

股票简称：星徽精密

股票代码：300464



广东星徽精密制造股份有限公司

(广东省佛山市顺德区北滘镇北滘社区居民委员会科业路3号之三)

2020年创业板向特定对象发行股票

募集说明书

(申报稿)





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3 —

1

2

3

4

1

2

12

10%

10,000

3

70%

30%

1

80%

2

40%

3

20%



1

2

3

4

1 2017

2018 5 14 2017 2017
2017

2 2018

2019 5 15 2018 2018
2018

3 2019

2020 5 20 2019 2019
353,122,175 10
0.85 30,015,384.88

2019	30,015,384.88	148,553,520.80	20.21%
2018	-	2,044,036.37	-
2017	-	15,086,910.56	-
			55,228,155.91

	54.35%
--	--------

B2B	Business-to-Business
B2C	Business-to-Consumer
Seller Central	

2020 9 30

353,122,175

97,900,990

	97,900,990	27.72%
	43,866,519	12.42%
	50,050,543	14.17%
	3,983,928	1.13%
	255,221,185	72.28%
	353,122,175	100.00%

1

	1,050	
	914406066176565017	
	()	
	1997 1 16	
		()
	50.48%	49.52%

	2019.12.31
	374,214.37
	194,625.77
	179,588.60
	186,774.33
	151,563.01

	35,211.32
	187,440.04
	2019
	349,133.66
	338,004.78
	19,752.83
	17,969.02
	16,106.68

2

1965 11
36210119651120**** 1989 10 1994 4
1994 11
2018 2 7
1973 4
P5727*** 1994 11 2009 12
2009 12

1

2

1

1 “ ”

2015

2016

8

PMI

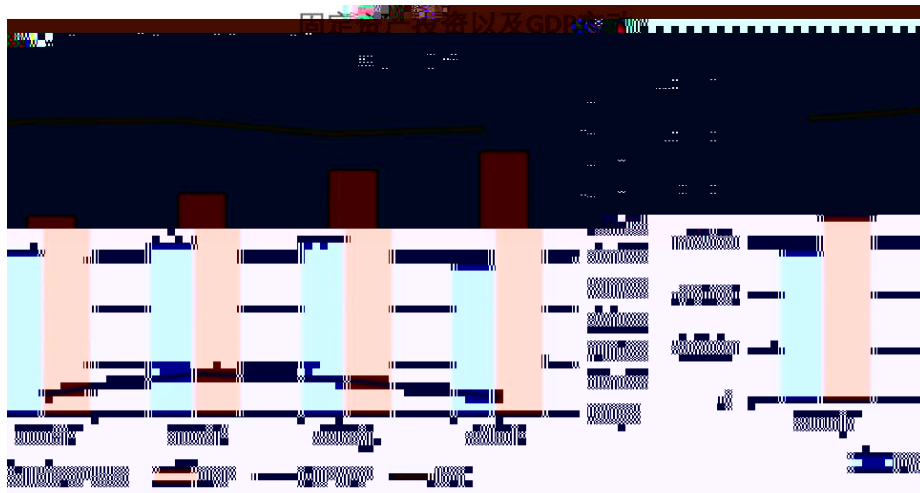
2016

GDP

2015

2019

9.51%



Wind

2020 7 30

“

”

