

181281

27. :1) ,

2)

,

1

									2017
		2016	2017	2018	2019	2020	2021	2022	2022
		31,281.40	44,794.70	56,458.02	70,614.82	88,284.59	105,941.51	121,832.74	
	%	-	43.20%	26.04%	25.07%	25.02%	20.00%	15.00%	22.15%
		37,196.91	53,350.45	77,303.71	105,450.34	140,437.02	167,921.14	193,109.31	
	%	-	43.43%	44.90%	36.41%	33.18%	19.57%	15.00%	29.34%
		27,406.55	37,290.95	44,996.38	54,895.59	66,972.62	80,367.14	92,422.21	
	%	-	36.07%	20.66%	22.00%	22.00%	20.00%	15.00%	19.90%
		10,013.53	11,457.67	12,038.59	12,640.52	13,272.55	13,670.72	14,080.84	
	%	-	14.42%	5.07%	5.00%	5.00%	3.00%	3.00%	4.21%
		7,331.33	11,412.59	15,247.05	20,583.51	27,787.74	33,345.29	38,347.08	
	%	-	55.67%	33.60%	35.00%	35.00%	20.00%	15.00%	27.43%
		12,255.00	15,991.44	21,084.56	27,849.37	36,664.07	45,083.88	53,263.34	
	%	-	30.49%	31.85%	32.08%	31.65%	22.96%	18.14%	27.21%
		125,484.71	174,297.79	227,128.31	292,034.14	373,418.58	446,329.68	513,055.52	
	%	-	38.90%	30.31%	28.58%	27.87%	19.53%	14.95%	24.10%

1

	2016	2017	125,506.13
174,345.16	2017	2016	48,839.03
	38.91%		

2

2011	1.55	2016	5.50
28%		12.58%	39.73%

3

	IDC	2016	14.7
2021			17.7

	Data Bridge	2016	
64.75		2020	
142.50			21.80%
	Future Source	2017	
1.01		2020	1.72
			19.40%
4			

IT

ERP

+

BestBuy Costco

TaoTronics VAVA

Walmart

RAVPower

Walmart

BestBuy Costco

MTS Mobilink

2017

90%

2

1

									2017	2022
		2016	2017	2018	2019	2020	2021	2022		
		31,179.47	42,429.83	53,366.83	66,708.54	83,385.67	100,062.81	115,072.23		
	%	-	36.08%	25.78%	25.00%	25.00%	20.00%	15.00%	22.08%	
		35,988.61	49,875.75	65,250.14	84,825.18	110,272.73	132,327.28	152,176.37		
	%	-	38.59%	30.83%	30.00%	30.00%	20.00%	15.00%	24.99%	
		27,406.55	37,290.95	44,996.38	54,895.59	66,972.62	80,367.14	92,422.21		
	%	-	36.07%	20.66%	22.00%	22.00%	20.00%	15.00%	19.90%	
		10,013.53	11,457.67	12,038.59	12,640.52	13,272.55	13,670.72	14,080.84		
	%	-	14.42%	5.07%	5.00%	5.00%	3.00%	3.00%	4.21%	
		7,331.33	11,412.59	15,247.05	20,583.51	27,787.74	33,345.29	38,347.08		
	%	-	55.67%	33.60%	35.00%	35.00%	20.00%	15.00%	27.43%	
		11,953.10	15,333.33	19,884.30	25,921.94	33,888.38	41,475.49	48,752.85		
	%	-	28.28%	29.68%	30.36%	30.73%	22.39%	17.55%	26.03%	
		123,872.58	167,800.13	210,783.28	265,575.27	335,579.69	401,248.72	460,851.58		
	%	-	35.46%	25.62%						

20%~25%

36%~39%

2018

114,993.86

2018

54.56%

9-12

2018

2

	2016	2017	2018	2019	2020	2021	2022
	1,612.13	6,497.66	16,345.03	26,458.87	37,838.90	45,080.96	52,203.94
		303.05%	151.55%	61.88%	43.01%	19.14%	15.80%

2016

2017

1,612.13

6,497.66

303.05%

2018 8 31

2018 8 31

12,780.97

3,123.76

15,904.73

2018

97.31%

9-12

2018

2019 -2022

33.68%

2018

151.55%

15.80%

33.68%

2016

2017

38.91%

,

1

2016

2017

125,506.13

174,345.16

2017

2016

48,839.03

38.91%

2018

2017

30.31%

2017

2022

2

2017

15% 12.5% 11.4% 8.7% 6.5%
4.7% 3.4% 3.1% 2.8% 1.6%

30.2%

2016 2017

55.12% 54.38%

2011 1.55 2016 5.50
28% 12.58%

39.73%

2016 12.55

0.0228%

	2016	2017	2018 1-3
	85.37	140.18	46.22
	25.26	39.12	9.27
	22.18	37.37	11.26
	21.97	32.05	-

