

300426

2016-146



A

36 —

A

A

A

1 A 2015
12 30 2016 1 15
2016
2016 1 28
A A
2015 12 31 A
2016 2
16 2016
2016 8 16
A
“
5-8
2016
3,000.00
7,500.00 2016 11 4
www.cninfo.com.cn 2016
2016-133
2016 12 9
1986
A A
1986

2

6,133.50

3

20.00%

4

90%

90%

5

81,780.00

6

2016 12 19

www.cninfo.com.cn

2016-147

2016 1 29

www.cninfo.com.cn

2016-012

9

10

.....31

.....32

.....32

.....32

.....37

.....44

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1.00

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A

/ / /

IP

Intellectual Property

19:00 21:00



1

2011 10

2016 11 7

2017 3 1

2

2015 31,195
10,772 ¹

154.48 2009-2015 19.90% ² 2015

2010 2013
2014 296.39 2015 440.69
2014 48.7%

¹ 2015
² 2009-2013
2015

2013-2014 2014 2015
2016

2015 2

A

IP

37.04%

148,167,590

”

A 1.00

6

6,133.50

$$\frac{90\%}{P_1} = \frac{20.00\%}{N}$$
$$\frac{90\%}{D} = \frac{90\%}{P_0}$$

$$P_1 = P_0 - D$$

$$P_1 = P_0 / (1 + N)$$

$$P_1 = (P_0 - D) / (1 + N)$$

81,780.00

1

2

90%

90%

12

148,167,590
37.04%
6,133.50
6,133.50
20.00%
1,226.70
34.78%

2016

2016

| | | | |
|-----|--|-------------------|------------|
| | | 2015 9 | |
| | | 2011 1 | 100% |
| | | 2011 7 | 60% |
| | | 2011 9 | 100% |
| | | 2011 8 | 90% 10% |
| (3) | | 2011 1 | 60% |
| | | 2016 3 | 100% |
| | | 2016 2 | 60% |
| | | 2015 11 | 51% |
| | | 2016 11 | 60% |
| | | 2016 3 2016 11 | 49% |
| | | 2016 11 | |
| | | 2015 12 | 37% |
| | | 2016 12 | 70% |

(1)

(2)

(3)

2015 6

37.04%

2016 12 19

“ ”

1
1 81,780.00
6,133.50
20.00%

2
3 A
1.00
2
1
20 20
/ 20 90%

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90%

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3

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81,780.00

81,780.00

81,780.00

| | | |
|--|----------------|----------------|
| | | |
| | | |
| | 10 | 4 |
| | 81,780.00 | |
| | 81,780.00 | |
| | 2016 3 -2019 2 | 2016 4 -2018 3 |

1

| | | |
|---|--|--------|
| | | |
| 1 | | 2017 2 |
| 2 | | 2017 4 |

| | | |
|----|--|--------|
| 3 | | 2017 1 |
| 4 | | 2016 3 |
| 5 | | 2017 1 |
| 6 | | 2017 4 |
| 7 | | 2017 3 |
| 8 | | 2017 3 |
| 9 | | 2017 1 |
| 10 | | 2017 4 |

2

| | | |
|---|--|--------|
| | | |
| 1 | | 2017 1 |
| 2 | | 2017 4 |
| 3 | | 2017 3 |
| 4 | | 2017 1 |

1

2011 3

“

| | | | |
|--------|-----------|--------|-----------|
| | | | 2009-2015 |
| | 17,174.70 | 31,195 | |
| 10.46% | 5,153.20 | 10,772 | |
| 13.08% | | | |

| | | | | |
|--------|-------|------|-----------|-------|
| | | 2015 | 2000-2015 | |
| 0.718 | 1.151 | | | 2.145 |
| 15.412 | | 2020 | | |
| 9% | | | | |

2

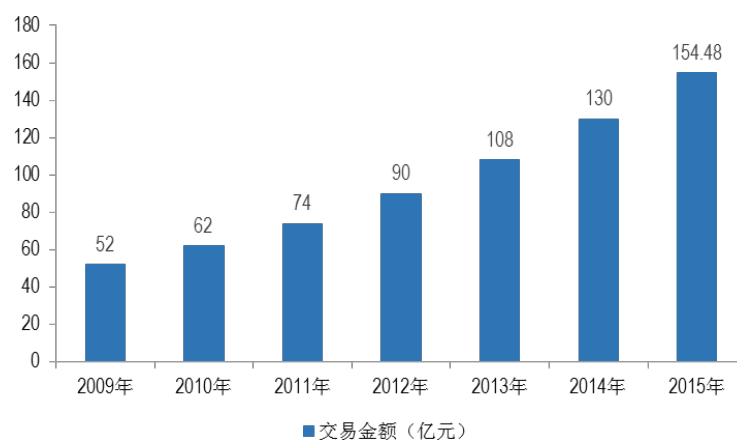
| | |
|-----------|--------|
| 2013-2015 | 29.74% |
| 32.60% | |

1

1

154.48 2009-2015 2015
19.90%

2009-2015



2009-2013 2013-2014 2014
2015
2015 2016

2011 2012 2013 2014 2015
16,540 14,909 17,668 15,770 15,983
2012-2013

7,000-8,000³

3,000-4,000

2014 9

2015 4

1

8

2015 2015

400

61.2%

231.9

57.8%

50

12.8%

2014

2015

2009

2010

2011

| | | | |
|------|------|------|------|
| | 2009 | 2009 | |
| | 2010 | | |
| 2011 | 2012 | | 2013 |
| | 2013 | 2014 | 2015 |
| | 2015 | | 2016 |

| | | | | |
|------|---|------|---|------|
| 2014 | 4 | 15 | | 2014 |
| | | 2015 | 1 | 1 |