2

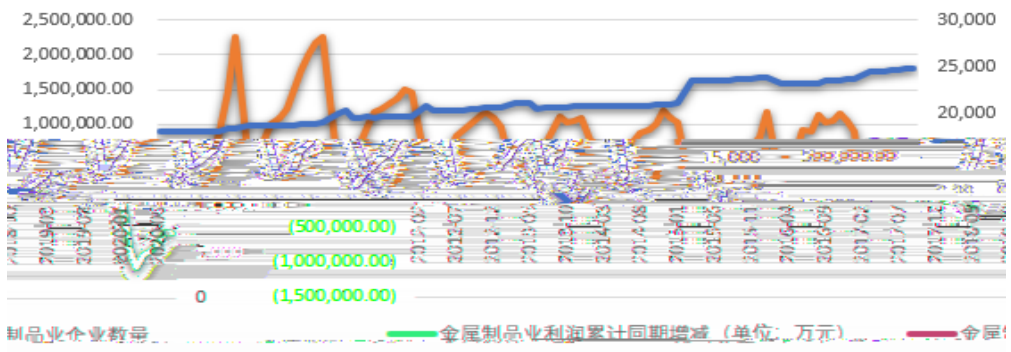
3

2012 2020 8
2.1%

17,957

24,785

行业企业数量与利润累计增减



Wind

4

2019

17.2

0.1%

2.4

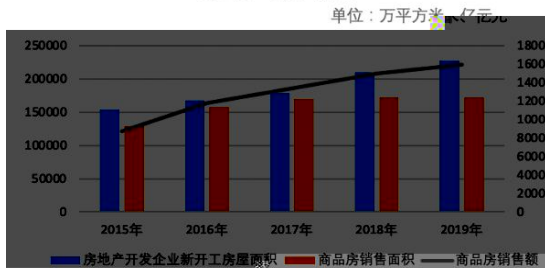
16.0

6.5%

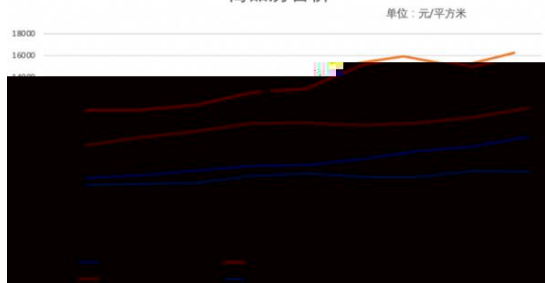
5.7

2014

房地产销售情况



商品房房价



Wind

IT

2

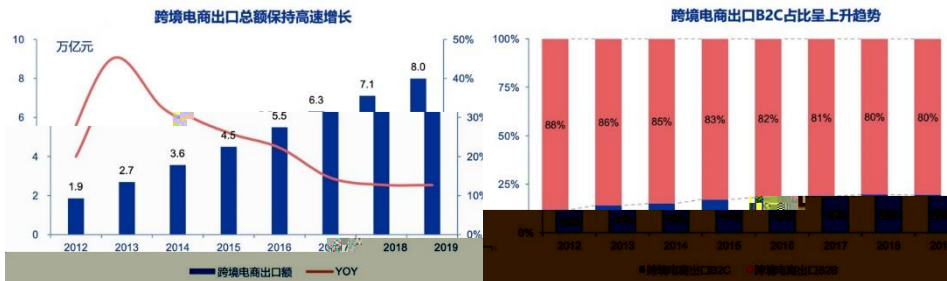
1

传统外贸



2

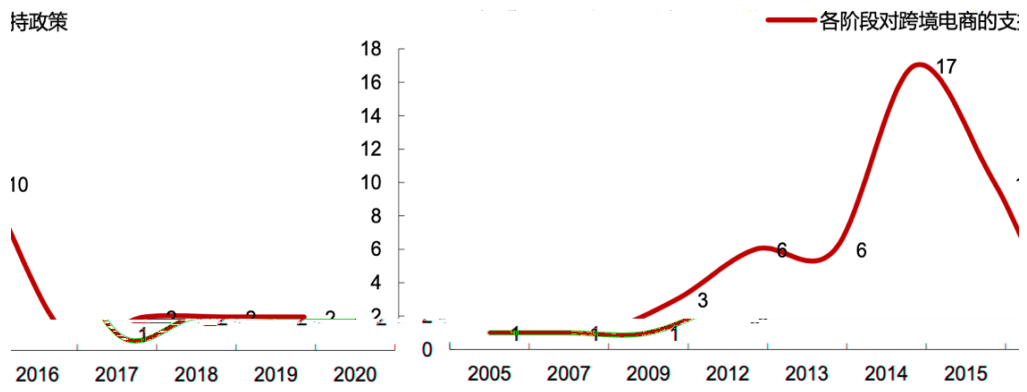
2019	10.5	16.66%
2012-2019		23.2%
2013	10.6%	2019 29.3%



