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100% 100%

1 2 3  
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	2015	1-9
4.	28.27%	14.29%
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China Brand Power Index C-BPI 2012-2015  
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	1.27	1.23	2.98
	0.33	0.3	8.65
	80.44%	84.67%	-5
	6.45	5.98	7.8

2015 9

24,857

1.88%

2015 9

91,434

34.95%

2015 9

8,443

0.79%

2015 9

269,032

13.01%

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35,000.00

2015 9

17.67%G

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10



	51.07%	49.23%	3.74
	10.56%	9.47%	11.46
	13.19%	15.54%	-15.12
	0.23	0.29	-20.69

	2015	1-9	303,148
304,731		0.52%	28,719
32,178		12.05%	

2015 1-9

2

1

	2014	32,030.93
9,480.64		29.60%

			<b>2015 1-9</b>	<b>2014</b>	<b>2013</b>
			292.07	295.53	295.53
			4,445.15	5,926.87	5,926.87
			2,024.24	2,698.99	2,698.99

31

3%

52

60%

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2015

	2015 1-9		2015	
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	2,210.63	0.73%	2,621.33	0.61%

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90% 6.05 / 2014

6.05 / 5.94 /

2015 12 15 90%

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90% 6.06 / 23 20

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3429.58 10%  
BK0451 20  
2015 10 26  
17864.45 10%  
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$$5 \times \frac{20}{90\%} = 20 \div$$

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2015 9 30

-	<b>2015/9/30</b>
	1,910,629.38
	417,273.51
	1,367,331.23

	204,737.81
	233,046.58
	497,090.58
%	71.56

2015 9 30

1,910,629.38

1,367,331.23

204,737.81

233,046.58

71.56%

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2015

		2015 9 30	%			2015 9 30	%
600007.SH		45.65		600862.SH		84.69	
600048.SH		77.80		600890.SH		21.42	

600322.SH		77.33	000526.SZ		21.07
600325.SH		84.11	000534.SZ		56.30
600340.SH		86.82	000537.SZ		56.79
600376.SH		82.80	000540.SZ		79.02
600383.SH		67.82	000558.SZ		60.74
600393.SH		70.89	000567.SZ		18.86
600466.SH		81.35	000573.SZ	A	50.20
600503.SH		31.91	000608.SZ		61.30
600510.SH		69.06	000609.SZ		34.85
600533.SH		71.86	000615.SZ		75.83
600555.SH		48.47	000616.SZ		49.70
600565.SH		75.68	000620.SZ		79.69
600604.SH		52.00	000631.SZ		69.33
600606.SH		87.96	000656.SZ		84.13
600621.SH		42.93	000667.SZ		

600823.SH		66.92			
		<b>64.70</b>			
		<b>84.13</b>			

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	-	2016	2017	2018	
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30%

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		14,000.00	14,000.00	-
		25,000.00	25,000.00	-
		30,000.00	27,700.00	2,300.00
		30,000.00	14,500.00	
		40,000.00	40,000.00	-
		18,000.00	18,000.00	-
		35,000.00	35,000.00	-





