

国信证

2007

2011

2011

2014

2012

2012

2013

2014

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2011

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2007

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2011

2012

2012

2013

2014

1198 82 6 B

2000 10 9

2012 3 21

021- 54644699

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2012 9

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2012 11 8

2013 4 19

2012

2012

2014 6 16

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3

4

5

6

7

8

9

10

2014

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3

4

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2012 3 7

2012 3 17

2012 3 21

310104000179859

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2000 10 9
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310066632018170005049

310104703034995

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2012 9

3

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(2015)

60462749_B07

2015 6 30

([2008]7)

5

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1

AP 2013
2012 9.58% 2014
2014
9.82%

2

IC

IC

IC

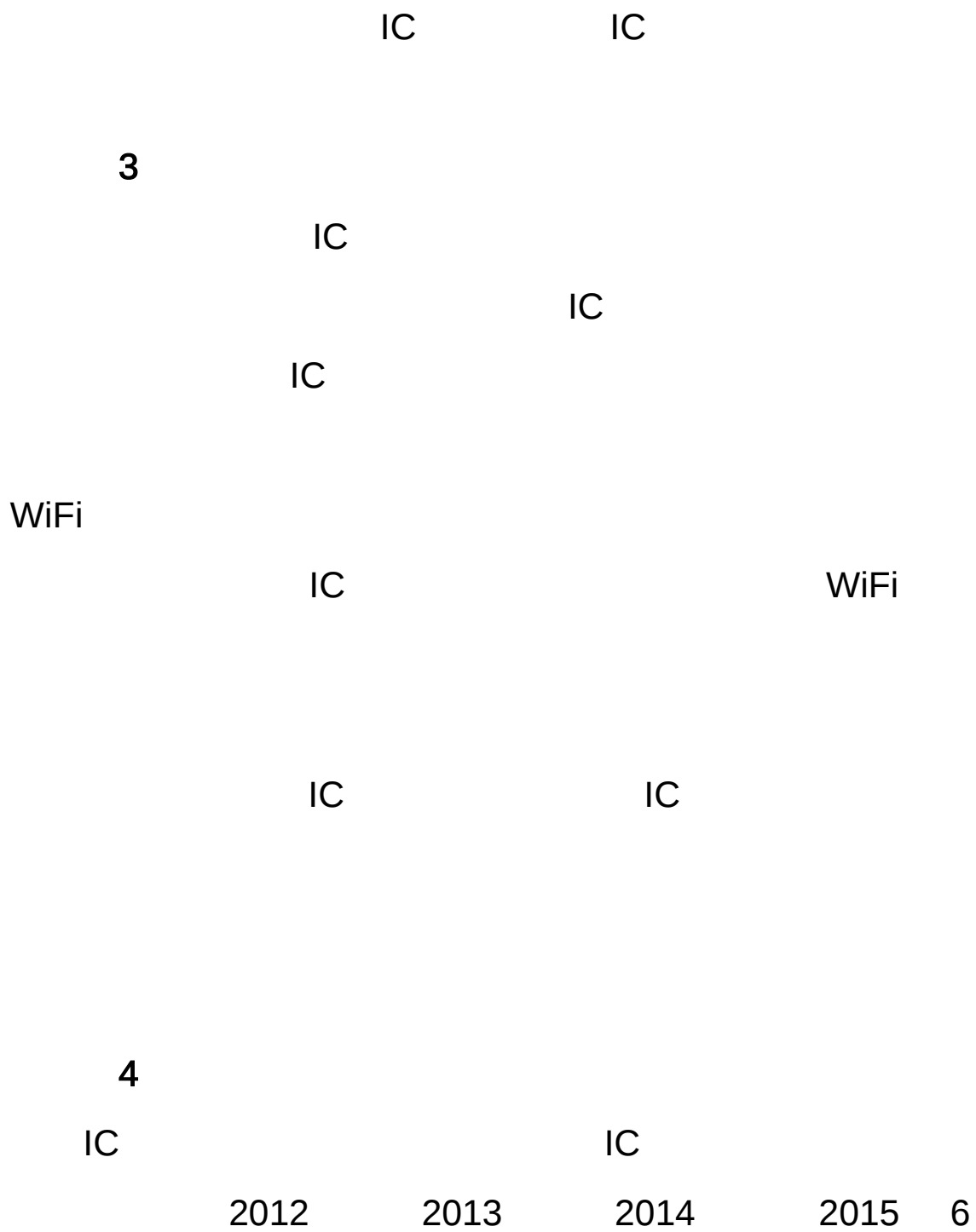
IC

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IC

IC

IC



		10,126.54	8,875.54
11,333.16	12,161.79		
399.75	349.60	221.08	247.07
		9,726.79	8,525.94
11,112.08	11,914.72		
24.87%	19.30%	25.25%	25.44%
IC			IC

