70	706,890.50	-87.92%	

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		15,621	4,800	0
		15,621	4,800	0

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2019 04	02	4,913.07	2,056.48	28.51%

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64.03% PC

3 14,322.80 13.01% 2,438.15

62.15%

4 4,624.67 73.64% 282.87

91.59%

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45.07%	2019 01 07	2019 01 07	http://www.cninfo.com.cn/new/index

( )			( )

2019 1 10 2018 2019

1 14

2019 4 25

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925,166

2019 6 12

2019 6 17 2018

9 509,202

189 5,196,624

42.98% 0.76%

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2018 532,202

http://www.cninfo.com.cn/new/index

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	2018 04 24	2,000	2018 09 18	2,000				
	2018 06 21	4,000	2018 07 23	2,000				
	2018 06 21	2,000	2018 08 22	2,000				
	2018 12 21	10,000	2019 01 07	10,000				
B1		0		B2		16,000		
B3		16,000		B4		14,000		
A1+B1+C1		0		A2+B2+C2		16,000		
A3+B3+C3		16,000		A4+B4+C4		14,000		
A4+B4+C4				9.31%				

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	212,832,965	15,000,001		197,832,964		25%
	4,232,124	111,830		4,120,294		
	5,072,687	1,213,520		3,859,167		25%
	2,465,883	111,830		2,354,053		
	1,710,892	208,000	13	1,502,905		
	216,206	108,103	167,482	275,585		
	342,947	85,737		257,210		
	328,037	82,009		246,028		
	269,885	134,942	30,000	164,943		
	184,893	92,446	30,000	122,447		
	9,572,706	5,314,671	995,200	5,253,235		
	237,229,225	22,463,089	1,222,695	215,988,831	--	--

	51,831		0

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	49,260,533.08	51,559,701.71
	54,589,638.27	24,185,905.60
	93,821,815.31	91,164,018.50
	72,000,000.00	137,000,000.00
	795,837,099.22	775,189,992.35
		87,897,801.77
	1,305,790,927.08	1,307,555,116.82
	59,503,950.34	75,182,784.57
	97,602,938.51	82,630,204.6
	2,398,609.35	2,552,241.52
	1,349,977.60	1,596,506.88
	34,388,836.70	34,388,836.70

2019

	0.11	0.11

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	2019	2018
	173,247,398.28	186,272,561.21
	98,474,835.03	132,421,825.83
	1,918,615.20	1,778,570.65

	2019	
	10,702.74	336,297.35

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	160,168,850.94	148,113,742.43
	64,157,109.42	48,908,700.36
	113,861,043.59	85,010,902.88
	647,656,965.42	703,216,643.37
	-144,871,355.61	-89,425,268.44
	188,607,801.77	84,210,000.00
	72,824,219.98	2,091,014.16
	90,614.66	
	50,000,000.00	
	311,522,636.41	86,301,014.16
	5,661,885.72	6,629,256.44
	139,334,571.46	162,129,997.58
	268,793.28	
	145,265,250.46	168,759,254.02
	166,257,385.95	-82,458,239.86
		56,247,400.00
	60,000,000.00	180,000,000.00
	125,400.00	
	60,125,400.00	236,247,400.00
	82,500,000.00	60,000,000.00
	24,667,681.85	18,903,061.98

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	5,489,799.34	
	112,657,481.19	78,903,061.98
	-52,532,081.19	157,344,338.02
	-31,146,050.85	-14,539,170.28
	291,055,391.79	313,971,931.31
	259,909,340.94	299,432,761.03

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	2019	2018
	148,673,458.73	203,318,698.81
	9,728,886.72	4,759,030.25
	54,419,477.84	29,702,779.16
	212,821,823.29	237,780,508.22
	192,073,375.64	203,294,163.79
	69,414,228.16	64,182,631.66
	25,484,062.09	14,163,243.40
	81,830,498.90	44,357,464.47
	368,802,164.79	325,997,503.32
	-155,980,341.50	-88,216,995.10
	70,397,801.77	
	129,477,596.20	1,537,500.00
	76,900.00	
	55,000,000.00	98,634,000.00
	254,952,297.97	100,171,500.00
	4,392,802.00	1,975,910.62

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	59,624,571.46	138,382,909.61
	264,960.00	20,335,984.44

											43,828,685.17		43,828,685.17		43,828,685.17
	680,036,042.00				180,154,396.11	56,247,400.00			49,104,343.92		559,392,285.52		1,412,439,667.55		

3													-20,399,344.08		-20,399,344.08
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4															
	223,965,333.00				-223,965,333.00										
1	223,965,333.00				-223,965,333.00										



