

002103

2015-016

2014

1

		002103
	0574-28827003	0574-28827003
	0574-28827006	0574-28827006
	stock@guangbo.net	stock@guangbo.net

2

1

□ √

	2014	2013		2012
	907,430,183.93	848,348,018.49	6.96%	1,041,150,659.99
	9,287,877.39	16,798,493.86	-44.71%	36,609,267.85
	-7,924,495.34	1,194,923.00	-763.18%	30,021,125.45
	831,261.87	68,416,291.38	-98.78%	60,321,550.46
/	0.04	0.08	-50.00%	0.17
/	0.04	0.08	-50.00%	0.17
	1.25%	2.27%	-1.02%	5.03%
	2014	2013		2012
	1,170,109,857.50	1,171,329,626.22	-0.10%	1,172,777,575.11
	739,568,391.89	741,188,390.08	-0.22%	735,745,347.76

2 10

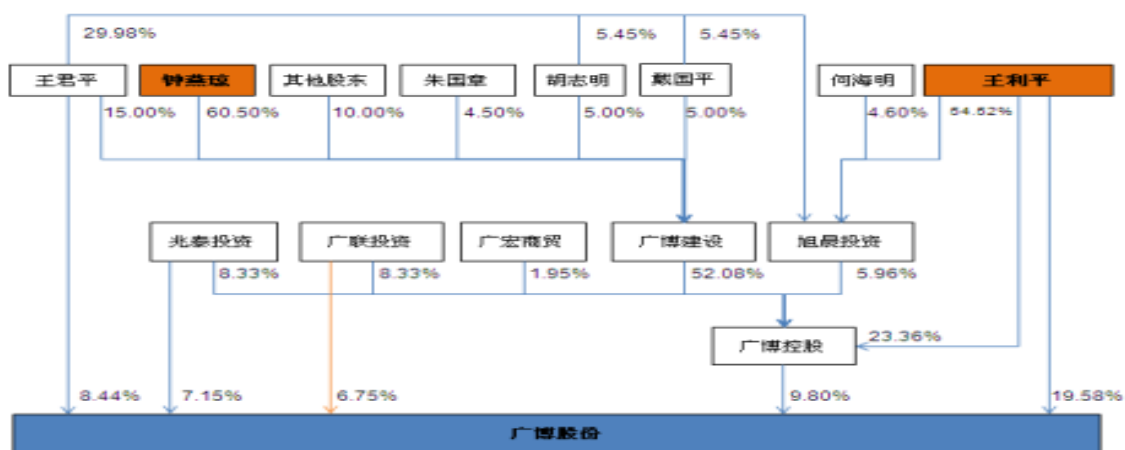
	10,740	5	11,880
10			

		19.58%	42,772,370	33,054,277	42,772,370
		10.39%	22,690,000	0	
		9.80%	21,397,659	0	21,397,659
		8.44%	18,426,548	13,819,911	18,000,000
		7.15%	15,613,368	0	
		6.75%	14,753,349	0	
		3.02%	6,602,075	0	
		1.07%	2,333,684	0	
		0.59%	1,294,000	0	
		0.56%	1,212,647	0	
	10	29.38%			
	5%				
		15,613,368		7.15%	
		14,753,349		6.75%	
		2013-018	2013-021		

3 10

□ √

4



3

2014

“ ” “ ” “ ”

2015 3 23
1

20

		90,166.49	90,743.02	6.96%	91,421.74
7.74%			6.85%	72,978.82	8.95%
1,558.04	4.83%	17,315.98	0.43%		83.13
98.78%		19.06%	1.56%		928.79
44.71%					

35.06%

2

2014

2014 12

B2C

B2C

C2C

O2O

9100

“ ”

3

单位：元

营业收入比上年同期增		营业成本比上年同期增			
分行业					
-2.05%	文具行业	814,060,979.70	652,209,277.92	19.88%	6.49%
6.14%				10.31%	
分产品					
-4.54%	本册	223,218,299.50	167,628,475.71	24.90%	-6.91%
11.19%	相册	61,533,917.85	46,351,930.75	24.67%	8.96%
3.67%	包装物	62,233,229.25	39,392,549.09	36.70%	7.78%
53.17%	办公用品	225,356,116.16	184,565,760.17	18.10%	44.23%
87.81%	纸张纸浆	22,682,268.58	22,533,747.43	0.65%	86.62%
-9.04%	收购产品	134,032,499.14	129,918,806.99	3.07%	-9.16%
-14.25%	图书	56,258,551.68	40,091,465.15	28.74%	-15.08%
6.14%	物流	87,603,888.84	77,578,932.78	11.44%	10.31%
11.91%	其他	28,746,097.54	21,726,542.63	24.42%	1.86%
分地区					
30.37%	国内	416,217,037.56	339,665,115.97	18.39%	26.49%
-4.69%	国外	485,447,830.98	390,123,094.73	19.64%	-5.70%

4

2015

(iOS &)

B2C

“ ”

B2C

2015

1 2015

2

100%

80,000

16,000

15,000
20,000

5,000

1

2

3
9 30 100%

3,642.76

76,418.10

100%

80,060.86
2,097.81%

2014

4

5

1

2

3
5

2014 2018

4

5

4

1

√ □

2014 10 28

2014 1 26

30 —

2 —

9 —

—

40 —

33 —

39

41 —

2014 7 1

2014 6 20
2014

37 —

2014 7 23

<

— >

2014 7 1

2006 2 15

—

38

, 2006 2 15 — 38 ()
 2014 1 26
 2 — 9 — 30 —
 33 —
 39 — 40 — 41 —

2014 10 28

2014
 1. 30 — “ ”
 30 —

	5,228,155.00			
		5,228,155.00		
	2,997,000.00		2,997,000.00	
		2,997,000.00		2,997,000.00
	-2,120,344.22			
		-2,120,344.22		

2. — 2 — 9 —
 33 — 37 — 39 —
 40 — 41 —
 2014

2

√

3

√

1 2014 12 200
 0

4

√