IC

5

IC

AVX/

IC

2012	2015	1- 6		
	55.66%	49.67%	49.34%	50.46%

90.46% 81.93%

93.54% 93.78%

IC

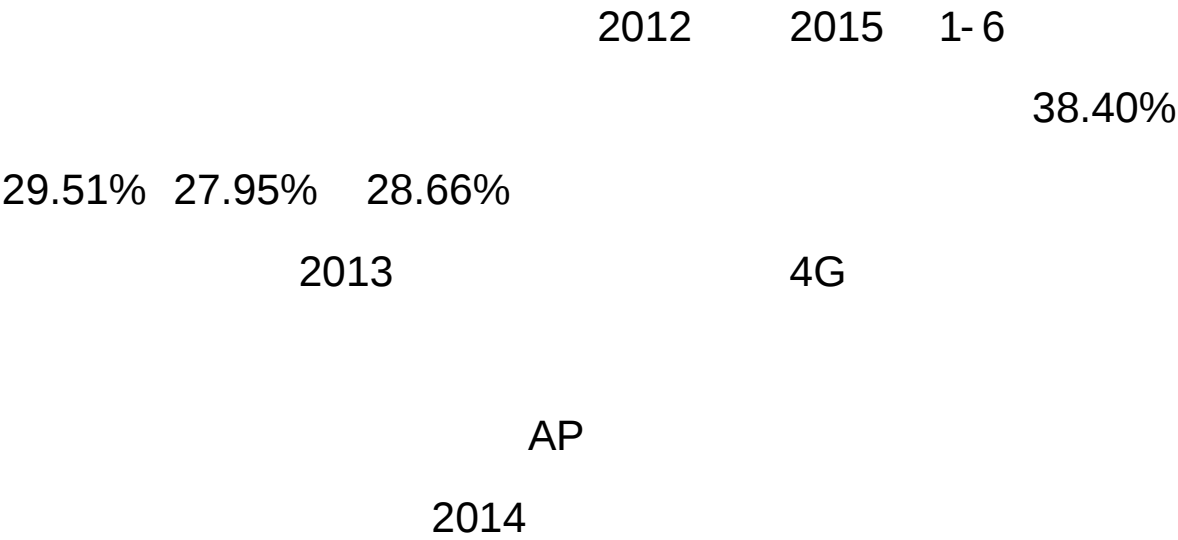
IC

3G

2014

4G

6



2

IC

IC

IC

IC

IC

2015

60462749_B10

1

2015

2015 6 30

2

IC

IC

(本页无正文, 为《国信证券股份有限公司关于上海润欣科技股份有限公司首次公开发行股票并在创业板上市的发行保荐书》之签字盖章页)

项目协办人: 宋铖
宋 铖

保荐代表人: 徐巍 赵刚
徐 巍 赵 刚

内核负责人: 曾信
曾 信

保荐业务负责人: 胡晓勇
胡晓勇

法定代表人: 何
何

2015年11月16日
国信证券股份有限公司
2015年11月16日

附件

国信证券股份有限公司

国信证券股份有限公司

首次公开发行股票并在创业板上市

保荐代表人专项授权书

中国证券监督管理委员会

国信证券股份有限公司作为上海海欣科技股份有限公司首次公开发行股票

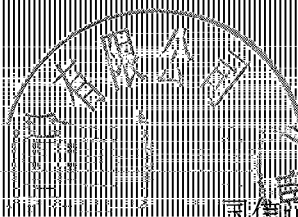
并在创业板上市的保荐机构，根据中国证券监督管理委员会《证券发行上市保荐

业务管理办法》的有关规定，特指定徐巍、赵刚担任本次保荐工作的保荐代表人，

具体负责保荐、辅导、核查等职责。

法定代表人：

徐巍



国信证券股份有限公司

2015年11月10日

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(“ ” “ ” “ ”)

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AVX/

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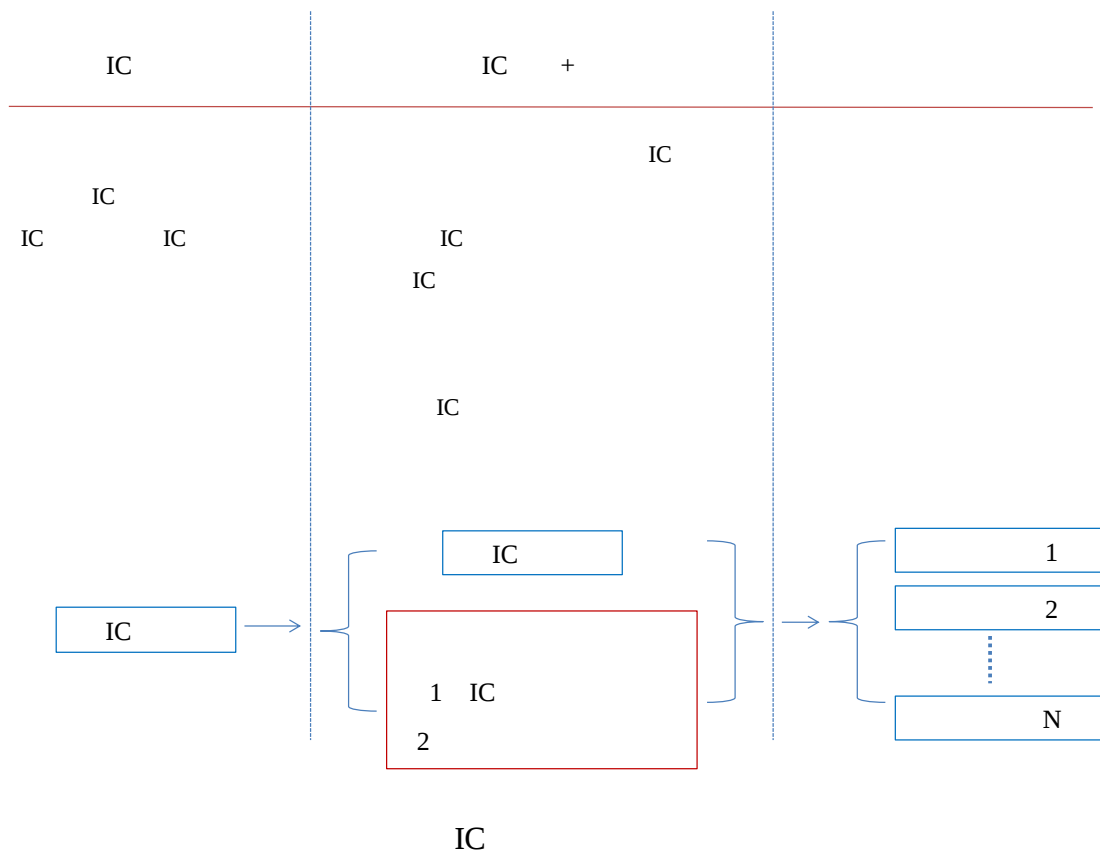
IC

