2019

2019-076

2019 08

cninf 巨潮资讯 www.cninfo.com.cn

õ

3

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%

1

2

cninf 巨潮资讯 www.cninfo.com.cn

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

cninf 巨潮资讯 www.cninfo.com.cn

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

6

1

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

2

3

1

2

2019 04	02	4,913.07	2,056.48		28.51%

cninf 巨潮资讯 www.cninfo.com.cn

64.03% PC

3 14,322.80 13.01% 2,438.15

62.15%

4 4,624.67 73.64% 282.87

91.59%

2019 1-9

8

cninf 巨潮资讯 www.cninfo.com.cn

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

18

925,166

2019 6 12

2019 6 17 2018

9 509,202

189 5,196,624

42.98% 0.76%

2019 6 17

5 5

2018 532,202

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

1

2

3

cninf 巨潮资讯 www.cninfo.com.cn

4

5

1

1

2

3

2

1

cninf 巨潮资讯 www.cninfo.com.cn

	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%				

2

3

cninf 巨潮资讯 www.cninfo.com.cn

1

1 2018 10 19

2018

66.2799 376.34

www.cninfo.com.cn

2 2019 8 1

2019 8 3

www.cninfo.com.cn

100

2019 4 8

cninf 巨潮资讯 www.cninfo.com.cn

1

2

	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

cninf 巨潮资讯 www.cninfo.com.cn

cninf 巨潮资讯 www.cninfo.com.cn

	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

4

	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

cninf 巨潮资讯 www.cninfo.com.cn

	2019	
	10,702.74	336,297.35

cninf 巨潮资讯 www.cninfo.com.cn

	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

	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

6

	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

cninf 巨潮资讯 www.cninfo.com.cn

	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
4															

cninf 巨潮资讯 www.cninfo.com.cn

4															
	223,9														
	65,33														
	3.00														

cninf 巨潮资讯 www.cninfo.com.cn

	685.17	5.17

cninf 巨潮资讯 www.cninfo.com.cn

3												

cninf 巨潮资讯 www.cninfo.com.cn

2												
	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

1

2010 3 8 2012 4 25

300311 91440300723005104T

679,988,821.00 679,988,821 1 215,988,831

463,999,990

2

2 2 6

3

ε

4

13

B

8

C

D

4

2 -

8

9

1

2

3

4

5

φ شح ،

ə

24

1

2

		50 20	5%	1.9 4.75
		10	5%	9.5
		5	10%	18
		5	10%	18
		5	10%	18

3

25

26

1

3

cninf 巨潮资讯 www.cninfo.com.cn

2

27

28

29

30

1

;

ı ₡

2

3

4

C D E F

3

4

cninf 巨潮资讯 www.cninfo.com.cn

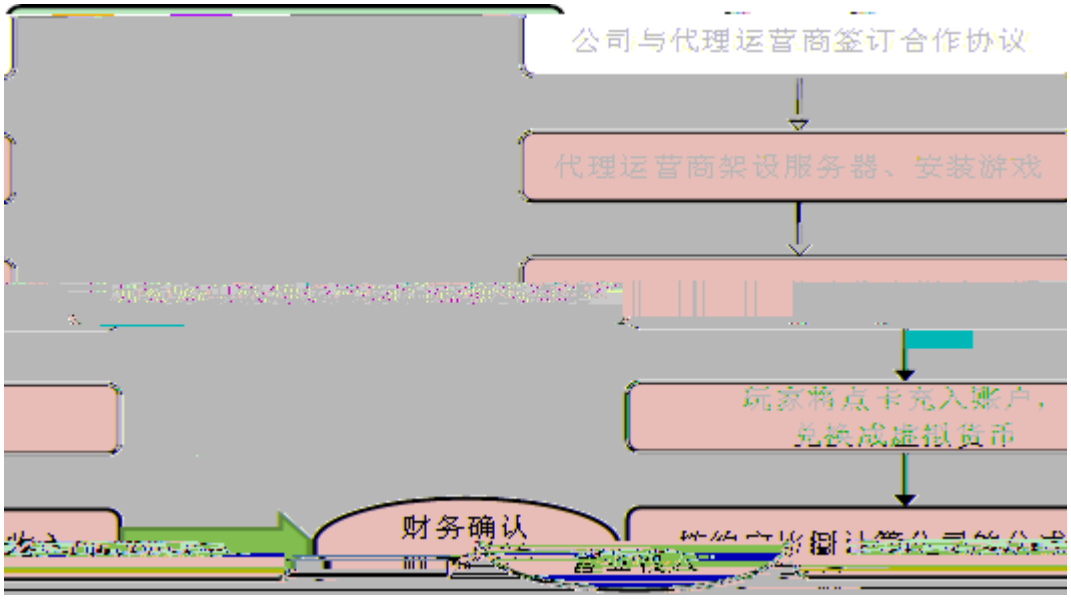
F>µ6ÆC&ÑG,ædoÎÂ¥fCÐ5ÌÊÃv3Ìz73t¼0591¾Ð55ÊZ¼d[Ñ¥yLÆdt2/fvLÊ8Z9ž3+05ÊÆ¬ÌÂQMp88g]o?05fÄ

4ÈÊÕÑ6Ì.zZÊÑoÎ¼fS¾<ÂÒÈÈÝ9

B

C

cninf 巨潮资讯 www.cninfo.com.cn



SDK

CPA Cost Per Action CPS Cost Per Sales

CPA /

CPA

CPS

CPS

41 **/**

1

2

43

1.

