2007 2011

2011 2014

2012 2012

2013

2014

2003 2005

2011

**1**

2007

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2011

2012

2012

2013

2014

1198 82 6 B

2000 10 9

2012 3 21

021-54644699

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2012 9

18

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4

**2**

2012 11 8

2013 4 19

2012

2012

2014 6 16

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6

7

8

9

10

2014

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2

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4

**1**

1

2012 3 7

2012 3 17

2012 3 21

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2000 10 eí99®

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310066632018170005049

310104703034995

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(2015) 60462749_B07

2015 6 30

( [2008]7 )

5

6

7

4

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3

4

5

5

1

2

3

4

5

6

1

1

AP 2013

2012 9.58% 2014

2014

9.82%

2

IC

IC

IC

IC

IC

IC

IC IC

10,126.54 8,875.54

11,333.16 12,161.79

399.75 349.60 221.08 247.07

9,726.79 8,525.94

11,112.08 11,914.72

24.87% 19.30% 25.25% 25.44%

IC IC

IC

**5**

IC

AVX/

IC

2012 2015 1- 6

55.66% 49.67% 49.34% 50.46%

93.54%　93.78%

90.46%　81.93%　　IC

IC

3G

6

2012 2015 1- 6

38.40%

29.51% 27.95% 28.66%

2013 4G

AP

2014

IC

附件 [illegible] 附件

[illegible]

[illegible]

首次公开发行股票并在创业板上市

[illegible]

**券监督管理委员会：** **中国证**

[illegible]证券股份有限公司作为上海润欣科技股份有限公司首次公开发行股票 [illegible]

[illegible]机构一根据[illegible]证券监督管理委员会《证券发行上市保荐 [illegible] 并在创业板上市的

[illegible]

[illegible]履行保荐职责 [illegible] 具体负责保荐

[illegible]

[illegible]：[illegible] 法定代表

何 如

国信证券股份有限公司

2015 年 11 月 16 日

( “ ” “ ” )

( “ ” “ ” “ ” )

IC

IC

IC

**1**

IC

AVX/

IC

**2**

IC

**3**

IC

IC

IC

IC

172 39 75

17 7 5

5 25

UT

WiFi NFC

Zigbee IC

IP

IC

**4**

IC

IC

IC

IC

IC

IC

WiFi

xPON EOC

PLC WiFi WiFi NFC Zigbee

IC

IC

IC IC

IC AVX/

IC

IC

IC

IC

IC IC IC

IC

| | | | | | |
|---|---|---|---|---|---|
| | HDTV<br>Ethernet | | | | CATV<br>V1.0[<br>Loader] IP<br>MB51<br>CPE |
| MoCA<br>HFC<br>–MoCA. | MoCA<br>IP<br>OFDM | | | | HFC<br>CPE |
| | WiFi | | | | CPE |
| | MPEG1/2/4<br>MP4/AVI | | | | |
| | Mobile WiFi | | | | 32bit_address_for_spi<br>WiFi<br>WAPI/<br>WiFi |
| | IP Switch<br>HDTV | | Q $ KGÿ+O × | | Fovisio<br>VLAN |

| | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | | % | | % | | % | | % |

| | 2015 1-6 | 2014 | 2013 | 2012 |
|---|---|---|---|---|
| | | | | |

2012 2015 1-6 11,063.74 12,231.87

11,921.71 6,170.22 2013 2014

2.60% -9.55%

| | 2015 | 1-6 | 2014 | | 2013 | 2012 |
|---|---|---|---|---|---|---|
| | | % | | | | |

WiFi

WiFi 2014

NFC

NFC

2 PON

EOC PLC

WiFi

WiFi

“ ”

PON EOC PLC

2013 4G

AP



AP

| | 2015 1-6 | 2014 | 2013 | 2012 |
|---|---|---|---|---|
| | 51,238.92 | 101,061.00 | 99,604.66 | 94,123.38 |
| | 45,068.70 | 89,139.29 | 87,372.79 | 83,059.64 |
| | 6,170.22 | 11,921.71 | 12,231.87 | 11,063.74 |
| % | 12.04 | 11.80 | 12.28 | 11.75 |