	38.70	62.18	22.25
	23.72	38.25	11.26
	2016	2017	2018 1-4
	12.55	17.43	6.47

2017

2017 1-11

IT

SKU

SKU

SKU

2013

RAVPower

TaoTronics VAVA Anjou

AEO

AEO

TCL

IPD

UCD

SKU

SKU

SKU

4

2

3C

3 B2C

B2B B2C

B2C

B2B

B2C

B2B B2C

4

		2017	174,345.16
2022	513,055.52		24.09%
	38.91%		
	34%		

28. ,2018 2022 ,
 47.18% 46.22% 45.49% 45.54% 45.56%,
 , 4.75% 4.81% 4.95% 5.24%
 5.42%, , 2017 1.57%

45%-48%

2016

2017

46.18% 48.68%

27

2

		2016	2017	2018	2019	2020	2021	2022
		24.93%	25.70%	24.86%	24.18%	23.64%	23.74%	23.75%
		48.94%	48.42%	47.88%	47.39%	46.91%	46.91%	46.91%
		29.64%	30.61%	34.04%	36.11%	37.61%	37.62%	37.64%
		34.42%	46.32%	43.42%	41.93%	41.01%	41.08%	41.08%
		21.84%	21.39%	19.81%	18.80%	17.93%	18.01%	18.01%
		52.43%	51.03%	50.52%	50.01%	49.51%	49.51%	49.51%
		7.98%	6.57%	5.30%	4.33%	3.55%	3.06%	2.74%
		43.42%	41.59%	41.17%	40.76%	40.35%	40.35%	40.35%
		5.84%	6.55%	6.71%	7.05%	7.44%	7.47%	7.47%
		52.97%	44.15%	43.71%	43.27%	42.84%	42.84%	42.84%
		9.77%	9.17%	9.28%	9.54%	9.82%	10.10%	10.38%

	2016	2017	2018 1-3
	48.34%	49.77%	44.71%
	53.92%	51.89%	51.19%
	58.28%	60.81%	

/	2016	2017	2018	2019	2020	2021	2022
	1.57%	1.80%	4.75%	4.81%	4.95%	5.24%	5.42%
	6,171.56	8,189.49	10,780.25	14,050.96	18,467.60	23,371.00	27,807.27
	4.92%	4.70%	4.75%	4.81%	4.95%	5.24%	5.42%

2016 2017 4,204.27

5,057.16 2016 2017

6,171.56 8,189.49 2016 2017

4.92% 4.70% 4.5%-5.5%

4.5%-5.5%

	2016	2017	2018 1-3
	5.01%	5.47%	5.67%
	13.16%	9.44%	8.65%
	5.81%	6.31%	3.43%
	5.79%	5.88%	-
	7.44%	6.78%	5.92%
	2016	2017	2018 1

	2016	2017	2018 1-3
	5.72%	5.74%	5.67%
	13.32%	11.45%	8.65%
	6.21%	6.66%	3.43%
	5.92%	6.07%	-
	7.80%	7.48%	5.92%
	2016	2017	2018 1-4
	4.92%	4.70%	4.70%

1

2018 1-3

2018 1-3

2

2017

2017 1-11

2016

2017

5%~14%

7%

5%

29.

,

2017 12 31 ,

,

,

100%

153,048.30 ,

36,029.49 **117,018.81** , **324.79%**

,

+

1

B2C

iiMedia

Research

2016

B2B

6.3 2018

8.8 2016

2015 7512

69% 2020

3.6 2015-2020 37% 2015

5032 60% 2020

2.16 34%

2

2008 B2C

RAVPower TaoTronics VAVA Anjou
IT

3

AEO

AEO

				PE	PB
601113	100%	2017 3 31	290,000.00	14.50	2.88
002640	100%	2016 12 31	179,000.00	13.36	11.26
002094	63%	2016 5 31	68,014.68	16.11	5.50
002102	100%	2016 3 31	168,000.00	14.58	4.86
002582	100%	2015 9 30	96,000.00	17.45	18.86
002640	100%	2014 3 31	103,200.00	15.88	8.85
				15.31	8.70
300464	100%	2017 12 31	153,000.00	14.17	4.25

1 =

2 =

100%

PE

14.17

15.31 PE

100%

PB

4.25

8.70 PB

<

> 181281