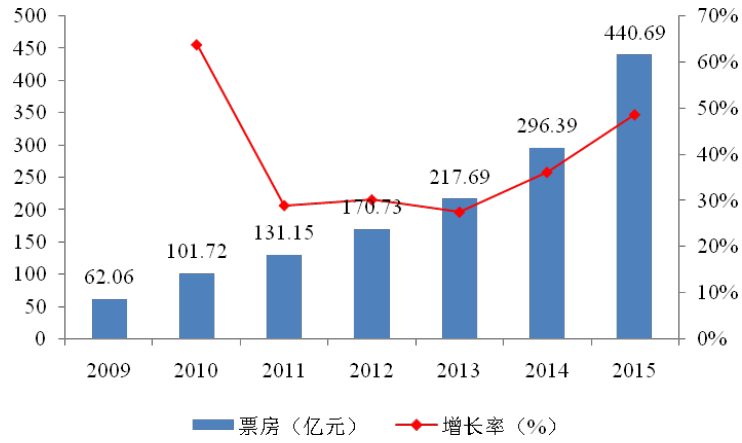
2

| | | | | |
|------|------|-------|--------|--------|
| | 2010 | | | 2013 |
| | | 2014 | 296.39 | 2015 |
| 2014 | | 48.7% | | 440.69 |

2012-2015

82.73 127.67 161.55 271.36
 48.46% 58.65% 54.51% 61.58%

2009-2015



2009 2010 2011 2011

2012 2013 2013

2014 2014

2015 2015 440

2009

10 2015 47

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--|------|------|------|------|------|------|------|
| | 10 | 17 | 20 | 22 | 35 | 36 | 47 |

2009 2010 2010 2011

2015 2016

2009 1,687 4,723

2015 6,300 31,627 24.56% 37.29%

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--|-------|-------|-------|--------|--------|--------|--------|
| | 1,687 | 2,000 | 2,800 | 3,000 | 4,143 | 5,158 | 6,300 |
| | 4,723 | 6,256 | 9,286 | 13,118 | 18,195 | 23,592 | 31,627 |

2009 2010 2010 2011
 2011 2012 2013
 2013 2014 2015
 2015 2015 440
 2015 2015 2016

3D

IMAX

2009-2015 2.1 12.6
 34.80%

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--|------|------|------|------|------|------|------|
| | 2.1 | 2.84 | 3.68 | 4.72 | 6.13 | 8.3 | 12.6 |

2009 2010 2011 2011
 2012 2013 2013 2013 217
 27.51% 2014 2014
 2015 2015
 440
 2009-2014 2011

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--|-------|-------|-------|-------|-------|-------|-------|
| | 30.03 | 34.69 | 35.04 | 35.70 | 34.91 | 35.24 | 34.98 |

2009-2012 2012 2013 2014
 2015 2015
 2016

2013

| | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|--|------|------|------|------|------|------|------|
| | 456 | 526 | 558 | 745 | 638 | 618 | 686 |

2009
2011
2013
2010
2010
2011
2012
2013
2013
2014
2015
2016
2013
217.69
2015
2016

2009

19% 2015 65%⁹

2010

2010 1

2011 3

2014 5

1

5-10

2016 11 7

2017 3 1

2

2.14

33.4

11.69

| | | | | |
|---------------|-----------|-----|--------|----------|
| 2014 | | | | Dasym |
| Entertainment | LLC | | 2016 7 | |
| | | 8.8 | | 2013 |
| 2014 | 2015 | | | 6,389.86 |
| 8,577.77 | 11,235.01 | | | |

50

LEGEND ENTERTAINMENT INC.

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2

3

| | | |
|----------|----------|----------|
| | 6,133.50 | |
| | | 20.00% |
| 6,133.50 | | 1,226.70 |
| | | 34.78% |

2016 9
81,780.00
57.55% 42.56%

| | | | |
|------|------|-------|-----|
| 2015 | 3 | 2015 | 133 |
| | 2015 | | 8 |
| 2015 | | 8,563 | |
| | 2007 | | |

| | | | |
|---|------|---|-------|
| , | 2016 | 6 | 3,000 |
| | | 1 | |

5-8

5-8

2016 1 28

Talpa

5-8

6,000

1,000

Talpa

1

3

2015 7 14

6 20

2016

Talpa

| | | | | | |
|-----|-------------|----|------|-------------|-----------|
| | | | | 16,000.00 | 10 |
| 0.8 | | | | 1,280.00 | |
| | 2016 | 9 | 13 | 2016 | |
| | 2016 | | | | 16,000.00 |
| | | 10 | 15 | 240,000,000 | |
| | 400,000,000 | | | | |
| | | | 2015 | | |

| | | | |
|------|------------|-------------------------------|--------|
| | | | |
| 2015 | 9,600,000 | 54,459,228.32 ⁽¹⁾ | 17.63% |
| 2015 | 12,800,000 | 112,350,107.27 ⁽²⁾ | 11.39% |
| | 22,400,000 | 112,350,107.27 ⁽²⁾ | 19.94% |

(1) 2015 1-6

(2) 2015

2

1

2

1
80%

2
40%

3
20%

3

1

2
1,000

3

4

10%

1 12

50% 5,000

2

12

30%

5

6

30%

7

1

2

$\frac{2}{3}$

8

1

2

3

4

10%

9

1

2

3

4

2015 -2017

2013 11 30

3 —

12

1

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