2012 2013 2014 2015 1-6 11.75%

12.28% 11.80% 12.04%

IC

ẅ > ʻ ۈ

| | 2012 | 2013 | 2014 |
|---|---|---|---|
| | 19.84% | 5.82% | 1.46% |

2012

IC

2012

IC 4.3% 2012

“ ”

IC

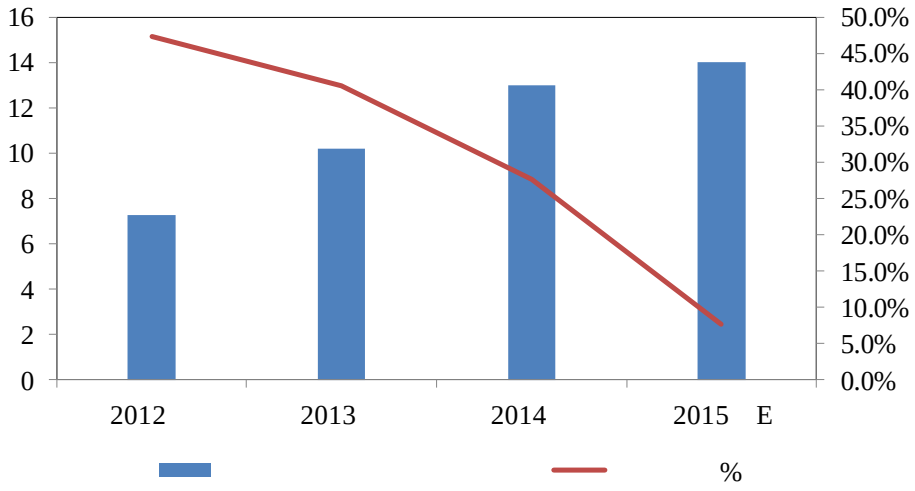
2012 IC 8,558.6 6.1%

2013

OEM IC

POS ATM

**2012 2015**




IDC

2009 3G

3G 2011 3G

3G 3G

2013 12 4G

4G 2013 4.23

64.1% 2014 3.89 8.04%

4G

IC

,

IC

WiFi IDC 2015

4.6 WiFi

WiFi 4.6

**2**

xDSL xPON EOC

PLC 3G WiFi WiMAX

LTE

| | | |
|---|---|---|
| | xDSL | |
| | xPON | ONU |
| | EOC | EOC |
| | PLC | PLC |
| | WiFi | AP |

2014 8M 20M

40.9% 10.4% 18.3 5.9

xDSL

xPON EOC PLC

xPON EOC PLC

**A xPON**

PON

BPON Broadband PON GPON Gigabit PON EPON Ethernet PON

“ ” “ ”

60%

20Mbps 4Mbps 100Mbps

“ ” 2015

3.7 2

2 EPON/GPON

ONU 2 IC

**B EOC**

2009 2010

2010 2012

2013 2015

“ EPON+EOC ”

EOC

EOC EOC EOC

2010

2014 2013 2.29

EOC EOC 2 EOC 2

**C PLC**

PLC

PLC

Cisco 2014 2019

10

2014

2014 62.9% 2009

WLAN

CBD

“ ” 2015

WLAN 80 AP

400

2014 2014

WLAN AP) 30.9 604.5

WiFi

WiFi AP

**3**

IC

3G 4G

IPTV

MID

IDC

2015 2,934

WiFi 2015

WiFi 3,000

2012

1,090 2013 2,200 2014 3,000

2016 3,900

WiFi 2016

WiFi 3,900

GPS DVD

2012 2014

IHS iSuppli MCU 2015 47

5 60%

MCU ARM 16-32Bit

LED

**1 MCU**

3

2012

5 2015 4

2016-2020

MCU

**2**

“ ”

“ ” 6,200 12,000

1,250 2,300

“ ”

1,000 1,000 800 **5** 3,600

MCU

**3 LED MCU**

2011 11

5

2011 28 2012 10 1

2016

2007

LED



ㄱ

IDC

2015 2012 7.25 14

24.53%

3G 4G 3G 4G

3G 4G

“ ‘ ’ 2015 ” 2015 4G 60

4G 2 3G 4G

2014 2014 12.86

3G 4G 5.83 45.3% ‰îÌÖ‰ìª7.

