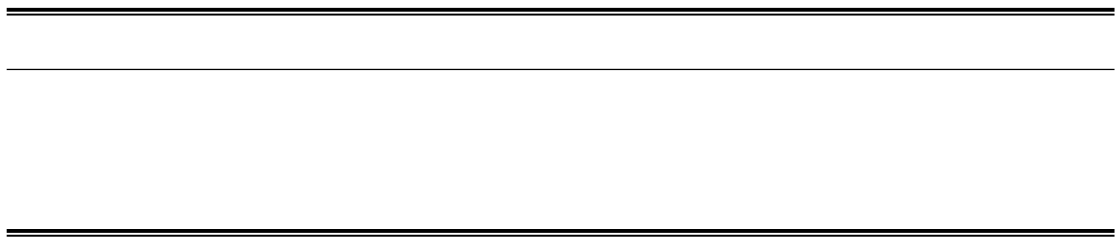


00082





2016- 2018

100%

2016 3 31

2016- 2018

2016

3

A.

B.

2016

366. 13

509. 63

A.

B.

2016

108.43

107.13

2013

2015

2014

2016

2016

2016

2015

2016

A.

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- 476. 49

2016

6

A.

/	2017 2-12	2018	2019	2020	2021	2022	2023
	34, 120. 61	41, 397. 83	45, 325. 47	49, 031. 82	52, 274. 13	55, 130. 78	55, 130. 78
	12, 115. 86	14, 775. 93	16, 192. 59	17, 496. 75	18, 659. 03	19, 769. 49	19, 769. 49
	253. 54	331. 34	365. 41	395. 69	420. 19	439. 94	439. 94
	1, 924. 04	2, 296. 91	2, 628. 78	3, 086. 77	3, 301. 43	3, 533. 29	3, 533. 29
	5, 656. 62	6, 543. 31	7, 727. 85	8, 836. 37	9, 311. 28	9, 814. 94	9, 814. 94
	-	-	-	-	-	-	-

/	2017 2-12	2018	2019	2020	2021	2022	2023
	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
	14,170.54	17,450.34	18,410.84	19,216.25	20,582.19	21,573.12	21,573.12
	390.99	488.53	537.38	580.37	615.20	645.96	645.96
	-	-	-	-	-	-	-
	14,561.53	17,938.87	18,948.22	19,796.62	21,197.39	22,219.07	22,219.07
	1,449.89	1,786.21	1,885.99	1,969.51	2,108.57	2,209.62	2,209.62
	13,111.64	16,152.66	17,062.23	17,827.11	19,088.82	20,009.45	20,009.45
	1062.30	1276.48	1276.48	1276.48	1276.48	1276.48	1276.48
	49.65	1,849.35	1,667.43	1,621.95	1,657.99	1,621.49	1,271.82
	14,124.28	15,579.79	16,671.28	17,481.64	18,707.31	19,664.44	20,014.12
	11.79%	11.79%	11.79%	11.79%	11.79%	11.79%	11.79%
	12,752.98	12,584.03	12,045.92	11,299.68	10,817.03	10,171.65	87,838.12
P	157,509.41						
:I	2,722.75						
:Q	14,590.84						
:B=P+I+Q	174,823.01						
:D	-						
:E=B-D	174,823.01						

B.

/	2017 2-12	2018	2019	2020	2021	2022	2023
	2,199.00	2,924.25	3,070.46	3,223.99	3,385.18	3,554.44	3,554.44
	159.00	166.95	175.30	184.06	193.27	202.93	202.93
	14.03	19.39	20.39	21.44	22.53	23.69	23.69
	-	-	-	-	-	-	-
	1,283.91	1,942.16	2,037.93	2,138.49	2,244.08	2,354.94	2,354.94
	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
	742.06	795.74	836.84	880.00	925.31	972.88	972.88

/	2017 2-12	2018	2019	2020	2021	2022	2023
	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
	742.06	795.74	836.84	880.00	925.31	972.88	972.88
	105.93	119.36	125.53	132.00	138.80	145.93	145.93
	636.13	676.38	711.32	748.00	786.51	826.95	826.95
	20.67	26.77	26.77	26.77	26.77	26.77	26.77
	547.92	446.99	111.81	116.06	120.53	125.21	26.77
	108.88	256.16	626.28	658.71	692.76	728.51	826.95
	12.29%	12.29%	12.29%	12.29%	12.29%	12.29%	12.29%
	97.90	205.15	446.67	418.40	391.88	367.01	3,390.90
P	5,317.90						
: I	-						
: G	-81.84						
: B=P+I + G	5,236.07						
: D	-						
: E=B-D	5,236.07						

C.