				2012		B2C
12%	2019	B2B	B2C	80%	20%	B2C
	2013-2019		B2C	3,800		1.73
	28.7%		B2B			18.1%
	3					

2013-2015

2014 1
 “ ” 2018
 B C



1

1

Hettich Blum Accuride



2

1 Hettich

Kirchlengen

2 Blum

3 Accuride International Inc.

South Gate

4

5

C13

3

FANUC

“ ”

“

”

“

”

2017

“

2025”

4

1

2020 9

30

271

16

252

3

“SH-ABC”

10kg 800kg

17mm 76mm

26mm 35mm 40mm

45° 270°

2

RavPower TaoTronics VAVA Anjou Sable HooToo

1 300866.SZ

60.19 39.03 52.32 66.55

2 002640.SZ

215.34 3C 178.74 129.80 140.18

3 300209.SZ

2019

B2C eBay
3C

9.95 8.96 38.67 33.07

4

3C

B2C

96

3

4

361

3

AEO Authorized Economic Operator

AEO

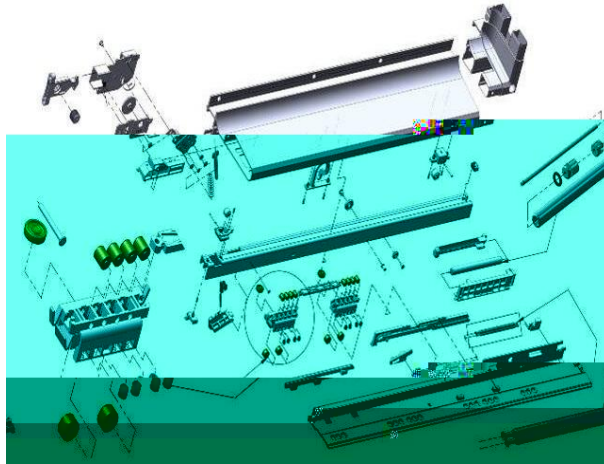
4

+ FBA ”

FBA

+

1



IT

2

RAVPower TaoTronics VAVA Anjou Sable HooToo

	HyperAir	iSmart
		Soundbar LED

2

ERP

“ + + ”

BOM

1

Oracle

“ ”

MRP

2

1

2

B2C

B2C

Seller Central

B2B

+

”

“ ”

“ ”

1

2



3

1

2020 4 7
46

59

2

2019
10.5
3.79%

16.66%

2019
31.54

33.29%

“ ”

2

3

35

98,170.44

	14,448.97	13,137.52
	9,757.14	8,000.84
	40,508.80	40,508.80
	7,523.28	7,523.28
	29,000.00	29,000.00
	101,238.18	98,170.44

27.69%

100%

105,936,652

21.30%

30%

98,170.44

	14,448.97	13,137.52
	9,757.14	8,000.84
	40,508.80	40,508.80
	7,523.28	7,523.28
	29,000.00	29,000.00
	101,238.18	98,170.44

1

RF Radio Frequency

2

1

Grand View Research Inc

2024

75

12.9%

IHS Research

2019

193.3

2023

293

13.29%

Statista

2024

17

6

2

3

1

5G

5G

2

2016

1.96

IPD

UCD

TCL

2020 9

225

AI

2020 9

30

2

42

96

3

4

361

3

		13,137.52	90.92%
1.1		5,325.00	36.85%
1.2		3,810.00	26.37%
1.3		3,376.93	23.37%
1.4		625.60	4.33%
		1,311.44	9.08%



		Market Research Future	2018	
29.3		36.6%	28.9%	
26.2%	2025		83.2	
	16.37%			2025

2

3

1

2015		2025		10	
	2016	“ ”			
	2016	2018	“ ”		3
					2019

40%

“ ”