2015 12 18

2015 12 24

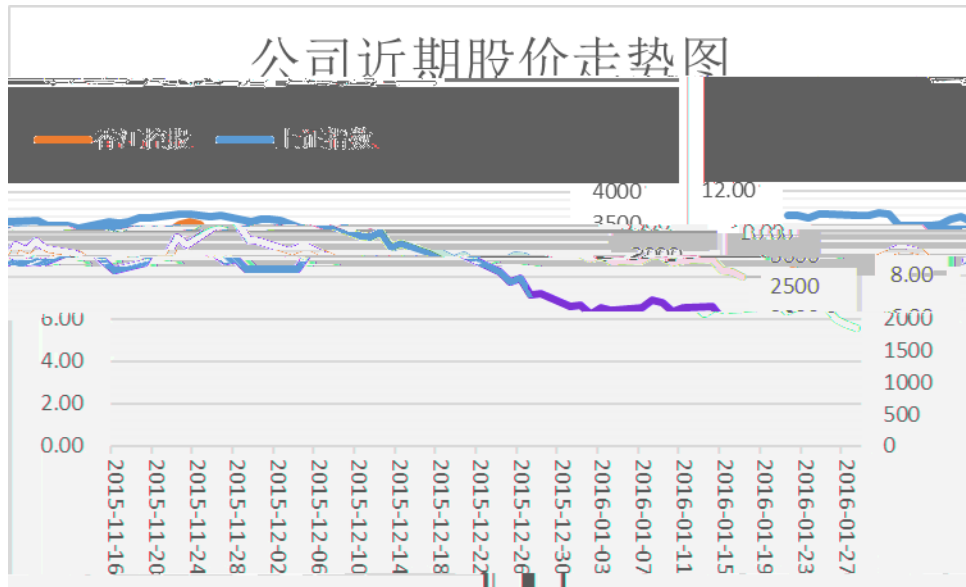
24.5

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2015 12 24

9.74

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5.56 /

	( )	( )	(%)	
2016/1/4	9.11	8.20	-9.989	3296.258
2016/1/5	7.70	7.76	-5.366	3287.711
2016/1/6	7.83	7.94	2.320	3361.84
2016/1/7	7.77	7.15	-9.950	3125.002
2016/1/8	7.44	7.21	0.839	3186.412
2016/1/11	7.00	6.61	-8.322	3016.704
2016/1/12	6.51	6.64	0.454	3022.861

2016/1/13	6.72	6.24	-6.024	2949.597
2016/1/14	6.10	6.50	4.167	3007.649
2016/1/15	6.45	6.40	-1.539	2900.97
2016/1/18	6.25	6.54	2.188	2913.837
2016/1/19	6.65	6.90	5.505	3007.739
2016/1/20	6.80	6.74	-2.319	2976.694
2016/1/21	6.65	6.34	-5.935	2880.482
2016/1/22	6.42	6.52	2.839	2916.562
2016/1/25	6.52	6.58	0.920	2938.515
2016/1/26	6.54	5.98	-9.119	2749.785
2016/1/27	6.09	5.76	-3.679	2735.558
2016/1/28	5.73	5.56	-3.472	2655.661

2015 10 27 2015 11 16

2016 1 28 5.50 /

10.95 / -29.62%

-25.84%

23

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90% 6.06 /

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60%                      40%  
50%

-					
100%	23,063.25	121,697.51	33,167.72	121,697.51	122,000
100%	2,763.40	41,272.44	8,969.64	41,272.44	41,000

-					
	12,669.08	31,715.51	5,461.15	21,213.77	21,000
	20,259.40	35,250.08	36,096.79	35,673.44	35,000
	1,236.39	25,244.09	3,053.66	16,367.92	16,000

2015 9 30                      236,225  
235,000

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	2015 12 31 /2015		
	2.80	2.56	2.98
	0.38	0.32	0.32
	0.35	0.35	0.35
	-0.03	-0.05	-0.04
	20.23%	17.16%	17.16%

2

			2015	9
		105,024.24		1,501,586.96
	6.99%		8.39%	2015
9		84.13%		64.70%

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		9,480.64	
2014		32,030.93	29.60%



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236,225

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IRR 10.28%

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	4,542.61	4,542.61			
	2,368.41	1,951.65		416.76	17.60%

2014



2014

2,698.99

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$$\times \frac{100}{(\dots\dots)} \times \frac{(\dots\dots)}{100} \times \frac{100}{(\dots\dots)} \times \frac{100}{(\dots\dots)}$$

$$V = \sum_{i=1}^n \frac{A_i}{(1+R)^i}$$

$$V = \text{---} \quad /M^2$$

$$A_i = \text{---} \quad /M^2$$

$$R = \dot{\text{---}}$$

$$R^2 = \text{---} \dot{\text{---}}$$

$$R$$

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30%

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67.59%

2014 11 30

2015

100%

100%

2014

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		34,368.88	26,592.01	30,480.45	50% 50%	29.25%
		171,801.87	147,259.77	159,530.82	50% 50%	16.67%
		82,794.97	47,776.89	72,289.55	70% 30%	73.30%
		76,467.37	59,704.34	76,467.37	100%	28.08%
		4,730.91	2,693.11	4,730.91	100%	75.67%

