

2018 3-93

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B2C

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B2C

B2B

	2018 1-4		2017		2016	
		(%)		(%)		(%)
B2C	58,967.97	91.12	167,800.13	96.27	123,872.58	98.72
B2B	5,749.38	8.88	6,497.66	3.73	1,612.13	1.28
	64,717.35	100.00	174,297.79	100.00	125,484.71	100.00

B2C

90%

B2C

B2C

99%

	2018 1-4		2017		2016	
		%		%		%
amazon@sunvalleytek.com	29,884.06	50.88	88,004.09	52.72	66,802.66	54.19
sunvalleytek.uk@gmail.com	12,668.02	21.57	34,417.53	20.62	24,282.87	19.70
amazon@zbttrading.de	8,206.99	13.97	23,432.91	14.04	17,708.52	14.37
amazon@nearbydirect.co.jp	3,575.02	6.09	10,787.37	6.46	9,699.73	7.87
amazon2@sunvalleytek.com	2,133.33	3.63	5,295.19	3.17	1,930.24	1.57
sunvalley.canada@gmail.com	1,838.13	3.13	4,294.85	2.57	2,737.86	2.22
amazon2@sunvalleytek.com	420.47	0.72	695.12	0.42	102.12	0.08
amazon.au@sunvalleytek.com	3.97	0.01				
	58,729.99	100.00	166,927.07	100.00	123,264.01	100.00

2016 2017 2018 1-4
 123,264.01 166,927.07 58,729.99
 98.23% 95.77% 90.75%

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ERP

3.

(1)

(2)

IT

IT

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IT

IT

ERP

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IT

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IT

2016 2017
0.3%

2016 2017
0.6%

67% 2016 2017

2016 2017

20 1

2016 2017 20

1

6 35

20
2016 -2017

A.

2016 2017 1,000
3.5%

B.

2016 2017

A.

a.

50 30 90%
70% 50
90%
80% 5000
80% 80%

b.

7 35

2016	2017		100
		80%	100
		90%	1
		90%	

c.

2016	2017
------	------

B.

		2016	2017	
	70%		10%	4
			95%	
90%				
(3)				
(4)				10
(5)			20	

(6)	2018	4	5
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2016	2017
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4.

(1)

90% FBA

1) ERP

2) 2016 2017 2018 1-4

25

3)

4) IT ERP

5)

(2)

1)

2)

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4)

5) 2018 4 30 2,915.77

58.29%

100%

6)

5.

(1)

1) ERP

2)

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2016 2017 2018 1-4

4) 2016 2017 2018 1-4

52.44% 49.52% 39.57%
82.15%

90.09% 88.35%

(2)

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(3)

1)

2016 2017 2018 1-4

37 37 35

75.70% 76.36% 79.32%

2)

2018 4 30

A.

2016 2017

B. 2016

2017

2016	2017	2018	1-4
37,890.71	64,467.82		14,398.15
62.22%	70.08%	63.23%	

(4)

1)

2)

6.

ERP

(1)

2016	2017	2018	1-4
	2016	2017	2018
			1-4
		98.66%	96.87%
		80.80%	

(2)

2016	2017	2018	1-4	ERP
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(3)

	2018 4 30		2017 12 31		2016 12 31	
		%		%		(%)
	4,881.92	17.85	4,109.97	11.65	2,034.41	9.91
FBA	22,461.43	82.15	31,174.76	88.35	18,484.82	90.09
	27,343.35	100.00	35,284.73	100.00	20,519.23	100.00

FBA

1)

ERP

2016 12 31 2017 12 31 2018 4 29

52.44% 49.52% 39.57%

2018 4 5

2016 12 31 2017 12 31 2018 4

29

5.94% 7.68% 11.76%

2)

2016 12 31 2017 12 31 2018 4 30

ERP

2018 4 5

2016 12 31 2017

12 31

ERP

()

2016 12 31 2017 12 31 2018 4 30

60%

()

(4)

0.3%

(5)

1)

ERP

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3)

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2018 4-5

(1)

ERP

(2)

2016 12 31

2017 12 31

ERP

2016 2017

2016 2017

(3)

2016 2017

1)

2016	2017	2018	1-4		
	2016	2017	2018	1	4
	540.04	1,910.38	4,221.23		
	33.50%	29.40%	76.62%		
0.43%	1.10%	6.52%			

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2016	2017	2018	1-4
		/	

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2018	4	30		5,001.92
				41.19%
			96%	

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90%

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	2018 1-4	2017	2016
	843.45	1,997.31	1,198.56
	1,360.54	3,461.43	1,894.01
	971.28	1,521.31	911.15
	245.26	797.69	668.95
	274.04	436.55	254.58
	416.57	551.52	425.16
	4,111.14	8,765.81	5,352.41