/	2017 2-12	2018	2019	2020	2021	2022	2023
	1,119.79	3,891.29	8,725.23	10,034.02	11,539.12	13,269.99	13,269.99
	-	-	-	-	-	-	-
	-	19.83	55.41	64.80	75.60	88.03	88.03
	128.54	111.11	114.16	119.87	125.86	132.15	132.15
	2,357.16	2,288.37	2,319.95	2,372.40	2,427.48	2,485.31	2,485.31
	155.47	184.49	162.13	147.24	147.24	147.24	147.24
	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
	1,521.39	1,287.49	6,073.60	7,329.72	8,762.95	10,417.26	10,417.26
	-	-	-	-	-	-	-
	-	-	-	-	-	-	-
	1,521.39	1,287.49	6,073.60	7,329.72	8,762.95	10,417.26	10,417.26

/	2017 2-12	2018	2019	2020	2021	2022	2023
	-	-	-	-	320.12	2,604.32	2,604.32
	1,521.39	1,287.49	6,073.60	7,329.92	8,442.82	7,812.95	7,812.95
	1,168.88	1,270.87	1,270.87	1,270.87	1,270.87	1,270.87	1,270.87
	592.43	2,419.70	3,630.44	1,907.63	2,130.43	2,860.33	1,270.87
	-828.33	277.03	3,835.62	6,803.38	7,693.69	6,333.91	7,923.38
	13.05%	13.07%	13.12%	13.12%	13.12%	13.12%	13.12%
	-783.06	232.78	2,847.19	4,464.30	4,462.83	3,247.85	30,958.93
P				45,430.82			
: I				-			
: CI				-594.53			
: B=P+I + CI				44,836.29			
: D				2,726.70			
: E=B-D				42,109.59			

/ 2017
2-12 2018 2019 2020

/	2017 2-12	2018	2019	2020	2021	2022	2023
: C	-7, 892. 74						
: B=P+I + C	8, 676. 98						
: D	-						
M	40. 81						
: E=B- D- M	8, 636. 16						

A.

2	/	2015	2016	2017	2018	2019	2020	2021
		31, 913. 27	32, 128. 44	38, 701. 38	44, 322. 08	48, 395. 93	52, 255. 81	55, 659. 31
		4. 52%	0. 67%	20. 46%	14. 52%	9. 19%	7. 98%	6. 51%
		13, 207. 48	12, 168. 53	13, 359. 14	14, 942. 88	16, 367. 89	17, 680. 81	18, 852. 30
		58. 61%	62. 13%	65. 48%	66. 29%	66. 18%	66. 16%	66. 13%
		2, 393. 81	1, 888. 50	2, 059. 73	2, 296. 91	2, 628. 78	3, 086. 77	3, 301. 43
	/	7. 50%	5. 88%	5. 32%	5. 18%	5. 43%	5. 91%	5. 93%
		5, 674. 22	5, 716. 65	7, 334. 06	8, 485. 47	9, 765. 78	10, 974. 86	11, 555. 36
	/	17. 78%	17. 79%	18. 95%	19. 15%	20. 18%	21. 00%	20. 76%

2017

2017 1

2017 2-12

2017

2018

a

2016

b

2017

B.

2 /	2015	2016	2017	2018	2019	2020	2021
	5, 862. 47	20, 530. 09	39, 755. 65	62, 635. 75	89, 706. 33	103, 162. 27	118, 636. 62
	- 17. 34%	250. 20%	93. 65%	57. 55%	43. 22%	15. 00%	15. 00%
	3, 328. 95	15, 510. 05	33, 231. 77	52, 289. 51	73, 715. 46	84, 662. 05	97, 361. 36
	43. 22%	24. 45%	16. 41%	16. 52%	17. 83%	17. 93%	17. 93%
	3, 735. 16	2, 544. 04	2, 506. 12	2, 655. 15	2, 728. 01	2, 864. 41	3, 007. 63
/	63. 71%	12. 39%	6. 30%	4. 24%	3. 04%	2. 78%	2. 54%
	11, 512. 31	8, 956. 20	5, 492. 23	5, 574. 25	5, 760. 33	5, 984. 80	6, 220. 49
/	196. 37%	43. 62%	13. 81%	8. 90%	6. 42%	5. 80%	5. 24%

1 2017

2017 1

2017 2-12

2

2

2015

2016

C.