	685.17	5.17

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	680,036,064.00				329,728,760.52	56,247,400.00			42,340,443.15	397,248,749.04		1,393,106,616.71

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		10	5%	9.5
		5	10%	18
		5	10%	18
		5	10%	18

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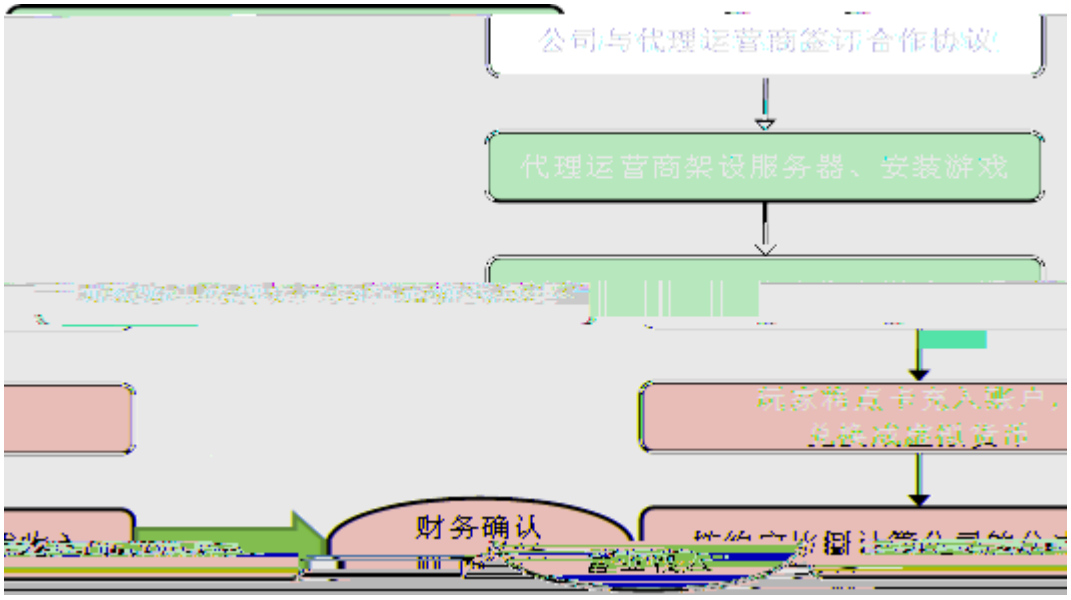

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CPA Cost Per Action CPS Cost Per Sales

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	2018 12 31	2019 01 01	
	306,197,814.63	306,197,814.63	
		344,709,074.91	344,709,074.91
	27,251,568.28	27,251,568.28	
	469,067,642.20	469,067,642.20	
	79,344,371.76	79,344,371.76	
	19,045,849.81	19,045,849.81	
	168,834,572.65	168,834,572.65	

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2019

	245,400,303.68	245,400,303.68	
	958,266,891.28	958,266,891.28	
	680,036,042.00	680,036,042.00	
	180,154,396.11	180,154,396.11	
	56,247,400.00	56,247,400.00	
	49,104,343.92	49,104,343.92	
	515,563,600.35	559,392,285.52	43,828,685.17
	1,368,610,982.38	1,412,439f*E,412,	

	51,559,701.71	51,559,701.71	
	24,185,905.60	24,185,905.60	
	91,164,018.50	91,164,018.50	

	85,451,208.63	85,451,208.63	
	8,319,053.00	8,319,053.00	
	263,407,090.83	263,407,090.83	
	81,810,466.08	81,810,466.08	
	26,543,104.31	26,543,104.31	
	44,636,650.12	44,636,650.12	
	192,418,718.63	192,418,718.63	
	2,479,860.16	2,479,860.16	
	260,032.98	260,032.98	
	28,123,700.00	28,123,700.00	
	730,709,991.60	730,709,991.60	
	50,000,000.00	50,000,000.00	

	680,036,042.00	680,036,042.00	
	350,821,182.52	350,821,182.52	
	56,247,400.00	56,247,400.00	
	49,104,343.92	49,104,343.92	
	369,145,053.76	412,973,738.93	43,828,685.17
	1,392,859,222.20	1,436,687,907.37	43,828,685.17
	2,366,993,485.26	2,410,822,170.43	43,828,685.17

