

## MCEX Daily (April 19, 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 18, 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.

Cumulative Issued DROs	13,301
Cumulative Issued Amount	RMB 4.493 billion
Average Issued Amount	RMB 337,800
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 shared by micro and small businesses with investors for every RMB 1,000 investment.
- 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
Bodhizone	PSJK	2	RMB 3.074 million

## Ranking (Micro Connect Cash Yield)

### Industry

Retail	1.62
Food & Beverage	1.54
Services	1.42
Culture & Sports	1.32 ↓

### Top10 Segment

Self-Service Retail	2.71
Culture & Sports Goods	2.52 ↓
Medicine, Dietary Supplement & Adult Product	2.51
Life Service	2.42
Dessert & Bakery	2.23
Pet Service	2.15
Mobility Service	2.08 ↓
Daily Use	2.00
Transportation	1.83 ↑
Household Appliance & Home Furnishing	1.81 ↓

### Top10 Category

Casual Snack	9.54 ↑
Self-Service Convenience Store	6.45

3C Maintenance Service	3.83 ↑
DIY Workshop	3.58 ↓
Nail & Eyelash Cosmetic	3.22 ↑
Undergarment	3.17
Instant Retail	3.00 ↓
Sportswear	2.72
Vending Machine	2.71
Logistics & Delivery	2.69

## City Tier

Tier 3	1.59
New Tier 1	1.53
Tier 4	1.51 ↓
Tier 2	1.48 ↓
Tier 1	1.48
Tier 5	1.14

## Top10 Province

Heilongjiang	2.30 ↓
Gansu	1.85

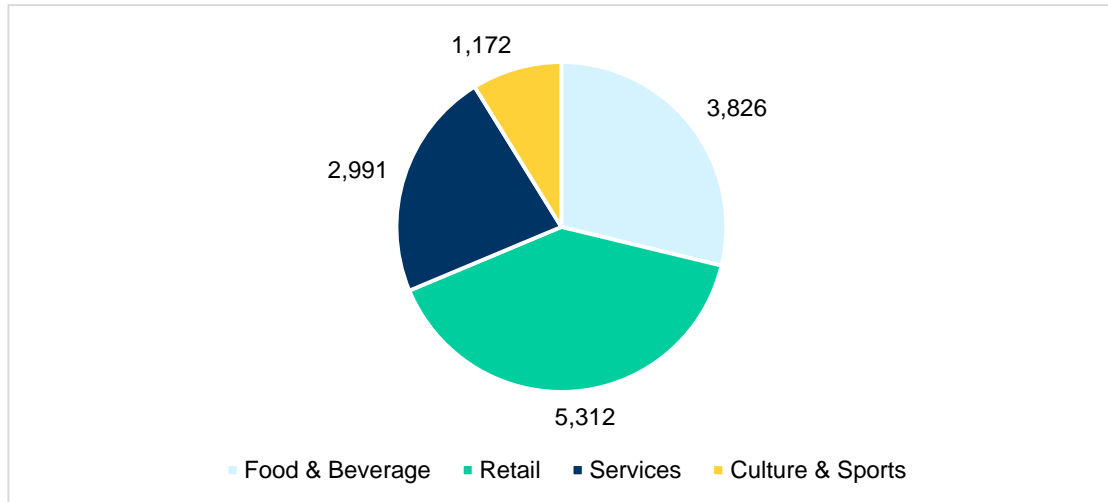
Qinghai	1.81
Tianjin	1.81
Guizhou	1.74
Sichuan	1.73
Hebei	1.69
Shaanxi	1.66 ↓
Shandong	1.64
Ningxia	1.61

## Top10 City

Huaibei, Anhui	4.70 ↓
Huludao, Liaoning	4.69 ↓
Huzhou, Zhejiang	4.60 ↓
Jiyuan, Henan	4.36 ↓
Hulunbuir, Inner Mongolia	4.01 ↓
Qinhuangdao, Hebei	3.90 ↓
Luohe, Henan	3.61
Xianning, Hubei	3.56 ↑
Yiyang, Hunan	3.51 ↓
Panzhihua, Sichuan	3.50

## Industry

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



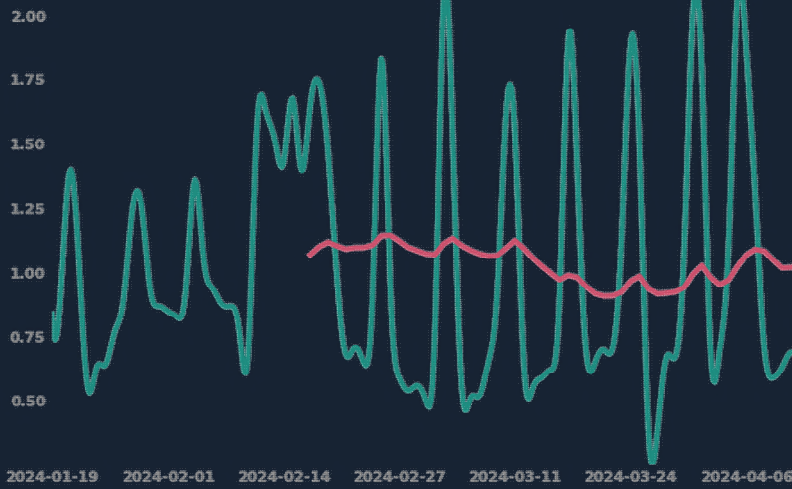
April 19, 2024

# MCEX DAILY

## 滴灌通澳交所每日数据

### Micro Connect Cash Yield

● Daily ● 30-Days Rolling Average



Overall, dessert cash yields have shown volatile growth, with peaks likely tied to holidays or special promotions. Notably, there was a significant increase from mid to late February 2024, likely due to Valentine's Day promotions. Another rise occurred in early April, with a peak on April 5th, likely related to the Tomb-Sweeping holiday.



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