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"

/	2015	2016			2017 a	2017 b	2021
	5, 862. 47	20, 530. 09	39, 755. 65	62, 635. 75	89, 706. 33	103, 162. 27	118, 335. 2
	-17. 34%	250. 20%	93. 65%	57. 55%	43. 22%	15. 00%	15. 00%
	3, 735. 16	2, 544. 04	2, 506. 12	2, 655. 15	2, 728. 01	2, 864. 41	3, 007. 63
/	63. 71%	12. 39%	6. 30%	4. 24%	3. 04%	2. 78%	2. 54%
	11, 512. 31	8, 956. 20	5, 492. 23	5, 574. 25	5, 760. 33	5, 984. 80	6, 220. 49
/	196. 37%	43. 62%	13. 81%	8. 90%	6. 42%	5. 80%	5. 24%

1 2017
2

2017 1

2017 2-12

2016

0 2

/	2015	2016	2017	2018	2019	2020	2021
	14.19%	15.52%	18.70%	18.75%	18.14%	18.14%	18.06%
	4,163.38	3,121.48	4,673.70	4,722.00	4,900.00	4,900.00	4,900.00
/	10.78%	9.37%	11.58%	11.07%	10.46%	10.46%	10.17%
	1,257.00	1,039.99	1,122.77	1,215.00	1,315.00	1,315.00	1,315.00
/	3.26%	3.12%	2.78%	2.85%	2.81%	2.81%	2.73%

2017

2017 1

2017 2-12

2012

2015

81

2016 98

98

a"

1

6-8

1-2

2017 1 31 352 554.29
277,131.75 , 78.61%
71,399.82 20.25% 4,022.71 0.97%
MNO 3

3	122,101.35	44.06%	1,173.59	0.96%
3-6	42,779.48	15.44%	179.87	0.42%
6	107,606.68	38.83%	4,732.30	4.40%
	4,644.24	1.68%	101.99	2.20%
	277,131.75	100.00%	6,187.74	2.23%

1 = /

2 " " = /

*

3 1,173.59

18.97% 3-6 179.87 2.91%

3 3-6

2016 3 i Phone SE 16G 64G

3 6

76.48%

/ /4/16G/ /	12,607.25	10,452.36	2,154.89	17.09%
/APPLE/i Phone6/64G	12,422.30	11,900.15	522.15	4.20%
/APPLE/i Phone6/16G	68,951.97	73,678.96	-	-
/APPLE/i Phone5S/16G	12,565.97	10,510.70	2,055.26	16.36%
/	158.84	163.93	-	-
/APPLE/42MM	900.35	992.38	-	-
	107,606.68	107,698.49	4,732.30	4.40%

2

" / / /1

"

2017

1 31

/	12,607.25	4.55%	2,154.89	34.83%
/	1,248.95	0.45%	194.6	3.14%
/	12,381.08	4.47%	-	-
/ /	4,766.37	1.72%	9.03	0.15%
/SAMSUNG	48,069.39	17.35%	-	-
/APPLE	184,901.38	66.72%	3,580.70	57.87%
/	158.84	0.06%	-	-
/APPLE	1,126.88	0.41%	2.19	0.04%
PAD/APPLE	7,227.37	2.61%	144.35	2.33%
	4,644.24	1.68%	101.99	1.65%
	277,131.75	100.00%	6,187.74	100.00%

6,189.99

6,187.74

	=	×	×	[1-	-
-	-	×	-	×	1- × r]
			2016		0.05%
			0.05%		
	2016		1.68%		1.68%
2016		0.37%			0.37%
					2016
	0.56%		0.56%		
				25%	
r					
r	0		50%		100%
			338,425.45		
277,131.75			6,187.74		270,944.01
	134				7,629.87
					0.19%
2016		3.89%		0.86%	

