

2018

cninf 巨潮资讯 www.cninfo.com.cn

1

2018 06 30

	311,992,567.15	321,262,001.31
	292,216.00	11,606,753.00
	451,873,123.21	368,671,700.79
	21,459,854.98	17,073,190.79
	180,851,838.84	176,997,233.69

cninf 巨潮资讯 www.cninfo.com.cn

	272,582,228.43	**254,832,029.52**
	179,327,954.45	**198,740,255.73**
	30,795,668.41	55,224,198.67
	35,534,427.20	**40,279,190.53**
	260,032.98	20,193.35
	13,129,154.32	58,784,455.22
	21,092,800.00	
	5,235,202.58	5,169,662.59
	852,957,468.37	**798,515,455.61**
	167,126,909.61	**167,126,909.61**
	45,653,666.67	35,413,666.67
	2,010,252.00	2,416,138.51
	35,154,600.00	
	249,945,428.28	**204,956,714.79**
	1,102,902,896.65	**1,003,472,170.40**
	680,036,042.00	447,930,709.00

cninf 巨潮资讯 www.cninfo.com.cn

	161,183,440.09	337,041,373.09
	56,247,400.00	
	143,718,600.00	**181,643,600.00**
	42,340,443.15	42,340,443.15
	-43,099,492.59	**-104,370,460.41**
	927,931,632.65	**904,585,664.83**
	61,294,178.27	61,143,104.77

	270,699,950.00	**308,624,950.00**
	974,192,677.48	**884,192,677.48**
	75,979,348.23	75,725,047.86
	83,276,148.92	87,214,843.39
	1,704,845.89	2,085,908.03
		[redacted]
	1,968,822.42	2,341,137.96

[redacted]

[redacted]

	21,092,800.00	
	845,872,899.90	**859,010,706.35**
	167,126,909.61	**167,126,909.61**
	45,020,000.00	34,738,000.00

	548,651,694.60	459,840,117.28
	548,651,694.60	459,840,117.28
	508,901,401.24	415,510,800.53
	305,487,462.44	258,066,064.44
	5,464,881.02	2,958,878.94
	72,594,315.98	62,452,817.09
	117,032,690.80	92,155,757.78
	2,316,218.50	-122,717.72
	6,005,832.50	

	74,858,608.22	49,309,833.62

4

	186,272,561.21	171,513,177.61
	132,421,825.83	119,114,046.62
	1,778,570.65	

cninf 巨潮资讯 www.cninfo.com.cn

1.		
2.		
	-37,925,000.00	
1.		
2.	**-37,925,000.00**	
3.		

cninf 巨潮资讯 www.cninfo.com.cn

	15,413,698.98	5,109,511.30
	50,364,266.54	21,803,736.16

		100,000,000.00
	168,759,254.02	360,863,686.16
	-82,458,239.86	-193,325,155.61
[redacted]		
	56,247,400.00	14,000,000.00
		14,000,000.00
	180,000,000.00	150,000,000.00

	14,163,243.40	15,409,646.38
	44,357,464.47	33,569,248.92
	325,997,503.32	226,921,539.90

cninf 巨潮资讯 www.cninfo.com.cn

4													
											-13,436,566.90		-13,436,566.90
1													
2													
3											-13,436,566.90		-13,436,566.90
4													
	223,965,333.00				-223,965,333.00								
1	223,965,333.00				-223,965,333.00								
2													

cninf 巨潮资讯 www.cninfo.com.cn

3													
[redacted]													

2	
3	
4	
	-13,436,566.90
1	
2	-13,436,566.90
3	
1	
2	
3	
4	

cninf 巨潮资讯 www.cninfo.com.cn

1											
2											
					[redacted]		[redacted]				
	448,009,392.00				505,107,3						

[redacted]

33 76 2006 2 15

15 2014

2

12

1

2

1 1 12 31

3

12

4

5

1

cninf 巨潮资讯 www.cninfo.com.cn

( )

(

)

2

6

2017 6 30

( )

7

1

2

cninf 巨潮资讯 www.cninfo.com.cn

3

A

4

13

B

8

C

D

4

cninf 巨潮资讯 www.cninfo.com.cn

8

9

1

2

10

1

2

A. B.

C.

A.

B.