IC

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IC

IC



1

IC
AVX/

IC

2

IC

3

IC

IC

IC

IC

172

39

75

17

7

5

5

25

UT

WiFi

NFC

Zigbee

IC

IP

IC

4

IC

IC

IC

IC

IC

IC

WiFi

xPON EOC

Zigbee

PLC WiFi

WiFi NFC

IC

IC

IC

IC

IC

AVX/

IC

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IC

IC

	HDTV Ethernet				CATV V1.0[Loader] IP MB51 CPE
MoCA HFC MoCA.	MoCA IP OFDM				HFC CPE
	WiFi				CPE
	MPEG1/2/4 MP4/AVI				
	Mobile WiFi				32bit_address_for_spi WiFi WAPI/ WiFi
	IP Switch				Fovisio VLAN
	HDTV				32bit_address_for_spi
-DTMB					CATV
PHSVoIP Dongle	PHS VoIP				
	RMVB Ethernet				32bit_address_for_spi
FP20	PHS				
TDGateWay 3G	WiFi TD-SCDMA				WAPI/ WiFi



IC

IC

WiFi	5G 11n WiFi			WiFi WiFi	

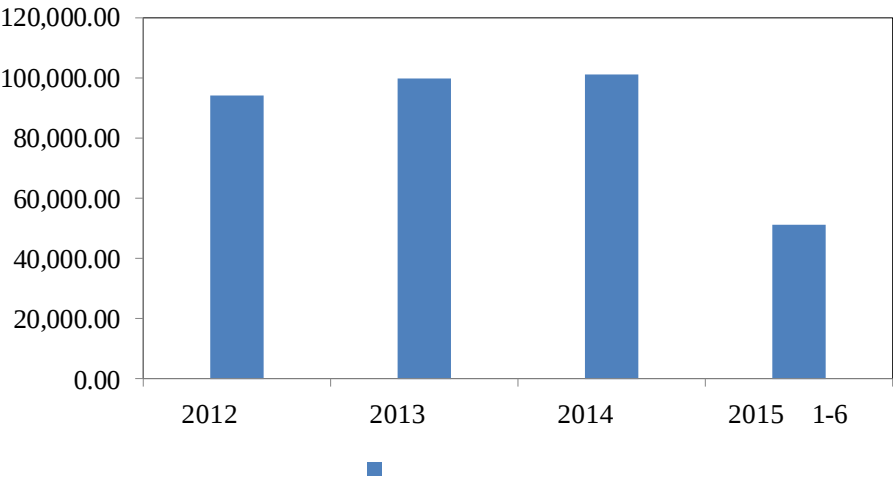
IC

		%		%		%		%
--	--	---	--	---	--	---	--	---

	2015 1-6		2014		2013		2012	
		%		%		%		%
%								
%	7.40	-12.32	14.61	-8.86	16.03	-19.45	19.90	-32.20

1

	2012	2013	2014	2015
1-6	94,119.07	99,603.69	101,061.00	
	51,238.92	2013	2012	5.82%,2014
2013	1.46%			
			95%	