2.

1

Ů Ω

cninf 巨潮资讯 www.cninfo.com.cn

vNÍ ō Ë \ R ʁ ɛ w

2

3

3.

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	

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

2

1

[2000]18 < >

[2000]25

2011 1 28 [2011]4

17 3

2013 37 3

2

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

cninf 巨潮资讯 www.cninfo.com.cn

10%

2017 2017 15% 3

2016 2016 15% 3

2017 2017 15% 3

12

3

1

	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

4

1

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

2

3

4

cninf 巨潮资讯 www.cninfo.com.cn

5

1

cninf 巨潮资讯 www.cninfo.com.cn

1 1	

cninf 巨潮资讯 www.cninfo.com.cn

5

6

6

7

1

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

8

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

1

1

2

3

	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

2

	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	

4

5

		16,877,761.60	1	22.81%	843,888.08

2

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

cninf 巨潮资讯 www.cninfo.com.cn

2019

1,543,990.29
1,543,990.29

2

2

	.23									7.23	

18

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

1.

cninf 巨潮资讯 www.cninfo.com.cn

2.	0.00	0.00	0.00	0.00	0.00

2

26

1

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

29

	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

30 /

1

	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

2

cninf 巨潮资讯 www.cninfo.com.cn

	80,000,000.00	100,000,000.00

2

[redacted]

3

38

[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

2

N©1D5ET39

Z à.Ë& Y

2

49

1

2

50

51

	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	

52

53

55

cninf 巨潮资讯 www.cninfo.com.cn

59

	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

61

	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

cninf 巨潮资讯 www.cninfo.com.cn

62

	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
[redacted]	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

cninf 巨潮资讯 www.cninfo.com.cn

	-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

70

71

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

2

¸ry rîl’

72

	13,280.01		13,280.01
		11,617,090.39	
	95,439.37	104,573.44	95,439.37
	108,719.38	11,721,663.83	108,719.38

								/

75

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

cninf 巨潮资讯 www.cninfo.com.cn

	50,000,000.00	
	50,000,000.00	

4

	264,960.00	
	3,833.28	
	268,793.28	

5

	125,400.00	
	125,400.00	

6

	5,489,799.34	
	5,489,799.34	

79

1

1	--	--
	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
2	--	--
3	--	--
	259,909,340.94	299,432,761.03
	291,055,391.79	313,971,931.31
	-31,146,050.85	-14,539,170.28

2

	--
	--
	--

3

cninf 巨潮资讯 www.cninfo.com.cn

	--
	--
	--

4

	259,909,340.94	291,055,391.79

83

84

1

2

cninf 巨潮资讯 www.cninfo.com.cn

cninf 巨潮资讯 www.cninfo.com.cn

					100.00%	

cninf 巨潮资讯 www.cninfo.com.cn

	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

4

5

2

1

2

3

1

20% 20%

2

	/	/

cninf 巨潮资讯 www.cninfo.com.cn

3

	/	/

4

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

5

6

7

8

4

				/	

cninf 巨潮资讯 www.cninfo.com.cn

5

6

1

2019 6 30

2

3

1

2019 6 30

2

4

cninf 巨潮资讯 www.cninfo.com.cn

1

	--	--	--	--
	--	--	--	--

2

3

4

5

6

7

8

9

1

36.88%

2

cninf 巨潮资讯 www.cninfo.com.cn

3

4

cninf 巨潮资讯 www.cninfo.com.cn

/

/

/	/	/	/	/	/	/

/

3

4

10,000.00 2019 01 07 2020 01 06

	1,222,682.00
	0.00
	0.00

2

	3.30 /

2

1

8

1

1

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

2

3

4

				%	
		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			

ÎÔdrĩDfĐ.aĭ îÌÓ îÌÔ C•… ‘) 3 ~òS1• ‘#1Gï.ÂC•… ‘)“ s1GïÍAT

( )		

2 1

)

( )

cninf 巨潮资讯 www.cninfo.com.cn

8

	( )									( )	
	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									

		/	/
	5.08%	0.11	0.11
	2.53%	0.05	0.05

3

1

2

3

4

cninf 巨潮资讯 www.cninfo.com.cn

2019

cninf 巨潮资讯 www.cninfo.com.cn