

MCEX Daily (April 15, 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 April 12, 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 826 brands and platforms – are located in 282 cities across 32 provinces in China. The average contract period is 3 to 4 years.

As of April 12, 2024, the listed stores have paid an average of RMB 1.50 per RMB 1,000 financed per day.

Cumulative Issued DROs	13,299
Cumulative Issued Amount	RMB 4.490 billion
Average Issued Amount	RMB 337,600
Average Contract Period	42 months
Micro Connect Cash Yield	RMB 1.50

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
La Société	HYHX	3	5.749 million

Ranking (Micro Connect Cash Yield)

Industry

Retail	1.63
Food & Beverage	1.54
Services	1.42
Culture & Sports	1.33

Top10 Segment

Self-Service Retail	2.73↓
Culture & Sports Goods	2.55↓
Medicine, Dietary Supplement & Adult Product	2.52↓
Life Service	2.42
Dessert & Bakery	2.24
Pet Service	2.15
Mobility Service	2.10↑
Daily Use	2.00
Household Appliance & Home Furnishing	1.86
Transportation	1.81↑

Top10 Category

Casual Snack <small>NEW</small>	7.60
Self-Service Convenience Store	6.45
DIY Workshop	3.63↓
3C Maintenance Service	3.63↓
Nail & Eyelash Cosmetic	3.24↓
Undergarment	3.19↓
Instant Retail	3.04↓
Sportswear	2.75↓
Vending Machine	2.72↓
Logistics & Delivery	2.68

City Tier


Tier 3	1.60↑
New Tier 1	1.53↓
Tier 4	1.52↓
Tier 1	1.49
Tier 2	1.49
Tier 5	1.15

Top10 Province

Heilongjiang	2.32↓
Gansu	1.85↓

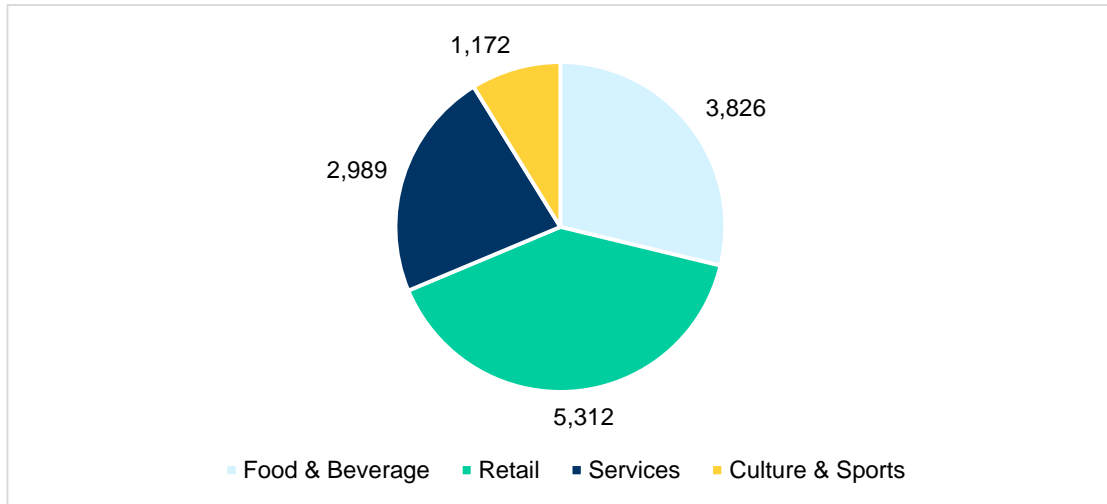
Tianjin	1.80
Qinghai	1.80↓
Guizhou	1.75
Sichuan	1.74
Hebei	1.70
Shaanxi	1.67↓
Shandong	1.65
Ningxia	1.62

Top10 City

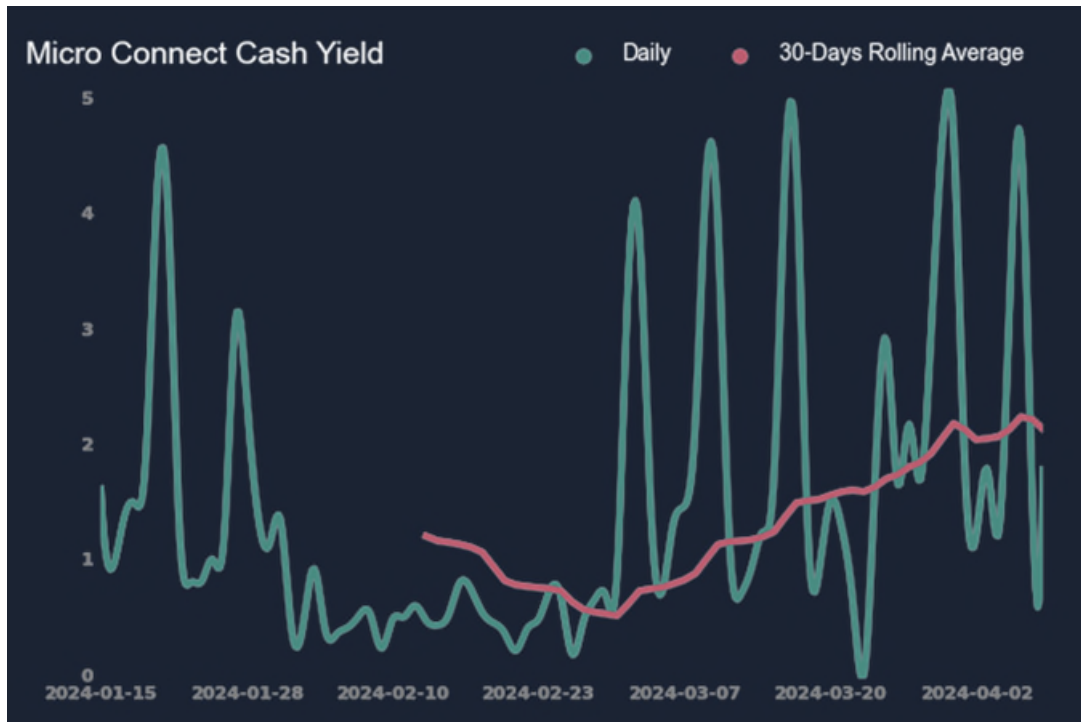
Huludao, Liaoning	4.77↓
Huaipei, Anhui	4.75↓
Huzhou, Zhejiang	4.66↑
Jiyuan, Henan	4.44↓
Hulunbuir, Inner Mongolia	4.10↓
Qinhuangdao, Hebei	3.95↓
Luohe, Henan	3.64↓
Yiyang, Hunan	3.55↓
Panzhuhua, Sichuan	3.51↓
Xianning, Hubei 	3.51

Industry

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



Index (Parent-Children Campaign)



During the tomb-sweeping holiday period (April 4th to April 6th), the Micro Connect Cash Yield index for parent-child activities saw a significant increase.

The index readings on these days were 1.22, 3.26, and 4.64 respectively, indicating a sharp rise in consumer demand for family activities and demonstrating a rapid increase in family spending during public holidays.

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