	15%
	10%
	25%
	15%
	15%
	10%
	15%
	25%
	15%
	25%
	25%
	25%
	25%
	16.5%

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[2000]18 < >

[2000]25

2011 1 28 [2011]4

17 3

2013 37 3

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2017 2017 15% 3 2012 27

10%

[2011]4

[2011]4 [2016]49

2014 5 12

2018 2017

2017 15% 3 2012 27

10%

2017 2017 15% 3

2017 2017 15% 3

2012 27

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10%

2017 2017 15% 3

2016 2016 15% 3

2017 2017 15% 3

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	41,482.71	28,040.44
	256,448,847.69	289,099,090.75
	10,408,899.78	17,070,683.44
	266,899,230.18	306,197,814.63

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	695,600.00	27,251,568.28
	695,600.00	27,251,568.28

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1	63,633,941.70	82.74%	69,305,595.32	87.35%

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	56,022,353.18	19,045,849.81
	56,022,353.18	19,045,849.81

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	2,327,613.62	2,385,776.43
	3,172,022.42	17,151,316.65
	4,285,909.91	3,261,948.05
	26,969,218.99	1,479,149.43
	74,004,917.25	34,427,160.60

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	12	( )	( )	
2019 1 1				

1 1	45,408,429.23
1 1	45,408,429.23
1 2	8,867,652.67
2 3	1,386,967.66
3	18,341,867.69
3 4	17,713,735.63
4 5	501,522.70
5	

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		16,877,761.60	1	22.81%	843,888.08

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	4,596,464.58					4,596,464.58
	4,596,464.58					4,596,464.58

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	2019
	1,543,990.29
	1,543,990.29

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	.23									7.23	

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1				
2	14,882,270.57			14,882,270.57
4.	68,984,191.48			68,984,191.48
1.				

2.	0.00	0.00	0.00	0.00	0.00

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	311,323,600.41					311,323,600.41
	62,768,121.89					62,768,121.89
	374,091,722.30					374,091,722.30

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	3,094,134.07		372,315.54	176,584.50	2,545,234.03
	8,591,166.15	3,863,285.00	1,493,068.00		10,961,383.15
	636,441.49	790,645.72		895,590.18	531,497.03
		150,943.40	25,157.14		125,786.26
	12,321,741.71	4,804,874.12	1,890,540.68	1,072,174.68	14,163,900.47

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	301,877,234.41	31,285,929.34	301,877,234.41	31,285,929.34
	39,303,666.71	3,948,950.01	39,303,666.71	3,948,950.01
	21,092,400.00	2,228,250.00	21,092,400.00	2,228,250.00
	362,273,301.12	37,463,129.35	362,273,301.12	37,463,129.35

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	80,000,000.00	100,000,000.00

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	33,476,116.78	
	10,989,081.20	
	9,833,325.56	
	2,904,176.85	
٢Y ۱	2,636,159.90	

[redacted]

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[redacted]

	0.00	166,917.24	166,917.24	0.00
4	-108,857.00	5,651,100.22	5,660,564.22	-118,321.00

1586.01571 w[(3C /P <</MCID 12>> BDC 0.8275 /F1 10.56 Tf 1 0 0 1 56.664 727.66 Tm 2 T586.01571 w [<02C4>] TJ ET Q 5

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	39,303,666.71		5,023,333.36	34,280,333.35	
	39,303,666.71		5,023,333.36	34,280,333.35	

595,000.00

	66,666.71			33,333.36			33,333.35	
	130,000.00			60,000.00			70,000.00	
	39,303,666.71			5,023,333.36			34,280,333.35	

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	49,104,343.92			49,104,343.92
	49,104,343.92			49,104,343.92

60

	515,563,600.35	396,598,647.02
+ -	43,828,685.17	
	559,392,285.52	396,598,647.02
	51,726,189.85	74,707,534.71
	20,399,344.08	13,436,566.89
	611,118,475.37	457,869,614.84

1) 43,828,685.17

2) 0.00

3) 0.00

4) 0.00

5) 0.00

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	451,855,745.13	144,892,841.15	546,319,042.40	304,738,795.49
	2,781,035.60	796,563.66	2,332,652.20	748,666.95
	454,636,780.73	145,689,404.81	548,651,694.60	305,487,462.44

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	2,275,563.45	2,464,823.21
	1,248,873.87	1,797,094.08
	279,293.29	838,010.75
	-5,669.62	7,055.99
	317,846.04	326,396.99
		31,500.00
	4,115,907.03	5,464,881.02

63

	46,818,670.45	49,033,867.49
	4,618,486.06	6,807,365.21
	423,165.37	3,142,051.46
	138,783.13	3,663,266.08
	6,176,313.98	6,935,401.35
	216,377.63	460,460.33
	67,585,136.17	2,551,904.06
	125,976,932.79	72,594,315.98

