2007 2011

2011 2014

2012 2012

2013

2014

2003 2005

2011

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2007

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2011

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2013

2014

1198 82 6 B

2000 10 9

2012 3 21

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2012 11 8

2013 4 19

2012

2012

2014 6 16

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2014

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2012 3 7

2012 3 17

2012 3 21

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2000 10 eí99®

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310104703034995

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(2015) 60462749_B07

2015 6 30

([2008]7)

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6

7

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3

4

5

5

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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 ——————————附件

国信证券股份有限公司

保荐上海润欣科技股份有限公司

首次公开发行股票并在创业板上市

[illegible]

中国证券监督管理委员会：

上海润欣科技股份有限公司首次公开发行股票

国信证券股份有限公司作为

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

[illegible]

具体负责保荐工作[illegible]履行保荐职责。

[illegible]：

何 如

法定代表

[illegible]有限公司

国信证券股

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 Ethernet				CATV V1.0[Loader] IP MB51 CPE
MoCA HFC –MoCA.	MoCA IP OFDM				HFC CPE
	WiFi				CPE
	MPEG1/2/4 MP4/AVI				
	Mobile WiFi				32bit_address_for_spi WiFi WAPI/ WiFi
	IP Switch HDTV		Q $®GÿO ×		Fovisio 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

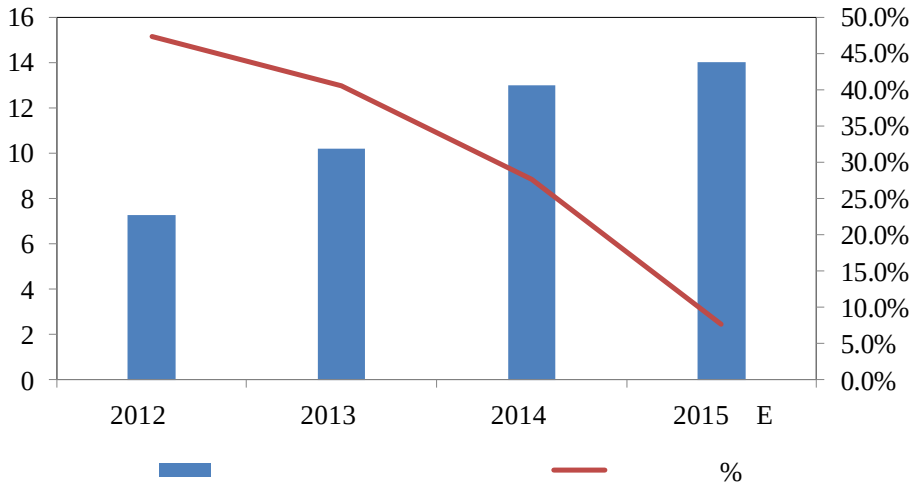
2012 IC 8,558.6 6.1%

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

“

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2

3

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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

IC

IC

IC

IC “

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IC

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 PM AM/FM MCU	
	EPON GPON EOC PLC Ethernet PHY WiFi/BLUETOOTH/GPS PA	
	IC IC MCU RF	
	MCU (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%

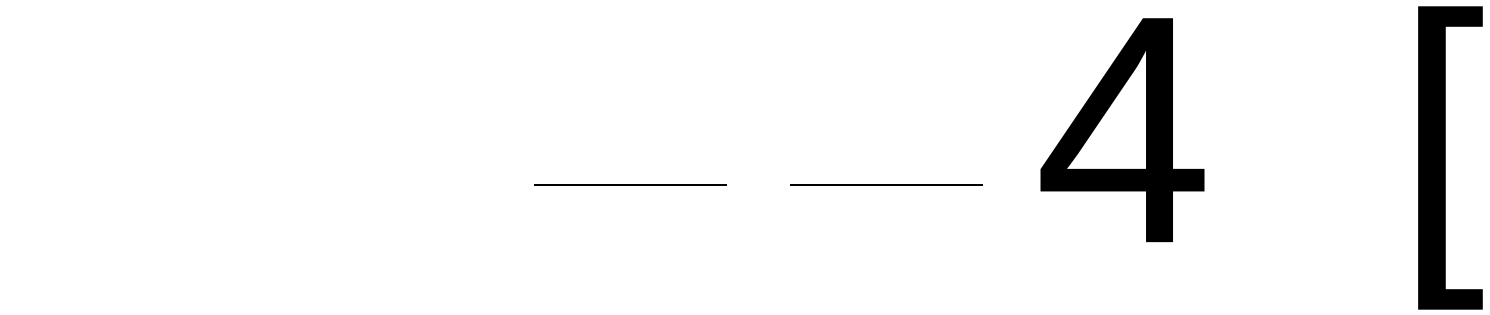
93.54% 93.78% 90.46% 81.93% IC

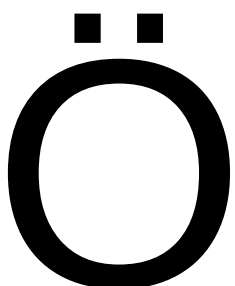
IC

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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