

MCEX Daily (Mar. 26, 2024)

*** Market data is from the previous trading day. No update on public holidays or non-trading days. All amounts below are denominated in RMB.**

Market

As of Mar. 25, 2024, more than 12,000 micro and small businesses have raised capital by listing their Daily Revenue Obligations (DROs) on MCEX. The listed stores – affiliated with 822 brands and platforms – are located in 282 cities across 32 provinces in China. The average contract period is 3 to 4 years.

As of Mar. 25, 2024, the listed stores have paid an average of RMB 1.52 per RMB 1,000 financed per day.

Cumulative Issued DROs	13,184
Cumulative Issued Amount	RMB 4.437 billion
Average Issued Amount	RMB 336,600
Average Contract Period	42 months
Micro Connect Cash Yield	RMB 1.52

Notes:

- Cumulative Issued DROs include initial offerings and add-on offerings; A single store may issue multiple DROs.
- Micro Connect Cash Yield is the daily cash flows paid by micro and small businesses for every RMB 1,000 financed.
- Average Contract Period is the average durations (in days) between the agreed-upon start date and end date of the revenue sharing period.

New Listing

Brand	Brand Code	Number of DROs	Listing Amount
Cai Lin Ji	CLJJ	2	0.283 million

Ranking (Micro Connect Cash Yield)

Industry

Retail	1.64
Food & Beverage	1.56
Services	1.43
Culture & Sports	1.35

Top10 Segment

Self-Service Retail	2.81↓
Culture & Sports Goods	2.59
Medicine, Dietary Supplement & Adult Product	2.48↓
Life Service	2.40↓
Dessert & Bakery	2.24↓
Pet Service	2.13↓
Mobility Service	2.05↑
Daily Use	2.01
Automotive Aftermarket	1.78↓
Transportation	1.72

Top10 Category

Self-Service Convenience Store	6.45↓
DIY Workshop	3.77↓
Undergarment	3.33↓
Nail & Eyelash Cosmetic	3.29↓
Instant Retail	3.16↓
Vending Machine	2.83
Sportswear	2.82↓
3C Maintenance Service	2.79↓
Optical Store	2.76↓
Logistics & Delivery	2.63↓

City Tier

Tier 3	1.61↓
Tier 4	1.58↓
New Tier 1	1.54↓
Tier 1	1.50
Tier 2	1.50
Tier 5	1.18

Top10 Province

Heilongjiang	2.39↓
Gansu	1.87

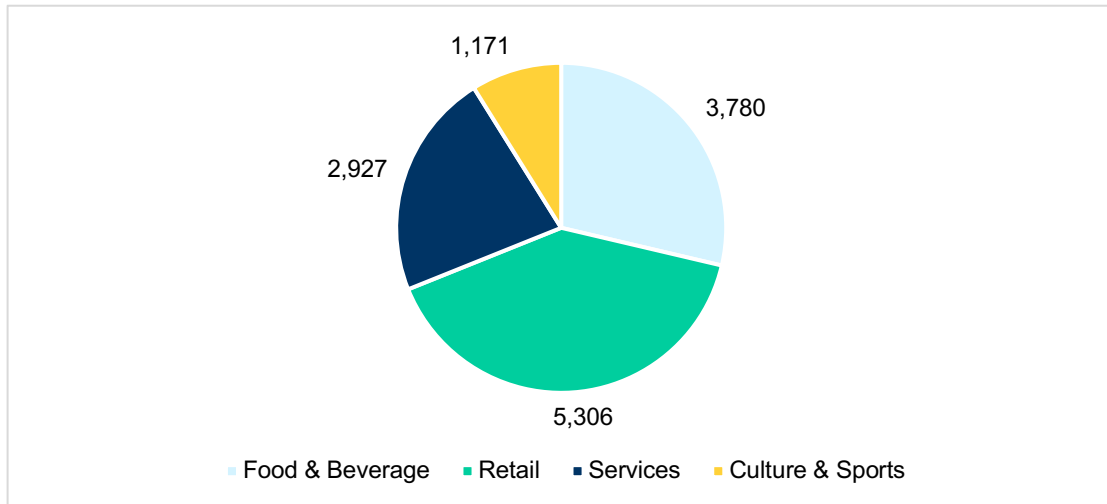
Tianjin	1.84↓
Qinghai	1.79↓
Guizhou	1.79↓
Sichuan	1.74↓
Hebei	1.72
Shaanxi	1.69↓
Shandong	1.67
Ningxia	1.66↓

Top10 City

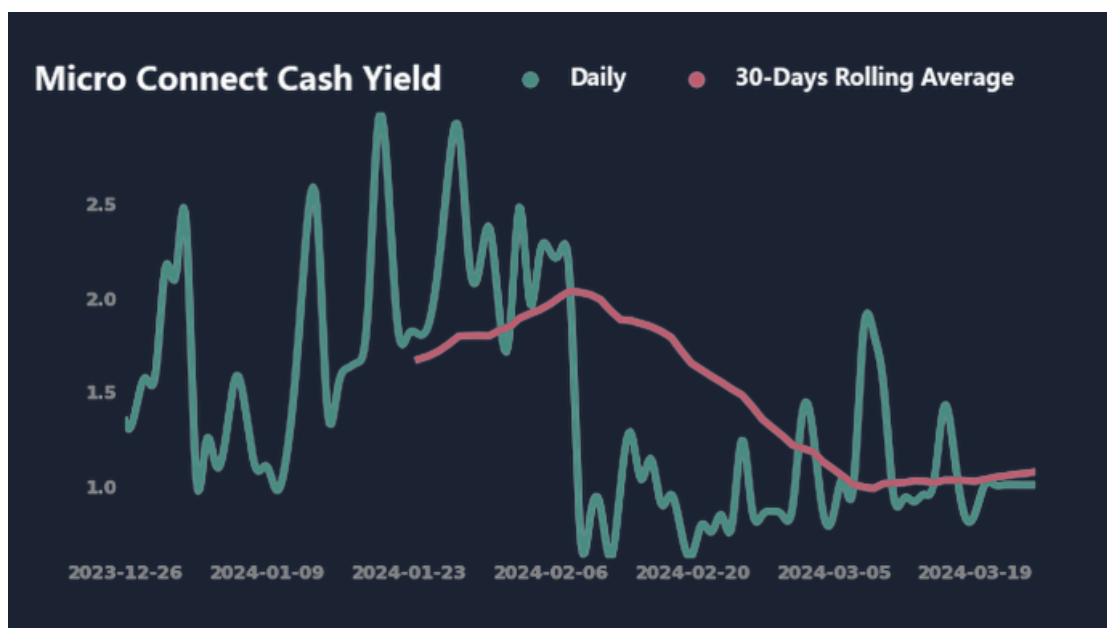
Huaibei, Anhui	5.22↓
Huludao, Liaoning	4.93↓
Jiyuan, Henan	4.69↓
Hulunbuir, Inner Mongolia	4.38↓
Qinhuangdao, Hebei	4.11↑
Huzhou, Zhejiang	4.06↑
Bozhou, Anhui	3.75↓
Yiyang, Hunan	3.69↓
Enshi, Hubei	3.68↓
Luohe, Henan	3.64↓

Industry

The MCEX lists DROs in four industries: Food & Beverage, Retail, Services, and Culture & Sports. Below are their breakdowns, by the cumulative issued DROs.



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The Micro Connect Cash Yield for women's clothing significantly rose before International Women's Day, peaking at 1.82 on March 8th. This suggested increased consumer interest and spending in this category around the holiday.

After the day, the yield notably dropped, indicating a decrease in promotional activities and consumer enthusiasm.

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