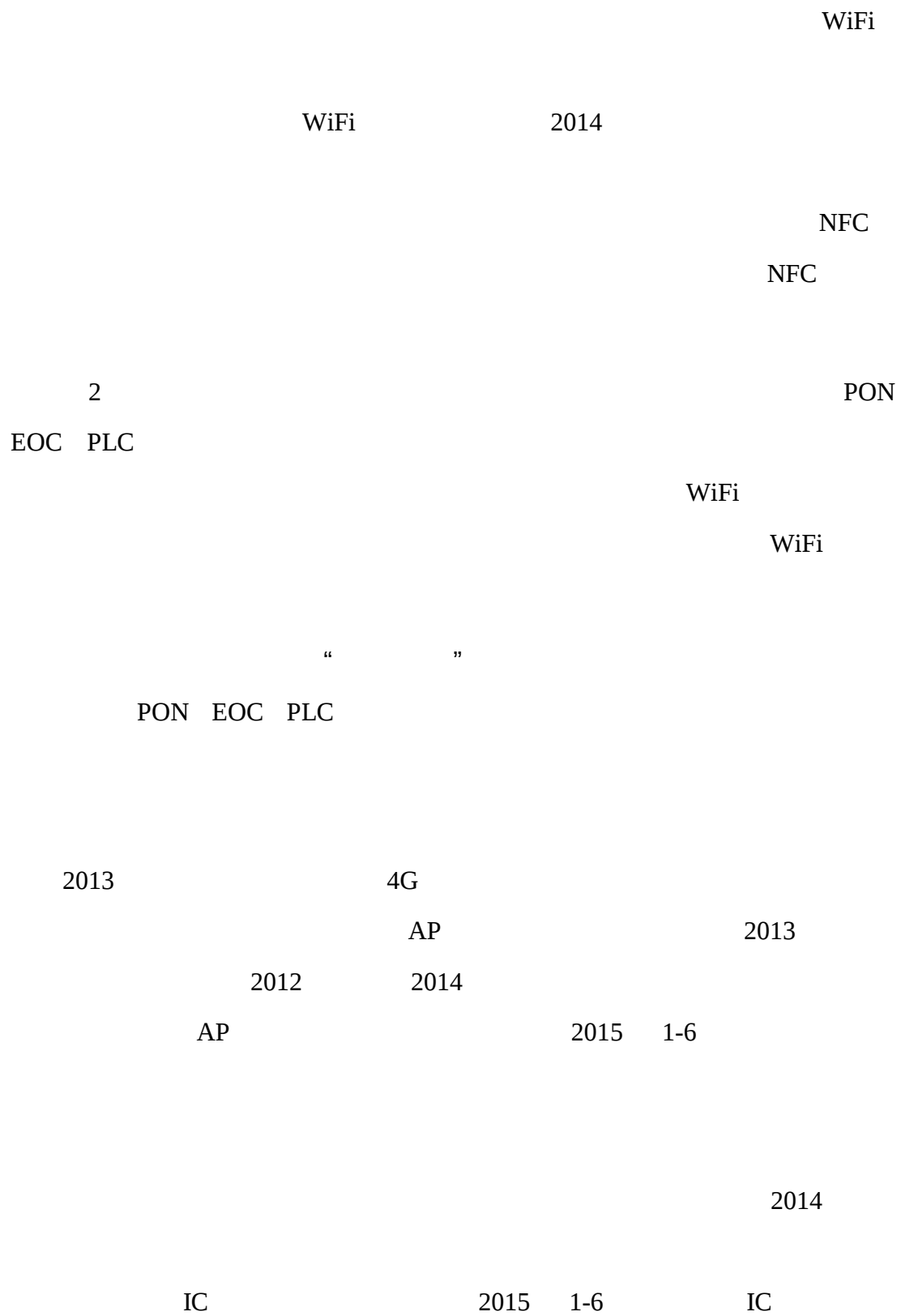
IC

2

2012	2015	1-6		11,063.74	12,231.87
11,921.71		6,170.22	2013	2014	
	2.60%	-9.55%			

Y

	2015	1-6	2014		2013	2012
		%				



	2015	1-6	2014	2013	2012
	51,238.92		101,061.00	99,604.66	94,123.38
	45,068.70		89,139.29	87,372.79	83,059.64
	6,170.22		11,921.71	12,231.87	11,063.74
%	12.04		11.80	12.28	11.75

2012 2013 2014 2015 1-6 11.75%

12.28% 11.80% 12.04%

IC

IC

IC

IC

IC

IC

5

4

2012	2013	2014	2015	1-6	4,380.96
4,019.71		3,845.01	1,969.36		

2013		2012	8.25%	2013
------	--	------	-------	------

2013

2014		2013	4.35%	2014
------	--	------	-------	------

2013	2014	436.78
------	------	--------

284.57	152.21
--------	--------

2014

2012 2013 2014

19.84% 5.82% 1.46%

1 IC

IC IC

IC 2012

IC SIA

2012 2,916 2011

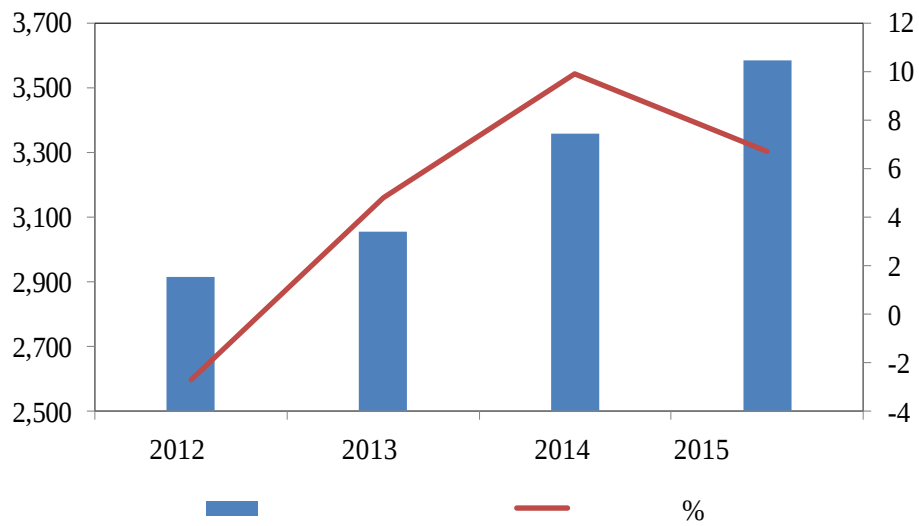
2.7 2013 IC 2013

3,056 4.8% 2014 3,358

9.9% Gartner 2015

3,583

2012 2015



SIA Gartner

IC

2012

IC

2012

IC 4.3% 2012

“ ”