50%

70%

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3

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100%

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-				
		36,621.58	135,616.43	270%
		20,103.55	58,632.73	192%
		12,669.08	21,213.77	67%
		20,259.40	35,673.44	76%
		1,236.39	16,367.92	1224%
		90,890.00	267,504.29	114%

1

			2005 10 1	48,510.91	36,621.58
			2009 4 10	23,519.57	20,103.55
			2007 12 25	15,675.91	12,669.08
			2007 12 25	25,035.92	20,259.40
			2000 3 3	3,330.18	1,236.39

2015 9 30 23,063

100% 121,698 428%

2015 9 30 36,621.58

135,616.43 270%

100%

2015 9 30 2,763

100% 41,272 1394%

2015 9 30 20,103.55

58,632.73 192%

100%

2007 2015 9

30 12,669.08 21

213.77 67% 20,259.40

35,673.44 76%

2000

2015 9 30

1,236.39

16,367.92

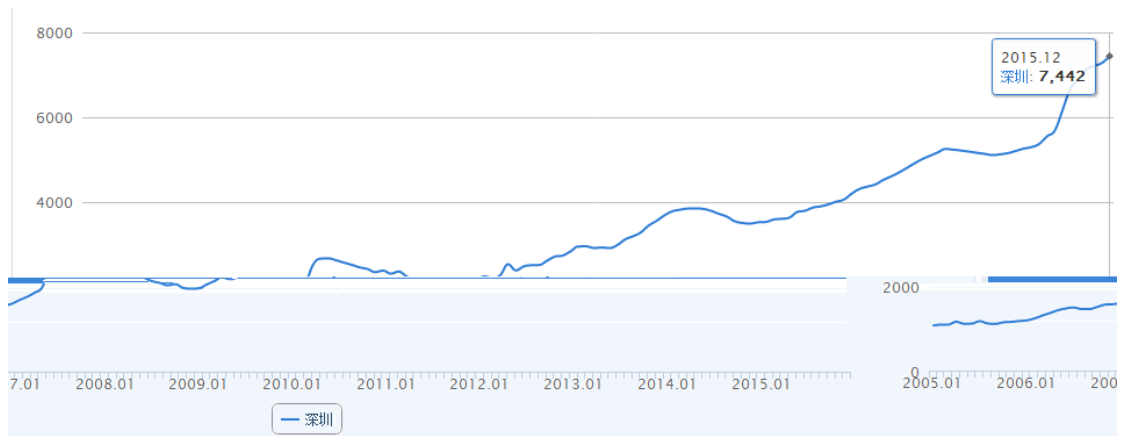
1224%



9,610.29 /

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CREIS

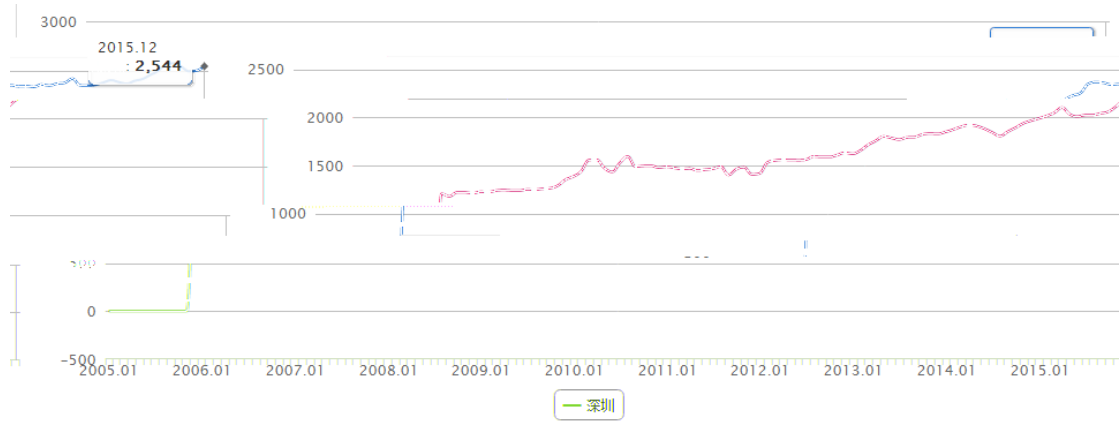
2009 4 2249

2015 12 7442

230.90%

191.65%

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CREIS

2015 12 2544 80.55% 2009 4 1409  
 2018 2020 3% 2021  
 1.5%

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2014 12 31

	2012 5	2007 12
	173,148.00	31,069.27
	1,105,000,000	212,137,660
	6,381.82	6,827.89

6,827.89 /

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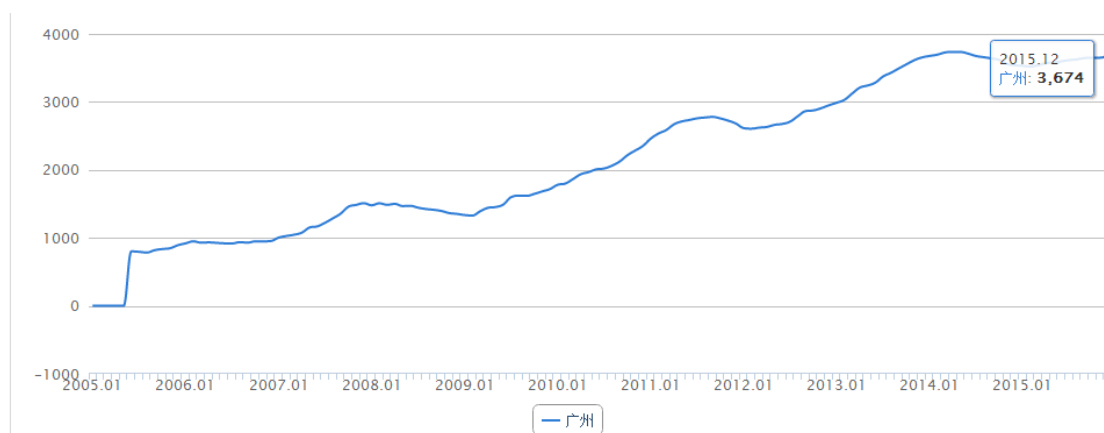
2014 12 31

	1		
	2008 12 2	2011 8	2007 12
	177,944.64		39,536.19
	3,218,000,000		356,734,350
	18,084.28		9,022.98

9,022.98 /

5

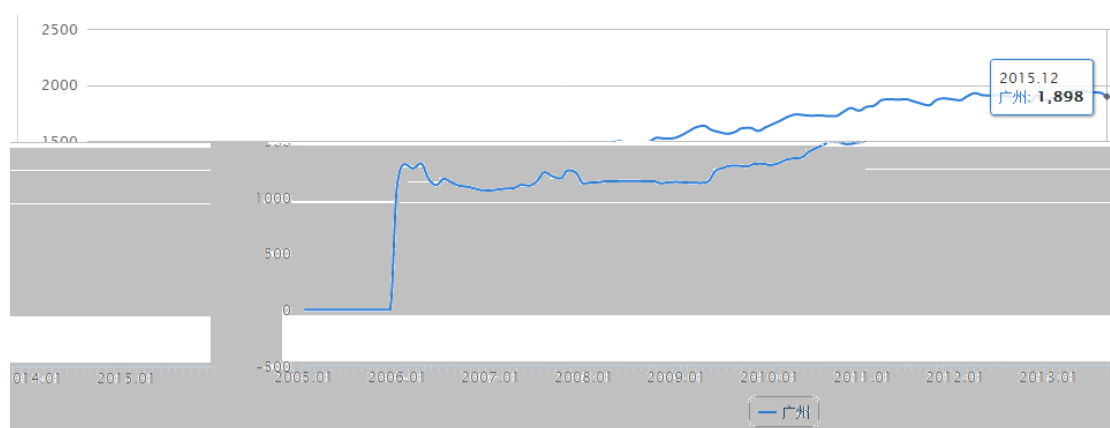
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CREIS