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12

	2018 4 30		2017 12 31		2016 12 31	
	215.85	166.89	308.27	277.10	166.89	145.36
	260.89	221.07	563.73	484.75	446.38	413.40
	119.63	118.86	304.50	367.20	177.76	192.12
	46.22	42.5	97.90	74.33	140.07	117.45

	46.51	-1.83	41.59	43.42
	51.71	-8.82	44.15	52.97
	53.49	3.04	49.68	46.64
%				
	2018 1-4	2017 2016	2017	2016
	29.78	0.67	29.72	29.05
	20.71	0.12	25.29	25.17
	24.20	0.10	22.22	22.12
	5.03	-1.26	6.83	8.08
	6.77	0.88	6.80	5.92
	86.49	0.51	90.86	90.34

(1)

1) 2017

2016 12.79%

2016

2017

RAVpower

2017

41.50%,

9.48

MINI

55%

5%

2016

8.5%

2016

BOM

BOM

2016 64%

36% 2017 36% 54%

50% 10-20

2) 2018 1-4 2017 6%

44.74%, 3.24 4 10.50%

65%

64% 5.20%

MOS

2017

63%

(2)

1) 2017 2016 8.82%

2016

2017

SKU 2016 19 2017 58

2016

20 35

2) 2018 1-4

2017 7.56%

2017 29% 42%

52%

60%

2.

	2018 1-4	2017 2016	2017	2016	%
	19.45	12.82	20.97	8.15	
	30.87	21.52	21.05	-0.47	
	37.88				
	25.12				

1.

		50	SKU eBay /
			Anker B2C
		60	SKU eBay
		40	SKU eBay Wish 3C

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2017

(B2B) 7.6

2017

	140.18	39.12	37.37	32.05	17.43
%	0.18	0.05	0.05	0.04	0.02

2017 1-11

2017

2017

3.

	2018 1-3 (%)	2017 (%)	2016 (%)
	44.71	49.77	48.34
	51.19	51.89	53.92
	62.27	60.81	58.28
		41.45	49.98
	52.72	50.98	52.63
	2018 1-4 (%)	2017 (%)	2016 (%)
	50.68	48.68	46.18
2018 1-3		2017	

2017 1-11

(1)

	2018 1-6 (%)	2017 (%)	2016 (%)
	65.89	62.68	69.75
	47.05	47.56	38.89
		20.34%	28.67
	10.22		
	39.96	49.77	48.34

(2)

	2018 1-6 (%)	2017 (%)	2016 (%)
		54.15	54.42
		45.97	50.44
		51.89	53.91

2018

(3)

	2018 1-6 (%)	2017 (%)	2016 (%)
		49.79	50.32
		71.02	69.59
		63.09	62.80
		62.93	59.27
	57.18	60.73	58.28

2018

(4)

	2018 1-6 (%)	2017 1-11 (%)	2016 (%)
		55.10	

2017

2016

2018

2017

2017

FBA

FBA

2017

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	2018 1-4	2017	2016
	9,386.82	24,536.40	16,911.12
	58,967.97	167,800.13	123,872.58
(%)	15.92	14.62	13.65

FBA

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FBA

FBA

	/ /
	California Florida 30
	Ichikawa Chiba 8
	7

FBA

	2018 1-4	2017	2016
	722.30	1,450.12	696.55

2016 136.46 2017 282.51 2018

1-4 62.06

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FBA

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Prime

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	2018 1-4	2017	2016
	64,717.35	174,345.16	125,506.13
	27,343.35	35,284.73	20,519.23
		2017	2016
	38.91%		71.96%
			2017

	2018	2019	2020	2021	2022
	227,128.31	292,034.15	373,418.59	446,329.68	513,055.52
	119,961.69	157,048.29	203,562.34	243,051.67	279,312.15

2017

38.91%

71.96%

1.

2017

38.91%

2. 2017

SKU

2016

789

2017

1,298

64.51%

3.

2017

B2B

2017

B2B

2016

4,885.53

303.05%

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3.

(1)

	2018 4 30	2017 12 31	2016 12 31
	163.52	122.75	78.94
	27,343.35	35,284.73	20,519.23
(%)	0.60	0.35	0.38

(2)

	2017			2016		
	1,401,789.73	388,036.06	3.61%	853,690.75	257,305.03	3.32%
	391,244.69	41,448.09	9.44%	250,102.23	26,690.67	9.37%
	373,724.05	67,026.92	5.58%	221,822.23	42,270.11	5.25%
	320,482.52	65,529.58	4.89%	219,664.01	41,773.26	5.26%
	621,810.25	140,510.16	5.88%	386,319.81	92,009.77	5.80%
	174,345.16	35,284.73	4.94%	125,506.13	20,519.23	6.12%

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2016

2017

2018

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SKU

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1. 2018 1-4

	49.95%	-1.00%	-0.50%
	24.03%	-1.00%	-0.24%
	8.79%	-1.00%	-0.09%

2. 2017

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2018 1-4

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0.50

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