IC

2012 IC 8,558.6 6.1%

2013

OEM IC

POS ATM IC

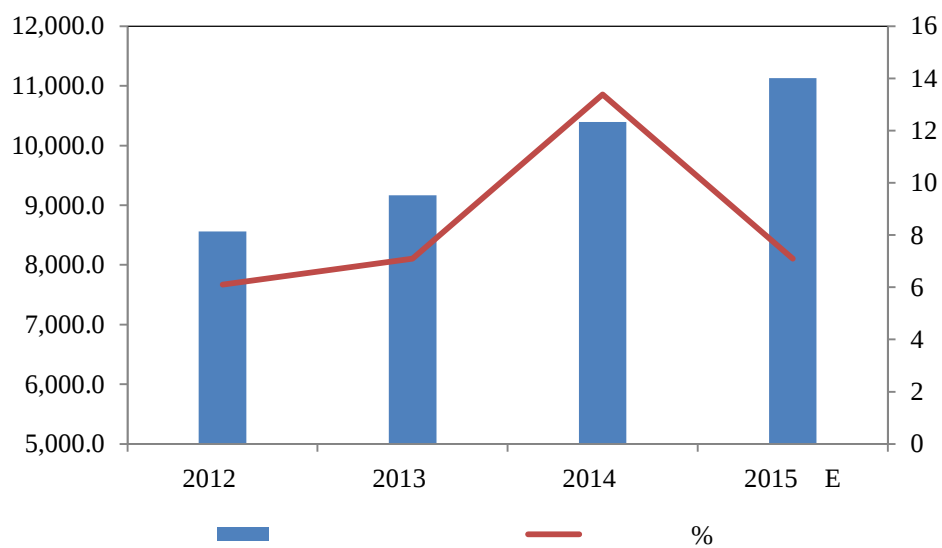
2013 IC

2013 IC 2013

IC 9,166.3 7.1% 2014 10,393.1

13.4% 2015 IC 11,131.0

2011 2015 IC



2

IC

IC

IC

IC

2011

2014

3.89%

Strategy

Analytics

2011

79.8

2013

174

47.7%

1

IDC

2012

7.25

47.3%

2013

10

10.19

2012

40.9%

50%

2014

13.01

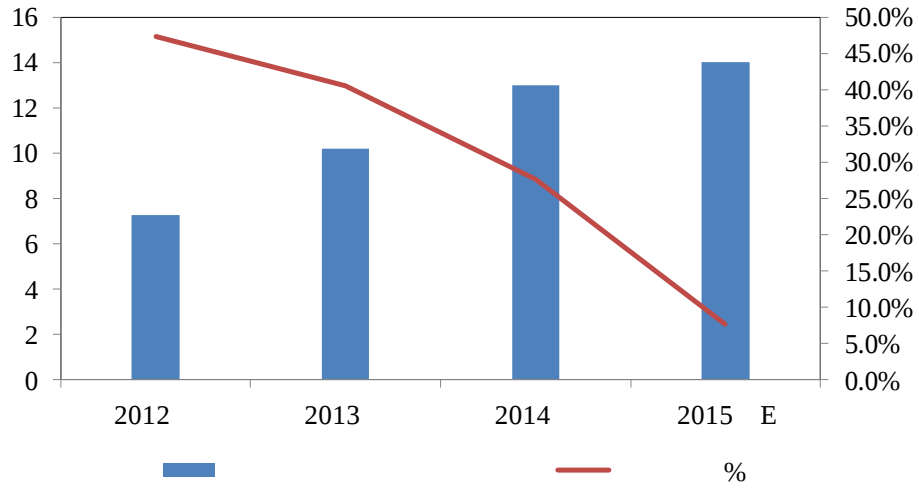
27.7%

IDC

2015

14

2012 2015



IDC

2009

3G

3G

2011

3G

3G

3G

2013 12

4G

4G

2013

4.23

64.1%

2014

3.89

8.04%

4G

IC

IC

/

IC

PA WiFi

MEMS

PMU