64

	250,883.69	397,521.95
	29,150.94	4,527,740.92
	1,120,864.93	977,284.17
	5,088,132.16	1,819,356.38
	14,869,194.54	
	2,983,016.51	1,850,929.87
	65,252,958.95	45,907,932.43

65

	65,262,458.66	60,684,711.57
	2,033,851.32	1,980,366.12
	824,440.89	559,723.12
	2,587,111.89	2,588,559.26
	211,562.64	138,054.02
	2,614,555.46	3,222,972.63
	168,099.26	192,477.74
	33,637.14	200.00
	2,333,998.42	792,889.45
	86,558.28	47,323.87
	3,131,545.18	917,480.59
	79,287,819.14	71,124,758.37

66

	5,990,560.88	8,343,529.60
	5,547,122.69	6,187,757.45
	0.00	0.00
	822,448.93	10,815.32
	96,440.25	171,261.67

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	-282,570.49	2,316,218.50

67

	14,970,579.81	13,121,424.01
	5,023,333.36	
2017		1,200,000.00
2017		3,167,000.00
2017		67,000.00
2017		32,400.00
		[redacted]
2018		[redacted]
		5,000.00

		170,000.00
		900,000.00
IDC/ISP/ICP		800,000.00
		1,468,000.00
		200,000.00
		65,000.00
		20,000.00
		100,000.00
	1,051,200.00	
2018	14,000.00	
	3,750.00	
	366,000.00	
	1,200.00	
	161,060.05	
	161,900.00	
	2,391,900.00	
	300,000.00	
	26,807,923.22	28,251,924.01

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	-8,084,420.29	0
	-8,084,420.29	0

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13,280.01
95,439.37
108,719.38

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	258,578.66
	-1,262,324.50
	270,591.00

	50,000,000.00	
	50,000,000.00	

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	264,960.00	
	3,833.28	
	268,793.28	

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	125,400.00	
	125,400.00	

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	5,489,799.34	
	5,489,799.34	

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	72,142,372.31	74,858,608.22

	8,084,420.29	6,005,832.50
	6,959,796.59	6,891,076.14
	1,017,980.29	3,554,360.17
	1,890,540.38	1,689,377.35
	26,102.13	-68,895.80
	4,598,471.50	8,343,529.60
	-27,383,979.85	-3,524,462.60
	-405,886.51	-405,886.51
	-5,241,022.10	-3,854,605.15
	-104,508,633.01	-150,315,060.58
	-74,592,021.41	-20,982,051.39
	-27,459,496.22	-11,617,090.39
	-144,871,355.61	-89,425,268.44
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	259,909,340.94	299,432,761.03
	291,055,391.79	313,971,931.31
	-31,146,050.85	-14,539,170.28

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	259,909,340.94	291,055,391.79

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					100.00%	

	0.00	-4,025.32	-4,025.32	-4,025.32	0.00	19,032.93	19,032.93	19,032.93
	0.00	37,702.08	37,702.08	37,702.08	0.00	42,680.81	42,680.81	42,680.81

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	19,998,517.23	22,998,517.23
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--	-1,104,682.93	36,209.07
--	-1,104,682.93	36,209.07

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	380,206,750.15	100.00%	73,349,703.62	19.29%	306,857,046.53	343,146,740.64	100.00%	67,302,044.41	19.61%	275,844,696.23

1 1	199,958,375.39
1 1	199,958,375.39
1 2	109,013,785.43
2 3	23,031,262.07
3	48,203,327.26
3 4	18,046,350.13
4 5	30,020,174.03
5	136,803.10
	380,206,750.15

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					%	
		53,060,928.90	1		13.96	2,653,046.45
		17,209,348.31	1	1-2 2-3	4.53	904,816.57
		12,424,849.84	1	1-2 2-3	3.27	1,035,518.93
		12,155,583.70	3		3.20	12,155,583.70
		10,627,291.63	1	1-2	2.80	589,864.58
		105,478,002.38				

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	377,912.43									377,912.43	
	460,558.23									460,558.23	
	5,701,813.67									5,701,813.67	
	1,482,323.31									1,482,323.31	
	1,975,909.59									1,975,909.59	
	3,000,000.00	3,000,000.00									0.00
	12,998,517.23	3,000,000.00									

		102,148,881.15
		384,050.44
	2,572,421.37	
	24,328,252.32	
		1,537,500.00
	95,964,739.17	
	122,865,412.86	104,070,431.59

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	5.08%	0.11	0.11
	2.53%	0.05	0.05

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