4

5

ปี

8

11

1

	50

2

12

1

2

3

A

B 7 -

C 12 --

2

22

3

15

cninf 巨潮资讯 www.cninfo.com.cn

18

1

3

2

19

20

21

1

1

2

3

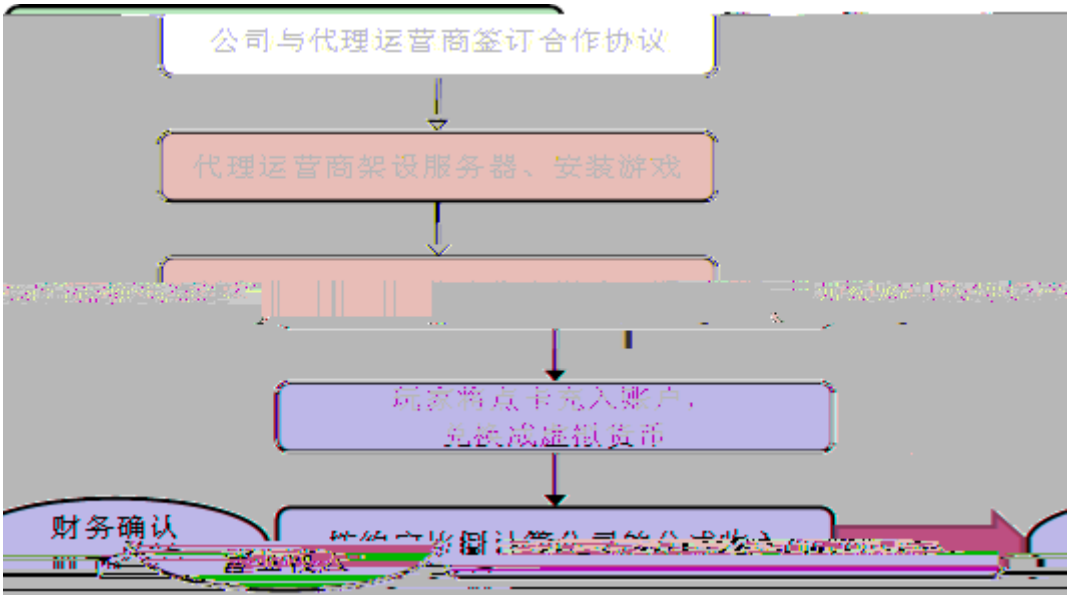
	5
	5
	5

cninf 巨潮资讯 www.cninfo.com.cn

2

Ĺ R

25



SDK

CPA Cost Per Action CPS Cost Per Sales

CPA / ĭ .

2

30 **/**

“ ”

“ ”

3.

33

1

2

34

1

		17%　16%　3%　6%
		7%　5%
		12.5%　15%　25%

	15%
	15%
	15%
	25%
	15%
	15%
	12.5%

[2000]18 < >

[2000]25

2011 1 28 [2011]4

17 3

2

[2011]4

[2011]4 [2016]49

2014 5 12

2018

2017 2017 15% 3

2017 2017 15% 3

2017 2017 15% 3

2017 2017 15% 3

2016 2016 15% 3

2017 2017 15% 3

[2011]4

[2011]4 [2016]49

2018

3

1

	21,590.02	64,720.60
	298,136,930.70	311,720,976.55
	13,834,046.43	9,476,304.16
	311,992,567.15	321,262,001.31

11,431,720.00 1,274,240.31 1,128,086.12

2

cninf 巨潮资讯 www.cninfo.com.cn

3

4

1

	292,216.00	8,749,277.00
		2,857,476.00
	292,216.00	11,606,753.00

2

5

1

1	374,716,972.83	6,742,807.38	1.80%
1 2	60,510,046.25	6,051,004.63	10.00%
2 3	42,057,023.05	12,617,106.92	30.00%
3	29,208,909	9.23	100.00%

2 3	1,436,754.54	1.73%	1,251.20	0.00%
3	106,894.84	0.13%	106,894.84	0.33%
	82,938,040.24	--	32,447,523.64	--

1

2

		7,493,922.35	1		9.04%
		5,500,000.00	1		6.63%
		3,482,884.73	1		4.20%
		2,801,800.00	1		3.38%
		2,549,086.86	1-2		3.07%
		21,827,693.94			26.32%

7

1

8

1

9

1

	36,541,359.31	100.00%	15,081,504.33	41.24%	21,459,854.98	32,154,695.12	100.00%	15,081,504.33	100.00%	17,073,190.79
	36,541,359.31	100.00%	15,081,504.33	41.24%	21,459,854.98	32,154,695.12	100.00%	15,081,504.33	100.00%	17,073,190.79

cninf 巨潮资讯 www.cninfo.com.cn

1			
	17,745,348.47	544,171.07	3.07%
1	17,745,348.47	544,171.07	3.07%
1 2	3,261,437.52	326,143.75	10.00%
2 3	1,890,548.30	567,164.49	30.00%
3	13,644,025.02	13,644,025.02	100.00%
	36,541,359.31	15,081,504.33	

cninf 巨潮资讯 www.cninfo.com.cn

2

/	**48,981,350.00**			**48,981,350.00**
	192,699,950.00			**192,699,950.00**
	143,718,600.00			**143,718,600.00**