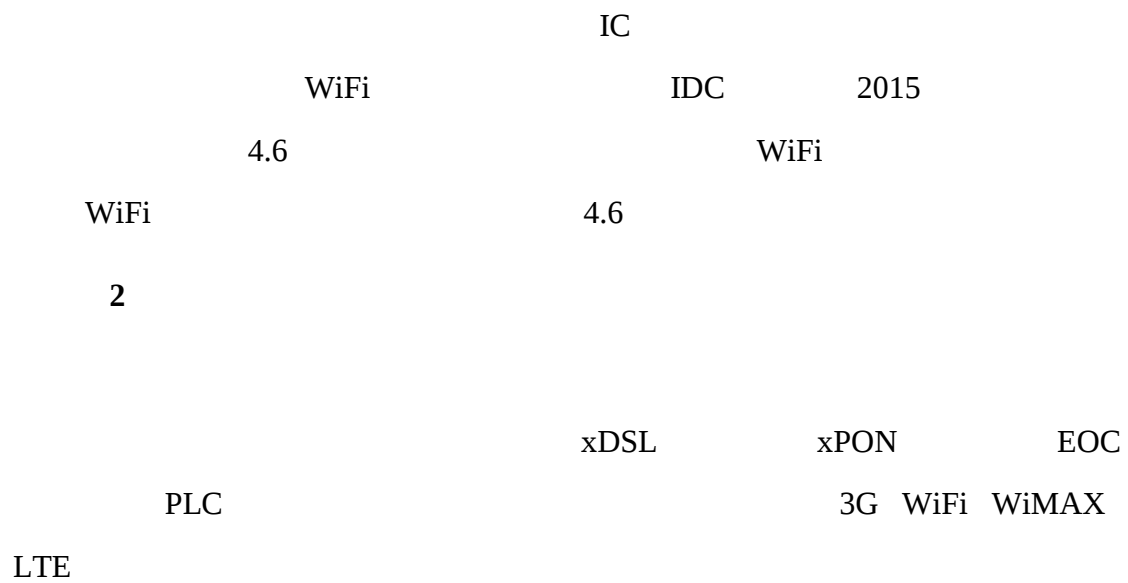
HDMI

CMMB

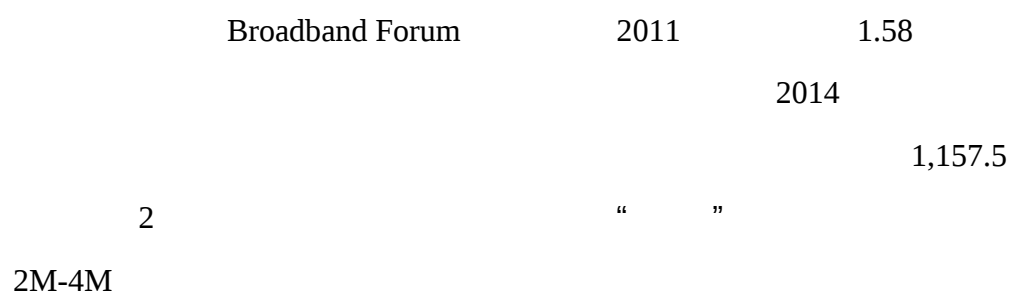
WiFi

IC NFC MEMS

PA



	xDSL	
	xPON	ONU
	EOC	EOC
	PLC	PLC
	WiFi	AP



“ ”

2014	8M	20M
40.9%	10.4%	18.3 5.9

xDSL

xPON	EOC	PLC
------	-----	-----

xPON	EOC	PLC
------	-----	-----

A xPON

PON

BPON	Broadband PON	GPON	Gigabit PON	EPON	Ethernet PON
------	---------------	------	-------------	------	--------------

“

”

“

”

60%

20Mbps	4Mbps
--------	-------

100Mbps

“

”

2015

3.7

2

2	EPON/GPON
---	-----------

ONU

2

IC

B EOC

2009

2010

2010

2012

2013

2015

“ EPON+EOC ”

