



2013

2014 2

.....	1
1.	2
1.1.	2
1.2.	3
1.3.	5
2.	6
2.1.	6
2.2.	10
3.	12
3.1.	12
3.2.	12
3.3.	13
3.4.	14
3.5.	14
4.	15
4.1.	15
4.1.1.	15
4.1.2.	16
4.2.	16
4.2.1.	16
4.2.2.	18
4.3.	18
4.3.1.	18
4.3.2.	19
4.3.3.	19
4.3.4.	20
4.3.5. offer	20
4.4.	21
4.4.1.	21
4.4.2.	22
5.	23
6.	24

2013

2013 35

2013 25

2013

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" 985 "

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2013 12 31

2013	8243	4848
92.32%	94.78%	3395
92.42%	93.58%	

1.1.

2013 4848 1-1 1-2

1-1 2013

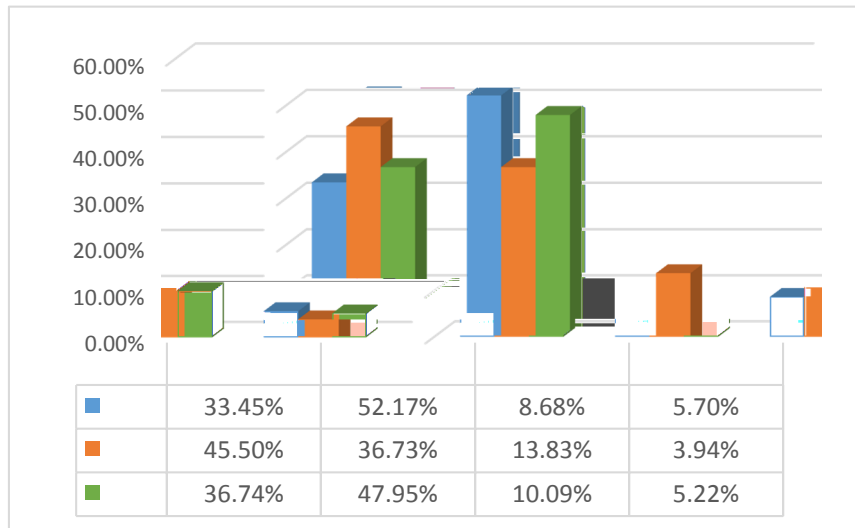
	3707	76.46%
	355	7.32%
	267	5.51%
	262	5.40%
	203	4.19%
	34	0.70%
	20	0.41%
	4848	100.00%

1-2 2013

1598	32.96%		77	1.59%
291	6.00%		74	1.53%
272	5.61%		65	1.34%
267	5.51%		64	1.32%
229	4.72%		61	1.26%
225	4.64%		57	1.18%
157	3.24%		56	1.16%
149	3.07%		48	0.99%
147	3.03%		36	0.74%
140	2.89%		25	0.52%
137	2.83%		24	0.50%
135	2.78%		23	0.47%
127	2.62%		17	0.35%
115	2.37%		13	0.27%
114	2.35%		10	0.21%
95	1.96%		4848	100.00%

3525 1323 1781 2325

489 253 1-1



1-1 2013

1.2.

2013 3395 1-3 1-4

1-3 2013

2557	75.32%
344	10.13%
237	6.98%
93	2.74%
59	1.74%
41	1.21%
26	0.77%
19	0.56%
13	0.38%
6	0.18%
3395	100.00%