3

	25,000,000.00			25,000,000.00					7.02%	
	25,000,000.00			25,000,000.00					1.71%	
	28,000,000.00			28,000,000.00					1.54%	
	360,000.00			360,000.00					15.30%	
	3,000,000.00			3,000,000.00					10.00%	
	3,000,000.00			3,000,000.00					10.00%	
	10,000,000.00			10,000,000.00					12.50%	
	16,000,000.00			16,000,000.00					12.00%	
	20,000,000.00			20,000,000.00					10.00%	
	[redacted]	12,089,700.00		12,089,700.00					0.85%	

		25,077,387.97		25,077,387.97					4.10%	
	130,360,000.00	37,167,087.97		**167,527,087.97**					--	

4

5

15

1

2

3

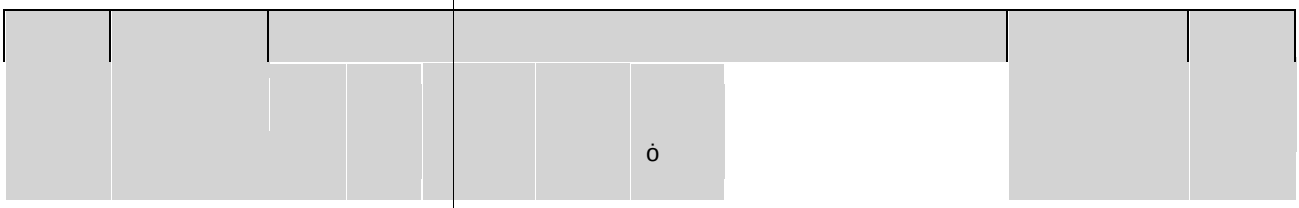
16

1

2

3

17



cninf 巨潮资讯 www.cninfo.com.cn

4.

cninf 巨潮资讯 www.cninfo.com.cn

	5,343,438.59	6,310,603.43	5,727,700.00	17,927,700.00	35,309,442.02

[redacted] 1

2

26

27

1

	1,048,783,184.87					1,048,783,184.87
	1,048,783,184.87					1,048,783,184.87

2

	681,269,630.68					**681,269,630.68**
	681,269,630.68					**681,269,630.68**

28

	2,341,137.96	1,456,099.27	434,748.58		3,362,488.65
	1,090,146.72	5,683,018.72	723,270.50		6,049,894.94
	563,957.08	753,565.72	531,358.27		786,164.53
	3,995,241.76	7,892,683.71	1,689,377.35		10,198,548.12

cninf 巨潮资讯 www.cninfo.com.cn

29 /

1

	20,000,000.00	10,000,000.00
	275,000,000.00	165,000,000.00

cninf 巨潮资讯 www.cninfo.com.cn

cninf 巨潮资讯 www.cninfo.com.cn

39

40

	260,032.98	20,193.35
	260,032.98	20,193.35

cninf 巨潮资讯 www.cninfo.com.cn

	5,235,202.58	5,169,662.59

45

1

46

1

2

3

4

48

1

2

49

50

51

	35,413,666.67	15,200,000.00	4,960,000.00	45,653,666.67	
	35,413,666.67	15,200,000.00	4,960,000.00	45,653,666.67	--

								/
	50,000.00			50,000.00			0.00	
	100,000.00			100,000.00			0.00	
	2,750,000.00			500,000.00			2,250,000.00	
	1,750,000.00			500,000.00			1,250,000.00	
	45,000.00			45,000.00			0.00	
	935,000.00			170,000.00			765,000.00	
	8,100,000.00			900,000.00			7,200,000.00	

cninf 巨潮资讯 www.cninfo.com.cn

[redacted]

cninf 巨潮资讯 www.cninfo.com.cn

	337,041,373.09	48,107,400.00	223,965,333.00	161,183,440.09
	337,041,373.09	48,107,400.00	223,965,333.00	161,183,440.09

2017 2017 12 31 447,930,709 10

0.3

cninf 巨潮资讯 www.cninfo.com.cn

	42,340,443.15			42,340,443.15

60

	-104,370,460.41	**-184,058,285.31**
	-104,370,460.41	**-184,058,285.31**
	74,707,534.71	45,930,852.09
	13,436,566.89	
	-43,099,492.59	**-138,127,433.22**

