

## MCEX Daily (April 30, 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 29, 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	13,331
Cumulative Issued Amount	RMB 4.501 billion
Average Issued Amount	RMB 337,600
Average Contract Period	42 months
Micro Connect Cash Yield	RMB 1.49

### Notes:

- Cumulative Issued DROs include initial offerings and add-on offerings; A single store may issue multiple DROs.
- Micro Connect Cash Yield represents the daily cash flows shared by micro and small businesses with investors for every RMB 1,000 invested.
- 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	1.61
Food & Beverage	1.52 ↓
Services	1.41 ↓
Culture & Sports	1.32

Top10 Segment

Self-Service Retail	2.65 ↓
Medicine, Dietary Supplement & Adult Product	2.48 ↓
Culture & Sports Goods	2.47 ↓
Life Service	2.42 ↑
Dessert & Bakery	2.21 ↓
Pet Service	2.15 ↑
Mobility Service	2.13 ↑
Daily Use	2.00
Transportation	1.90 ↓
Household Appliance & Home Furnishing	1.76 ↓

## Top10 Category

Casual Snack	11.37 ↑
Self-Service Convenience Store	6.45
3C Maintenance Service	3.79
DIY Workshop	3.46 ↓
Nail & Eyelash Cosmetic	3.19
Undergarment	3.18 ↓
Instant Retail	2.94 ↓
Logistics & Delivery	2.70 ↑
Sportswear	2.67 ↓
Vending Machine	2.64 ↓

## City Tier

Tier 3	1.59
New Tier 1	1.52 ↓
Tier 4	1.48 ↓
Tier 1	1.47
Tier 2	1.47
Tier 5	1.13

## Top10 Province

Heilongjiang	2.26 ↓
Gansu	1.83
Qinghai	1.81 ↑
Tianjin	1.77 ↓
Guizhou	1.72
Sichuan	1.71 ↓
Hebei	1.67
Shaanxi	1.65
Shandong	1.63
Zhejiang <small>NEW</small>	1.62

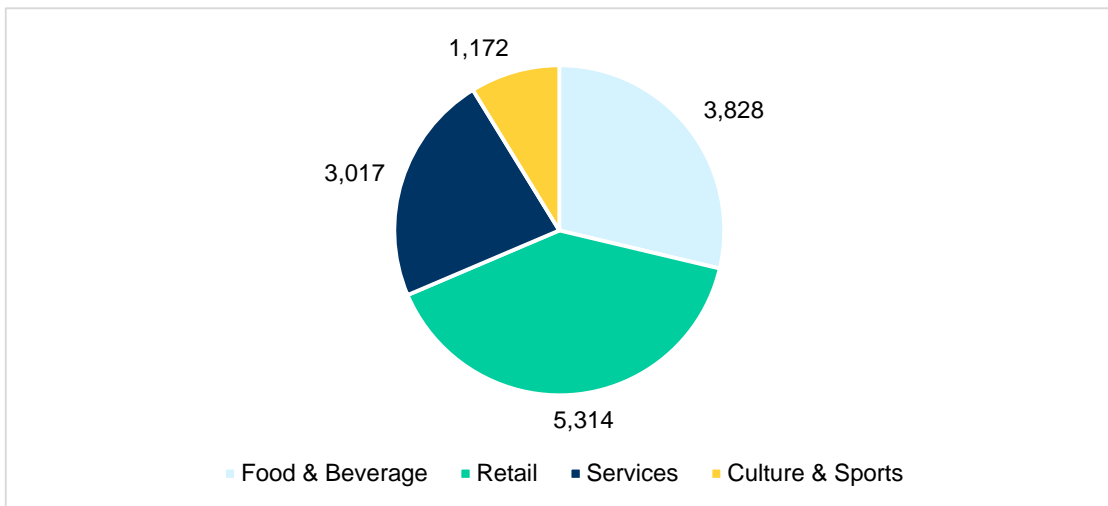
## Top10 City

Huzhou, Zhejiang	5.05 ↑
Huaibei, Anhui	4.64 ↓
Huludao, Liaoning	4.49 ↓
Jiyuan, Henan	4.21 ↓
Hulunbuir, Inner Mongolia	3.86 ↓
Qinhuangdao, Hebei	3.83 ↓
Xianning, Hubei	3.66 ↑
Luohe, Henan	3.54 ↓

Enshi, Hubei	3.49 ↓
Yiyang, Hunan	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 30, 2024

# MCEX DAILY

## 滴灌通澳交所每日数据

Micro Connect Cash Yield



Since February, the Micro Connect Cash Yield Index for group meals has grown rapidly, significantly driven by lower-tier cities. From February to April, the growth rate of group meals in fifth-tier cities exceeded the national average, indicating that lower-tier cities have substantial consumption potential in this category.



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