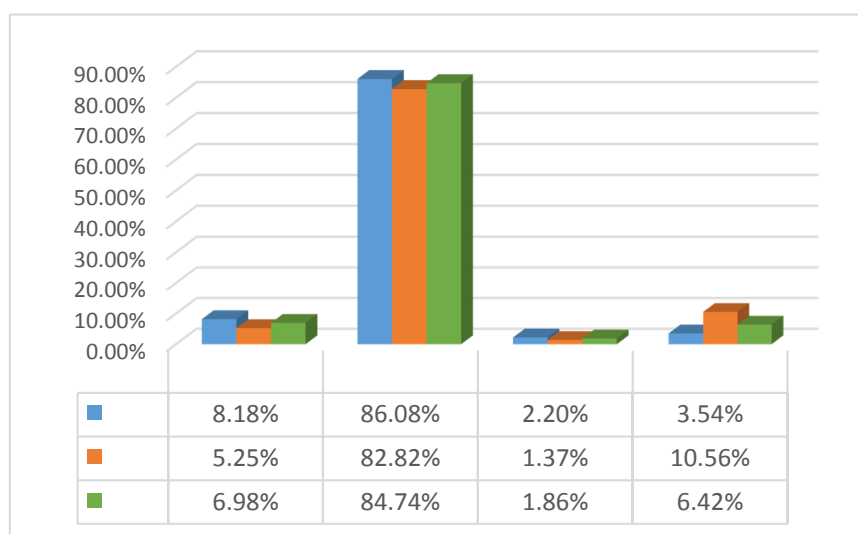
1-4 2013

972	28.63%	34	1.00%
624	18.38%	30	0.88%
301	8.87%	27	0.80%
247	7.28%	25	0.74%
144	4.24%	23	0.68%
132	3.89%	14	0.41%
128	3.77%	12	0.35%
126	3.71%	12	0.35%
104	3.06%	9	0.27%
97	2.86%	9	0.27%
73	2.15%	7	0.21%
72	2.12%	7	0.21%
69	2.03%	3	0.09%
47	1.38%	3	0.09%
42	1.24%	2	0.06%
		3395	100.00%

321 3074 2004 1391

237 2877 63 218

1-2



1-2 2013

1.3.

	2013		663		300
		2	10-50		22
	639		2450		4000
	2013				1-5
1-6					
	1-5	2013			
			0.41%		
			3.92%		
			4.45%		
			0.90%		
			1.43%		
			32.12%		
			43.47%		
			13.27%		
			0.04%		
	1-6	2013			
			33.67%	1.27%	
			14.03%	1.10%	
			6.94%	0.73%	
			6.04%	0.65%	
			5.22%	0.61%	
			5.47%	0.61%	
			4.53%	0.57%	
			3.02%	0.53%	
			2.73%	0.45%	
			2.20%	0.41%	
			1.96%	0.29%	
			1.80%	0.20%	
			1.71%	0.16%	
			1.47%	0.12%	
			1.47%	0.04%	

2.1.

2-1

2-2

2-1

	2011	2012	2013
	0.73%	0.60%	1.03%
	0.69%	0.43%	0.78%
	3.87%	3.50%	3.35%
	0.00%	0.00%	0.04%
	1.23%	0.35%	1.89%
	0.13%	0.08%	0.04%
	41.99%	33.97%	28.60%
	12.20%	14.60%	17.59%
	36.07%	43.44%	43.84%
	3.09%	3.03%	2.84%

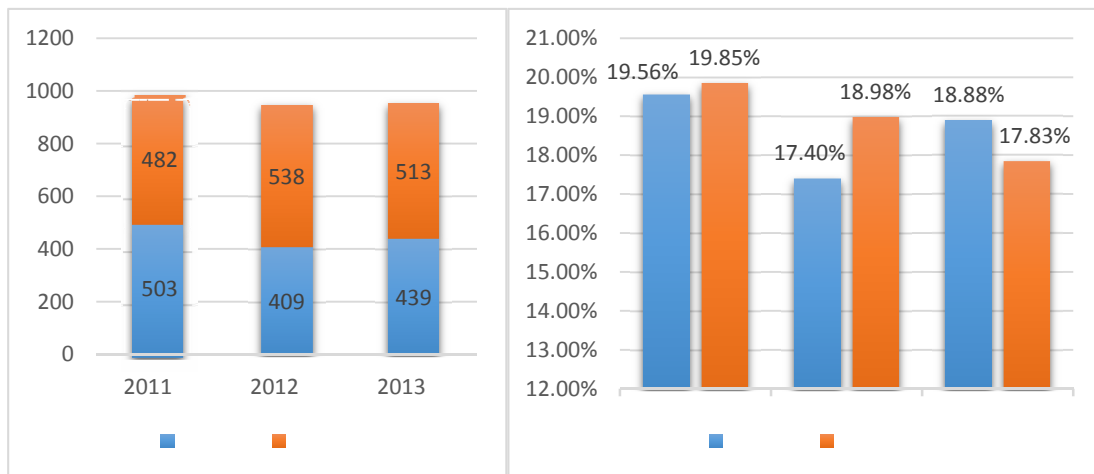
2-2

	2011	2012	2013
	1.25%	1.25%	2.54%
	6.66%	6.49%	12.34%
	0.72%	0.72%	0.42%
	15.03%	15.03%	11.85%
	0.09%	7.38%	0.28%
	1.44%	1.43%	2.12%
	0.00%	0.07%	0.10%
	0.00%	0.00%	0.03%
	31.24%	30.88%	27.85%
	7.38%	7.38%	21.86%
	36.06%	29.24%	17.62%
	0.13%	0.13%	2.99%