2013 4.23

IC

3.5 ≤ ≤5

NFC

NFC HTC

NFC IHS iSuppli

2015 NFC 5.5

53.40% NFC

2013 36% 2015 NFC

2

NFC

2015 2

WiFi 2G 3G 4G

3-5

1-2

IDC 2015 4.6

4 2014

18.4

**3 “ ”**

IC

WiFi

WiFi

WiFi

WiFi

WiFi 2015

4.6 WiFi 4.6

3

3-5

1

2

IC

3

IC

**2**

IC

IC 172 39

75 17 7

5

1

“

”

2

3

“ ”

2014

1.87

IC

IC

IC

**2 IC** **IC**

IC

IC

IC

IC

IC IC IC

IC

**3 IC** **IC**

IC IC

1 IC IC

2 IC IC

3 IC

IC IC

IC

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IC

IC “

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IC

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**1**

**1**

2013

332.99

**6**

1993

2013 877.59

**7**

1995 IC

2

400

OEM ODM EMS

**8**

1984

18

**9**

1999 ARM

**10**

2000

20

**11**

A

2014

6.31

**2**

| | | |
|---|---|---|
| | WiFi | |
| | IC PA<br>PM AM/FM MCU | |
| | EPON GPON EOC PLC Ethernet PHY<br>WiFi/BLUETOOTH/GPS PA | |
| | IC IC MCU RF | |
| | MCU<br>(IP&E) | |
| | | LED |

**1**

IC

IC

IC

2012

ٺ ريال ” عي ح 2013

я ٺ ˜ ”

IC

AVX/ IC

2012 2015 1-6

55.66% 49.67% 49.34% 50.46%

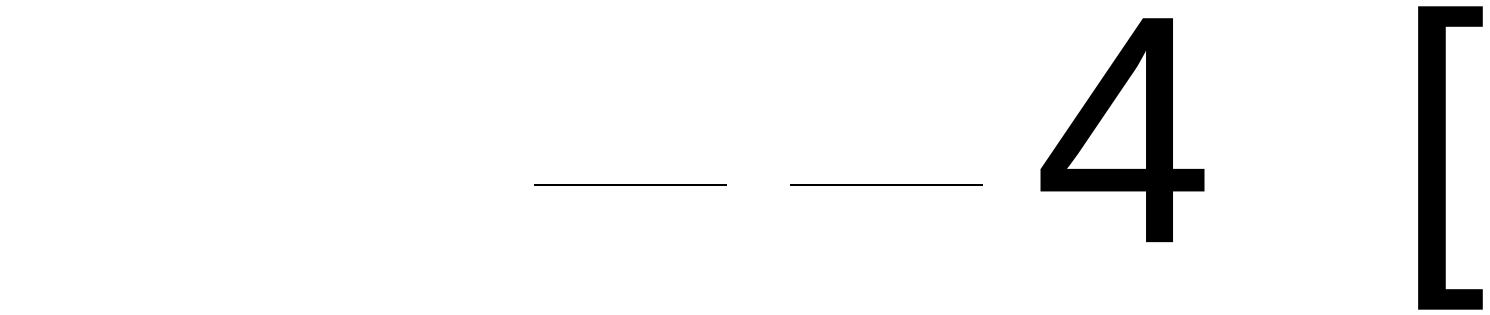
93.54% 93.78% 90.46% 81.93% IC

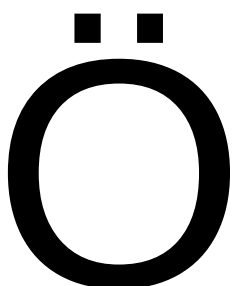
IC

3G

2014 4G

| | 2015 1-6 | 2014 | 2013 | 2012 |
|---|---|---|---|---|
| | 978.34 | 1,896.96 | 1,704.13 | 958.12 |
| | 1,289.76 | 2,890.61 | 2,640.45 | 2,441.78 |





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