1)

2)

3)

4)

5)

61

	546,319,042.40	304,738,795.49	457,427,433.76	257,365,146.69

	5,464,881.02	2,958,878.94

63

	49,033,867.49	36,228,847.53
	6,807,365.21	5,346,415.60
	3,142,051.46	6,433,392.65
	3,663,266.08	3,169,745.98
	6,935,401.35	6,091,632.93
	460,460.33	107,762.66
	2,551,904.06	

cninf 巨潮资讯 www.cninfo.com.cn

[redacted]

69

	68,895.80	

	195,000.00
2017	30,000.00
2017	30,600.00
2017	[redacted]
	279,000.00
	66,000.00

[redacted]

[redacted]

[redacted]

	100,000.00	
	28,251,924.01	5,003,000.00

71

		5,010,101.04	
	11,617,090.39		**11,617,090.39**
	104,573.44	880,367.55	**104,573.44**
	11,721,663.83	5,890,468.59	11,721,663.83

72

	79.33	47,350.37	
	311,135.80		
	395,675.37	54,903.81	
	706,890.50	102,254.18	

73

1

	8,157,627.38	8,026,735.33
	-405,886.50	-179,431.50
	7,751,740.88	7,847,303.83

2

cninf 巨潮资讯 www.cninfo.com.cn

	82,610,349.10
/	12,391,552.37
	-45,263.68
	-234,583.35
	-445,642.27

3

		100,000,000.00
		10,000,000.00
		110,000,000.00

4

	1,689,377.35	392,607.26
	-68,895.80	47,350.37
	8,343,529.60	1,687,852.27
	-3,524,462.60	-2,036,606.29
	-405,886.51	-179,431.50
	-3,854,605.15	-4,934,898.23
	-150,315,060.58	-119,351,534.09
	-20,982,051.39	28,825,513.99
	-11,617,090.39	
	-89,425,268.44	-35,399,649.90
2		

77

78

	12,559,806.12	
	12,559,806.12	

cninf 巨潮资讯 www.cninfo.com.cn

5

6

2

1

2

3

3

4

2017 2018 1 5

5

6

1

1

				100.00%		
				100.00%		
				100.00%		
				100.00%		
				100.00%		
					100.00%	

				60.00%		

2

	50.00%	9,516.47		

cninf 巨潮资讯 www.cninfo.com.cn

	4,706,558.42	300,541.61	300,541.61	-2,862,824.29		-2,671,998.47	-2,671,998.47	-2,953,229.88

4

5

2

1

2

3

1

20% 20%

2

3

4

5

5

6

1

2017 6 30

1

2017 6 30

cninf 巨潮资讯 www.cninfo.com.cn

1

3

4

5

6

7

8

9

1

38.79%

2

3

4

	5%

5

1

/

		3,753,388.30			4,053,103.32
		4,106,000.02			

/

		32,680.00	

cninf 巨潮资讯 www.cninfo.com.cn

2 / /

/

/

/

/

3

4

	20,000,000.00	2017 07 14	2018 07 13	

5

6

7

cninf 巨潮资讯 www.cninfo.com.cn

		9,300,199.98			
		32,680.00			
		1,000,000.00	1,000,000.00	1,000,000.00	1,000,000.00

2

1,932,686.75

	27,017,000.00
	0.00

3

4

5

1

2

1

2

3

1

2

cninf 巨潮资讯 www.cninfo.com.cn

3

4

1

1

2

2

3

1

2

4

5

6

1

2018

2

	101,563,556.00	65,393,215.58		
	19,880,092.93	7,191,102.66		
	99,123,772.22	41,309,453.93		
	160,167,406.58	86,269,478.57		
	165,584,214.67	104,575,544.75		
	546,319,042.40	304,738,795.49		

3

4

7 **ﻩ**

2

6,005,832.50 0.00

3

4

	21,815,057.72	6.42%	2,181,505.77
	17,902,342.00	5.27%	5,370,702.60
	13,723,378.90	4.04%	686,168.95
	12,155,583.70	3.58%	12,155,583.70
	9,393,396.32	2.77%	469,669.82
	74,989,758.64	22.07%	20,863,630.83

5

6

2

1

	37,231,956.48	100.00%								

cninf 巨潮资讯 www.cninfo.com.cn

	37,231,956.48	33,631,250.99

5

5

	102,148,881.15	65,039,910.22
	384,050.44	
	1,537,500.00	

cninf 巨潮资讯 www.cninfo.com.cn

3

1

2

3

4

cninf 巨潮资讯 www.cninfo.com.cn