1/3

2/3

17% , 2-1



2-1

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2-3 2-4

2-3		TOP30
2011	2012	2013

2-4	TOP30	
2011	2012	2013

2-6

	2011	2012	2013
	9.71%	10.94%	11.19%
	6.35%	7.97%	7.40%
	4.25%	5.43%	5.33%
	10.21%	7.31%	5.04%
	7.70%	5.79%	2.36%
	6.76%	5.47%	5.04%
	2.60%	2.08%	1.77%
	6.53%	8.19%	7.68%
	32.35%	28.12%	34.76%
	21.57%	20.32%	22.49%
	3.78%	3.32%	2.50%
	0.73%	0.84%	1.18%
12	6.62%	5.79%	6.50%
	10.11%	14.54%	11.61%

2-5 2-6 “ 12 ” “ ”

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3.1.

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3.4.

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3.5.

2013		60	"	TTT
" "	UCT		" "	
	"			

21

2013 6 , 2013

13

4623

3829

82.83%

4.1.

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4-1

		1	2	3	
		(3)	(2)	(1)	
2495	23.32%	1165	599	731	5424
1894	17.70%	524	903	467	3845
1532	14.32%	553	579	400	3217
1299	12.13%	459	346	494	2563
1057	9.88%	332	322	403	2043
838	7.83%	176	338	324	1528
816	7.63%	194	249	373	1453
421	3.93%	97	142	182	757
349	3.26%	77	86	186	589

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4-2

4-2

		1	2	3	
		(3)	(2)	(1)	
2079	19.50%	758	731	590	4326
1712	16.05%	1003	333	376	4051
1477	13.85%	489	450	538	2905
1322	12.40%	389	612	321	2712
1160	10.88%	307	331	522	2105
873	8.19%	179	312	382	1543
782	7.33%	165	342	275	1454
547	5.13%	106	205	236	964
396	3.71%	94	121	181	705
316	2.96%	88	124	104	616

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4.2.

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4-3

2077	49.25%
817	19.37%
520	12.33%
258	6.12%
171	4.06%
166	3.94%
121	2.87%
110	2.61%
109	2.58%
77	1.83%
56	1.33%
54	1.28%
51	1.21%
51	1.21%
47	1.11%
40	0.95%
36	0.85%
28	0.66%
28	0.66%
27	0.64%
25	0.59%
25	0.59%
24	0.57%
21	0.50%
19	0.45%
19	0.45%
19	0.45%
18	0.43%
9	0.21%
7	0.17%
4	0.09%

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4-4

4-4		
	1600	37.66%
	755	17.77%
	402	9.46%
	312	7.34%
	332	7.82%
	200	4.71%
	468	11.02%
	179	4.21%

4.3.

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4-5

4-5		
	3696	90.97%
	267	6.57%
	41	1.01%
	37	0.91%
	22	0.54%

4-7

68.07% 1-5 22.61%

6-10 10 9.31%

2013 5.4

4-8

4-8		
1	217	17.33%
2	230	18.37%
3	218	17.41%
4	143	11.42%
5	129	10.30%
6	76	6.07%
7	42	3.35%
8	52	4.15%
9	2	0.16%
10	61	4.87%
11-15	32	2.56%
16-20	37	2.96%
21-25	8	0.64%
26-30	2	0.16%
>30	3	0.24%

74.83% 1-5 18.60%

6-10 10 6.56%

2013 4.6

offer 4-9

4-9		offer	
offer			
1	454	36.00%	
2	273	21.65%	
3	267	21.17%	
4	106	8.41%	
5	85	6.74%	
6	29	2.30%	
7	9	0.71%	
8	15	1.19%	
9	3	0.24%	
10	13	1.03%	
11	2	0.16%	
>11	5	0.40%	
78.82%		1-3 offer	17.45%
4-6 offer	6	offer	3.73%
2013		2.6	offer

4.4.

4-10		4-10	
	184	14.25%	
	581	44.97%	
	483	37.38%	
	33	2.55%	
	11	0.85%	
59.22%		"	" "
" 37.38%		"	"
96.60%			

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