

## MCEX Daily (April 22, 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 19, 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	13,324
Cumulative Issued Amount	RMB 4.498 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 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

None

## 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	2.70 ↓
Culture & Sports Goods	2.52
Medicine, Dietary Supplement & Adult Product	2.51
Life Service	2.42
Dessert & Bakery	2.22 ↓
Pet Service	2.15
Mobility Service	2.12 ↑
Daily Use	2.00
Transportation	1.83
Household Appliance & Home Furnishing	1.80 ↓

## Top10 Category

Casual Snack	9.82 ↑
Self-Service Convenience Store	6.45
3C Maintenance Service	3.73 ↓
DIY Workshop	3.58
Nail & Eyelash Cosmetic	3.23 ↑
Undergarment	3.16 ↓
Instant Retail	3.00
Sportswear	2.71 ↓
Logistics & Delivery	2.69
Vending Machine	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	2.29 ↓
Gansu	1.84 ↓
Qinghai	1.81
Tianjin	1.80 ↓
Guizhou	1.74
Sichuan	1.73
Hebei	1.68 ↓
Shaanxi	1.66
Shandong	1.64
Zhejiang 	1.62

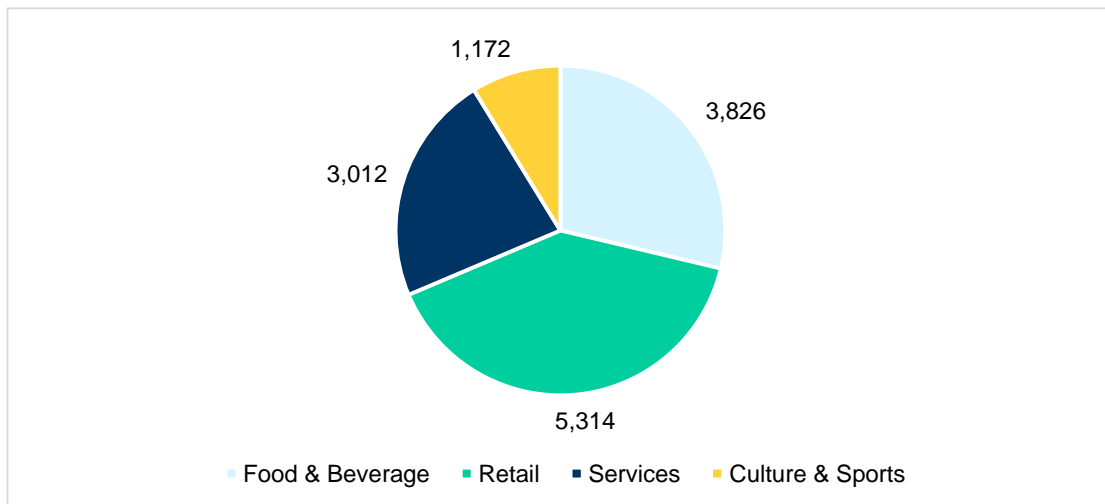
## Top10 City

Huzhou, Zhejiang	4.83 ↑
Huaibei, Anhui	4.69 ↓
Huludao, Liaoning	4.67 ↓
Jiyuan, Henan	4.35 ↓
Hulunbuir, Inner Mongolia	4.00 ↓
Qinhuangdao, Hebei	3.91 ↑
Luohe, Henan	3.61
Xianning, Hubei	3.57 ↑

Yiyang, Hunan	3.50 ↓
Panzhihua, Sichuan	3.49 ↓

## Industry

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



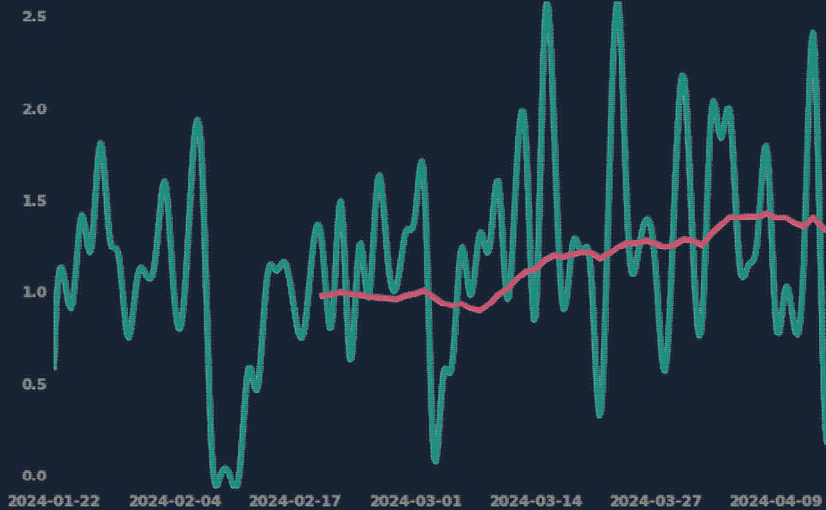
April 22, 2024

# MCEX DAILY

## 滴灌通澳交所每日数据

Micro Connect Cash Yield

● Daily ● 30-Days Rolling Average



The medical beauty sector's index showed a fluctuating rise, indicating growing consumer interest. Despite a February dip due to the Chinese New Year, it hit a three-month high on March 23 and 30. This late March spike was likely driven by seasonal preferences and holiday promotions.



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