5G



2						
			2016			
1.96						
	IPD					
UCD						
				TCL		
	2020 9			225		
				AI		
					2020 9	
30		2	42		96	
	3	4		361		
3						
	2019		2,041		3,743.95	
2020 1-9			4,014		7,333.12	

2008

B2C

LED

IT

2019

RAVPower TaoTronics VAVA Sable

4

1

2

9,757.14

8,000.84

1,756.30

8,000.84

1,756.30

		8,000.84	82.00%
1.1		2,662.50	27.29%
1.2		3,950.00	40.48%
1.3		1,007.35	10.32%
1.4		380.99	3.90%
		1,756.30	

26.48%

4,565.57

5

2020 11 24

“

[2020]0422 ”

“

[2020]1620 ”

1

3C

2

1

2

2016

AI

3

3C

3

1

2012

8

1			2017 1	1.2.2 “ +”
2	22		2018 7	
3	2018-2020		2018 8	/
4			2018 12	
5			2020 4	59 46

2019 10.5 2018
 9 16.66% 8.03
 2.47
 2
 2016
 1.96
 IPD
 UCD
 AI
 2020 9 30
 2 42 96 3
 4 361
 TCL
 2020 9 225

2008

B2C

LED

IT

2019

RAVPower TaoTronics VAVA

Sable

4

1

2

40,508.80

2020 12 1 “
[2020]0913 ” 2020 12 7
“ [2020]1854 ”

1

ID Identity Document

ERP (Enterprise Resource Planning)

OA Office Automation

HR Human Resource

2

1

B2C

2

ERP

ERP

OA HR

HR

OA ERP

ID

ERP

OA

HR

3

1

“ ”

“ +”



2

Nearby

Express

CRM

IT

B2C

IT

IT

IT

4

1

2

7,523.28

5

2020 11 13 “
[2020]0403 ”

44

1

29,000.00

2

1

				2017
2018	2019	52,595.15	71,114.78	349,133.66

2

2020 9 30 50.90%
71.13%

3

29,000.00

30%



”

“

+

96

3

4

361

3

LED

2019

RavPower TaoTronics VAVA Sable

2019



27.69%

100%

105,936,652

21.30%

30%





		14,127.48	46,364.72
61,676.80	116,685.30		406.17
			611.37
979.38	1,103.00		

B2C

FBA

2017



15% 2019-2021 15% 2018-2020 2019 12 9

Donati

2020 9 101,517.42

第六节 与本次发行相关的声明

一、发行人及全体董事、监事、高级管理人员声明

本公司及全体董事、监事、高级管理人员承诺本次发行申请文件真实、准确、完整，不存在虚假记载、误导性陈述或重大遗漏，按照诚信原则履行承诺，并承担相应的法律责任。

全体董事：

蔡耿锡



蔡文华



陈惠吟



二、发行人控股股东、实际控制人声明

本公司或本人承诺本募集说明书内容真实、准确、完整，不存在虚假记载、误导性陈述或重大遗漏，按照诚信原则履行承诺，并承担相应的法律责任。

本人已认真阅读广东生傲精密制造股份有限公司募集说明书的全部内容，确

信

信

信



2020年12月9日





[2013]110

[2014]17

[2015]31

1

1

(2020)

2 —

2

3

3 —

2020-2022

2

1

1

2

3

4

5

6、本人承诺将根据未来中国证监会、证券交易所等监管机构出台的相关规定，积极采取一切必要、合理措施，使上述公司填补回报措施能够得到有效的实施；

7、若本人未能履行上述承诺，本公司将积极采取措施，使上述承诺能够重新得到履行并使公司填补回报措施能够得到有效的实施，并在中国证监会指定网站上公开说明未能履行上述承诺的具体原因，并向股东及公众投资者道歉。若本人未能履行上述承诺给公司造成损失的，本人将依法承担相应赔偿责任。

(2) 公司的控股股东及实际控制人对公司填补回报措施能够得到切实履行所做出的承诺：

1、本公司/本人承诺将严格遵守关于规范上市公司治理的相关规定，如出现