EOC

EOC

EOC

EOC

2010

2014

2013

2.29

EOC

EOC

2

EOC

2

C PLC

PLC

PLC

Cisco

2014

2019

10

2014

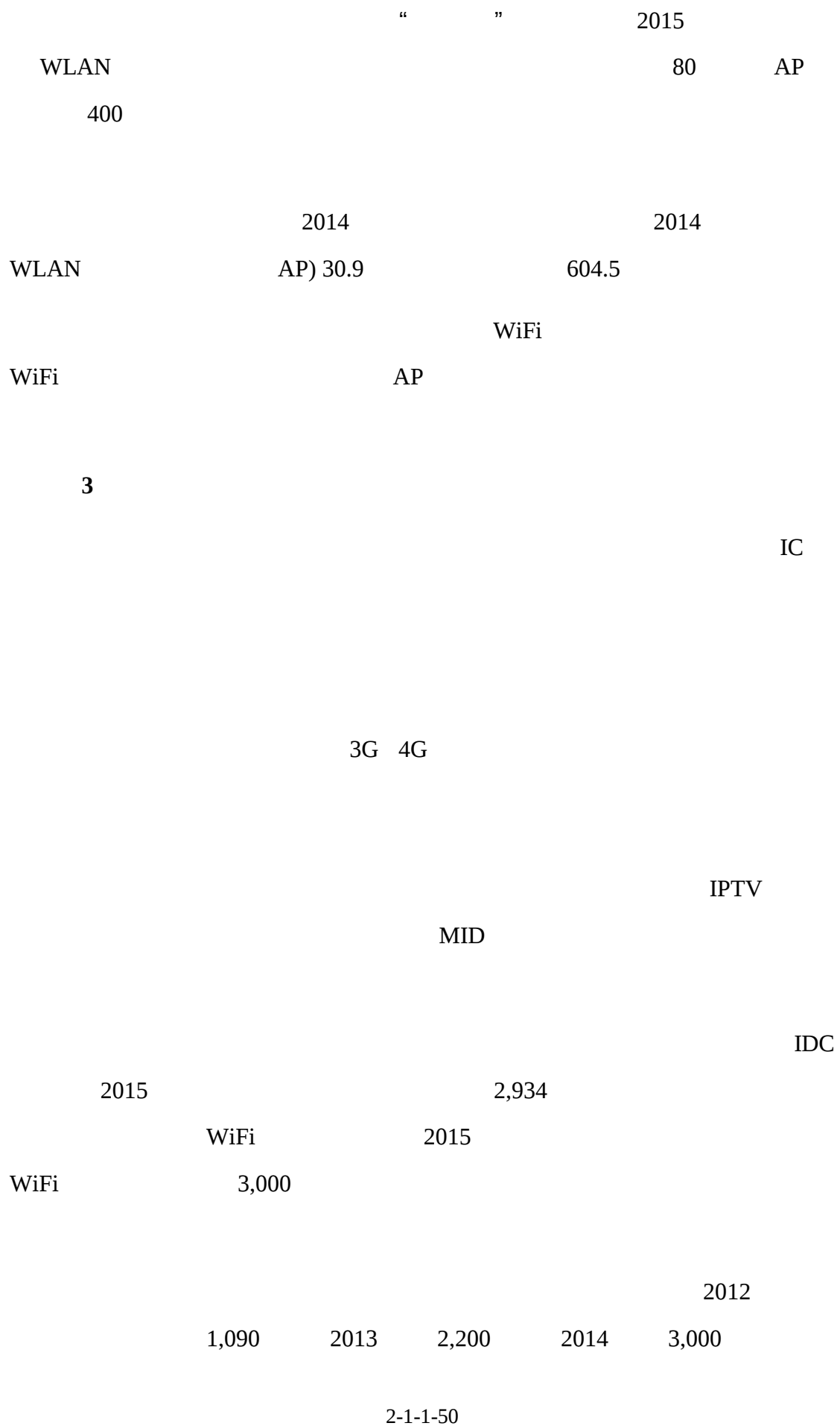
2014

62.9%

2009

WLAN

CBD



47

60%

16-32Bit

LED

MCU

3

2012

4

2016-2020

MCU

2

“ ”

“ ”

12,000

2,300

“ ”

1,000 1,000 800 5 3,600

MCU

3 LED MCU

2011 11

5

2011 28 2012 10 1

2016

2007

LED

2010

38.5 10.7

“ ”

2012 7

“ ”

2015 5,000

50 “ ” 20

LED 30% LED

45 LED LED LED 11.55

LED

LED

MCU

2 “ ”

1

					IDC
2015			2012	7.25	14
	24.53%				
	3G 4G				3G 4G
		3G 4G			
“ ‘	’ 2015	” 2015		4G	60
4G	2	3G 4G			
2014		2014			12.86
	3G 4G	5.83			45.3%
	2013		4.23		64.1%
2014	3.89	8.04%			
4G					
IDC	2015		4.6		

/	IC	PA	WiFi	MEMS
	PMU			
			WiFi	
	IC	PA		

IC

3.5

IC

IC

IC

“ ”

4.3

4.65

4.8

5.3

3.5

4

4.7

5.5

NFC

NFC

HTC

NFC

IHS iSuppli

2015

NFC

5.5

53.40%

NFC

2013

36%

2015

NFC

2

NFC

2015

2

WiFi

2G

3G

4G

3-5

1-2

IDC

2015

4.6

4

2014

18.4

3 “ ”

IC

WiFi

WiFi

WiFi

WiFi

WiFi

2015

4.6

WiFi

4.6

PON EOC

PLC

WiFi

1 PON

“ ”

2015

3.7

2

2

EPON/GPON

ONU

2

IC

2 EOC 2010

“ PON+EOC ”

2013

2.29

EOC

EOC

2

EOC

2

3 PLC

PLC

CSIA

2014

PLC

5,654

4

WiFi

“ ”

2015

WLAN

80

AP

400

WiFi

400

3

3-5

IC

“ ”

LED

“

”

WiFi

NFC

1

IC

IC

1

2

IC

3

IC

2

IC

IC

172

39

75

17

7

5

1

“

”

2

3

“

”