2005 6 802  
 2005 4 2000 2015  
 12 3674 358.10%  
 1224% 1998  
 2000

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CREIS

2006 2 1295  
 2015 12 1898 46.56%  
 20 2013 1  
 1 2032 12 31 20 / /  
 26 / /

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**2013 14 2015**

			4,445.15	5,926.87	5,926.87
			2,024.24	2,698.99	2,698.99
			419.43	559.25	559.25
			7,180.89	9,480.64	9,480.64

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3    2015    1    1    2017    12    31    14.1  
           35    /    /

		1	2	3

141,116

/	39
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70   /   /

		/		/		/ .
		3002	14390	962,012	2015.01.01-2016.01.31.	66.85
			15000	833,490	2015.01.01-2016.01.31.	55.57
			14069.36	367,773	2015.1.1-2017.10.23	26.14
			8483.79	285,310	2015.1.1-2018.03.01	33.63
		B114-0074	43600	1,573,524	20	36.09
			32130.88	2,249,162	2015.1.1-2017.12.31	70

26.14   /   /

66.85   /   /

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3 2015 1 1 2017 12 31 3.1  
15 / /

1		2448	115 / 46 /
2		8	118 / 47 /
3		555	120 / 48 /

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20 2013 1 1 2032 12 31  
 20 / / 26 / /

1.23

		/		/		/
		411	29220.66	1,316,700	2006 1 1 -2015 12 31	45.06
		611	7243.54	122,290	2005 3 1 -2015 3 31	16.88
		16	3247.03	79,838	2012 9 29 -2020 5 31	24.59
		A3-A5 1-4	45212.62	1,293,502	2001 9 20 -2016 9 20	28.61
			22135.87	1,132,140	2008 4 1 -2023 3 31	51.15
		78	12313.77	253,664	2013 1 1 -2032 12 31	20.6-26.12

16.88 / /

51.15 / /

2015 2017

**3**

	2015	2016	2017
1.			
(1)	9,489.51	9,489.51	9,498.67
(2)	2,042.44	2,092.26	2,196.87
(3)	3,084.52	3,084.52	3,084.52
(4)	2,164.12	2,256.48	2,286.41
(5) (1) +(2) -(3)- (4)	6,283.31	6,240.76	6,324.60
(6) (5)*25%	1,570.83	1,560.19	1,581.15
(7) (5)- (6)	4,712.48	4,680.57	4,743.45
2.			
(1)	7,117.13	7,117.13	7,124.00
(2)	2,042.44	2,092.26	2,196.87
(3)	1,362.57	1,444.29	1,492.90
(1) +(2) -(3)	7,797.01	7,765.10	7,827.97



			2015 1-9	2014	2013
			292.07	295.53	295.53
			4,445.15	5,926.87	5,926.87
			2,024.24	2,698.99	2,698.99
			419.43	559.25	559.25
			7,180.89	9,480.64	9,480.64

9,480.64

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29.60%

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20140221 001  
4000455198 “ ”  
20140221 001

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” “  
” 11130320  
5 36 2013 3 28 2016 3  
27 11130320  
22 E2 1  
01 2 01 3 01  
0801071293 0801072068 0801070887  
11130320

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20140221 001  
11130320

2015 12 24

2015 12 30

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100%

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[REDACTED]

# 公共管理

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