4

3

1 IC

2

3

4

IC

2014 6		
2012 4		2012 27
2012 4		
2012 2		
2012 2		
2011 7		



2014

1.87

IC

IC

IC

2 IC

IC

IC

IC

IC

IC

IC

IC

IC

IC

3 IC

IC

IC

IC

1 IC

IC

2

IC

IC

3

IC

IC

IC

	IC		IC
	IC		
2013		“	”
77%			
	2013	IC	9,166.3
IC	10,393.1		2014

50% 80% 65%

IC

IC

IC

IC

IC

IC

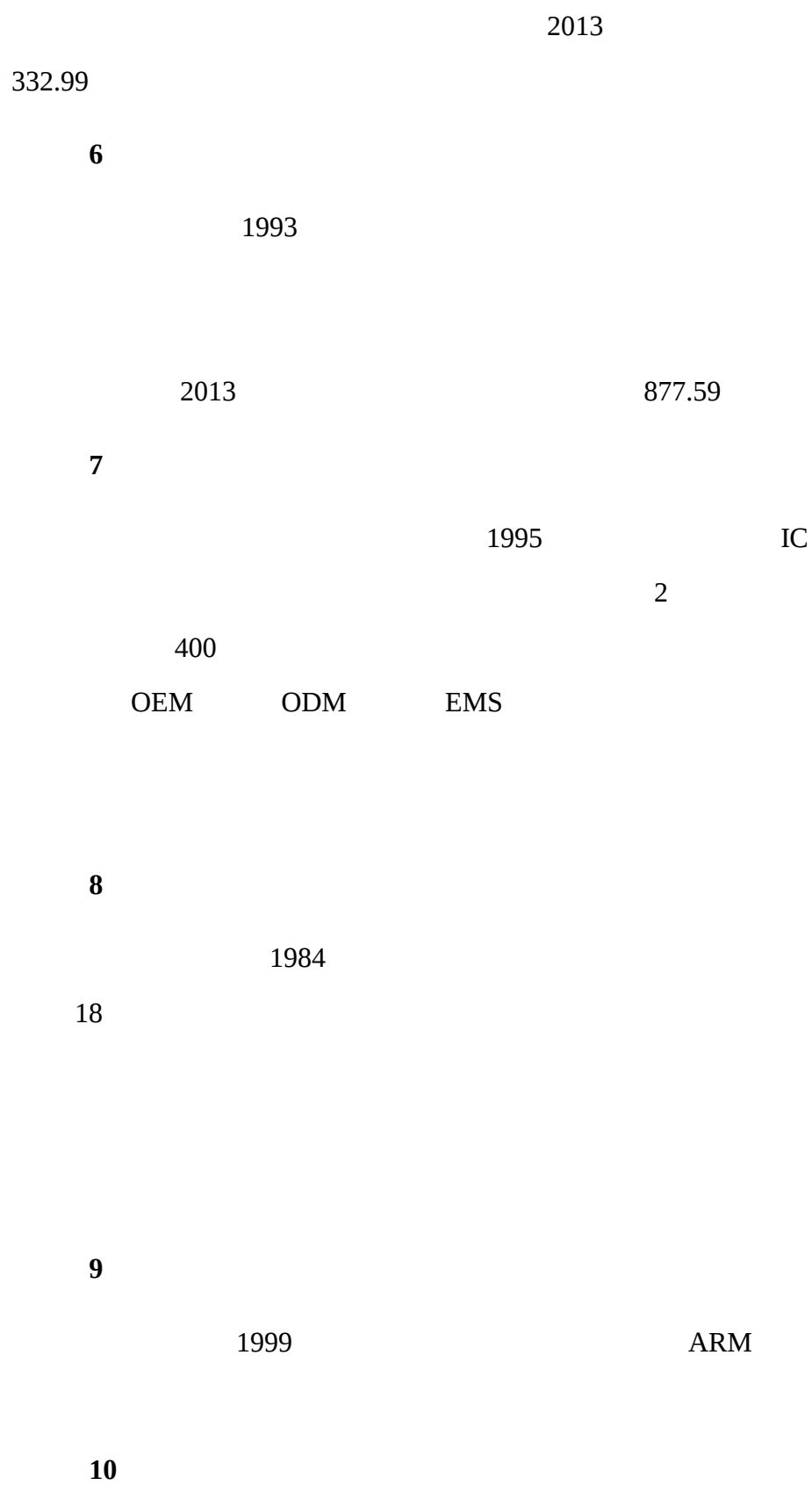
“

”

IC

1

1



2000

20

11

A

2014

6.31

2

	WiFi	
	IC PA PM AM/FM MCU	
	EPON GPON EOC PLC Ethernet PHY WiFi/BLUETOOTH/GPS PA	
	IC IC MCU RF	
	MCU (IP&E)	
		LED

1

IC

IC

IC

2012

IC

SIA

2012

2,916

2011

2.7%

2013

IC

2013

3,056

4.8% 2014

3,358

9.9%

Gartner

2015

3,583

2012

IC

4.3%

2012

“

"

IC

2012

IC

8,558.6

6.1%

2013

IC

2012

2013

41.35% 26.22% 2014

15.19%

“ ”

2012

42.35% 2013

4G

AP

2013

2012

9.58% 2014

2014

9.82%

3

IC

IC

IC

WiFi

IC

WiFi

IC

IC

4

IC

IC

IC

IC

IC

IC

IC

IC

IC

IC

IC

IC

2012

2013

2014

2015

6

10,126.54

8,875.54

11,333.16

12,161.79

399.75

349.60

221.08

247.07

9,726.79

8,525.94

11,112.08

11,914.72

24.87%

19.30%

25.25%

25.44%

IC

IC

IC

IC

AVX/

IC

2012	2015	1-6	
55.66%	49.67%	49.34%	50.46%
	93.54%	93.78%	90.46%
			81.93%

IC

IC

3G

2014

4G

		2012	2015	1-6
			38.40%	29.51%
27.95%	28.66%			2013
	4G			
		AP		
	2014			

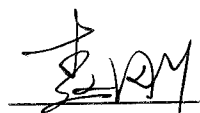
	2015	1-6	2014	2013	2012
		978.34	1,896.96	1,704.13	958.12
		1,289.76	2,890.61	2,640.45	2,441.78

（本页无正文，为《国信证券股份有限公司关于上海润欣科技股份有限公司
成长性专项核查意见》之签字盖章页）

保荐代表人：



徐 巍



赵 刚



何 荣

何 荣

