








Data Coverage Sheet

BCC Data Research provides quantitative and qualitative data on China companies through in-house web-scraping capabilities, on-the-ground surveys, and data partnerships. By combining online and offline data, our research helps investors identify key trends, inflection points and analysis on China companies (ADRs, H-Shares, A-shares).

 Web-scraping  Survey

| CHINA MACRO | | | |
|---|--|---|---|
| Macro   | Weekly public source data: China deposit and lending base rates, Shibor rates –1 day, 1 week etc., China govt bond rates, Local govt bond rates, 7-year Corporate bond rates, Money market rates, Yu'E Bao rates, Banks asset mgmt. product rates Monthly survey-based data from experts at P2P lending platforms, commercial banks, head offices of SOEs.: 1. P2P Lending Rates 2. SME bank loads and private lending rates 3. Mortgage - Rates for first and second mortgages in Tier 1-4 cities. - Down payment percentages for first and second mortgages. - Release speeds for Tier 1-4 cities. - Mortgage loan total value growth and new loads dispersed. 4. Developer loan rates - SOE, Top 10-20 Private, Rest of market for Tier 1-4 cities projects. - Min. requirements for development loans (ie. Size of developer, tier city) | | |
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| INTERNET | | | |
| Baidu   | Click and Search Volume, Avg price per order, Keyword pricing and volume, Max and Min bid prices for commercial words, Sample keyword performance, Weighted avg bid price for key commercial words, Weighted avg price. | Sohu   | Video ads, Ad value & Volume, Avg discounts and rebates, Portal ad volume, Portal display ad value tracking and Top ad spending industries, ACUs, PCUs, ARPU. |
| Changyou   | ACUs, PCUs ,Quarterly ARPU. | Tencent   | QQ Video Ads, ad value, QQ video Ad Volume, Avg Discounts and Rebates, Portal Ad Volume, Portal Display Ad Value tracking, Top Ad Spending Industries and Verticals, ACUs, PCUs, ARPU. |
| iQiyi NEW!  | New subscriptions or renewals, Expiring subscriptions for the quarter; Membership ASP, Online advertising services revenue YoY change. | Weibo   | Display Ad Value & Volume, Promoted feed ads, Fans express ad sample revenue, # of fans on top topics, User interactivity on top 50 topics, Utilization rate %, Avg Discount and Rebate, Portal Ad Value & Volume, Effective utilization %, top ad spending industries. |
| Meituan NEW!  | 1000 Meituan & Ele.me Merchant Survey across T1-3 cities: Total Sales and % of Delivery, Fees paid to Meituan, Fees paid to Ele.me, Delivery Times Merchant Feedback of the platforms, Trends etc. | WUBA   | Paying Merchandisers, Membership Pricing, Priority Listing, Real-time Bidding Listing, Weighted Average Price, Accumulated Ad Volume, Volume Breakdown (by Number of Ads). |
| MOMO   | Live Broadcasting Revenue, Total # of Hosts, # of Hosts Receiving Items, Channel Rankings. | Youku Tudou   | Ad Volume. |
| NetEase   | Ad Value, Avg discount and rebate, Portal ad volume, Portal display ad value tracking, Top ad spending industries, ACUs, PCUs, ARPU. | YY   | Monthly Subscriber fees, Additional contribution fee, Portal ad volume, Effective utilization, Ad value, # of web games, # of gaming servers, Online dating contribution fee, Total education tuition fees, # of education subscribers, education ARPU, # of teachers. |
| SINA   | Ad tracking, Display ads, Promoted feed ads, User popularity, Ad value, Avg discounts and rebates, Portal ad volume, Portal display ad value tracking, Top ad spending industries, ACUs, PCUs, ARPU. | | |
| E-COMMERCE | | | |
| Alibaba  | Tmall GMV, GMV category breakdown, # of Vendors, Global gold suppliers, Churned and New subscribers, TrustPasses. | Pinduoduo  COMING SOON! | Sales Volume, Number of SKUs, No. of Stores, Average Sales Price, Tracking GMV, Category breakdown |
| JD   | Orders delivered, Total Fulfilled orders, Avg # of pieces per order, Avg price, Avg price per piece online, SKUs by category, Sold SKU details, % of 1P, Category breakdown in total SKUs. | Vipshop   | GMV, flash sale GMV, Order & Returns Volume, Avg price per order, Pieces per order, Price per order, Accumulated sold volume, Newly registered users, Event tracking, Sell-through rate, Avg sold-out time during events by product, Top 5 brands. |
| TRAVEL & LODGING | | | |

| | | | |
|---|---|--|---|
| Ctrip  | Air tickets sold, Air ticket discounts and Coupons, Hotel Room Nights Sold, Hotel price and coupons. | HTHT  | Blended RevPAR, RevPAR by brand, city tier and age of hotel, ADR, blended ADR, occupancy rate, blended occupancy rate, # of hotels, % of mid-upscale hotels. |
| EDUCATION | | | |
| New Oriental  | Enrollment per day, # of courses and learning centers, course prices, city coverage, learning center & school distribution, % of fully booked courses. | TAL  | XRS Peiyou Small Classes (F2F Small Class, Dual Teacher Class, and Online Class), enrollment, course price, # of courses, classroom occupancy, # of cities, # of learning centers shown on TAL's website. |
| AUTOS | | | |
| BAIC Brilliance Auto BYD Chang'an Auto Dongfeng Group FAW Car GAC Group Geely GWM SAIC Group | Private Vehicle licensing volume data, including category, key segment, market share, domestic/imported, and price segment. Performance summary of China's 10 main auto groups. | Tesla | Shipping volume, shipping amount and average price (CIF), licensing volume/compulsory vehicle insurance. |
| SPORTSWEAR | | | |
| ANTA Li Ning  | # of Stores, SSSG, Y/Y Sales Growth Rate (Sell-through), Y/Y Sales Growth Rate (Sell-in), Inventory level, Sold Out Ratio of New Products , Inventory Level (Sales % of 2017 Products), Inventory to Sales Ratio, Dealers' Ordering Growth (3 Quarters Ahead), Discounts / Rebates, Discount for the Distributors, Discount for the Customers, Refund Policy for Distributors, Sales % of New Products | | |
| CONSUMER GOODS | | | |
| Kweichow Moutai  | Sales Price of T2 Distributor, Sales Volume of T1 Distributor, Inventory Days of T1 Distributor, Sales Price of Moutai, Total Sales Revenue, Same Store Sales Revenue, Retail Price, Group-buying Price. | | |
| Mengniu Dairy Yili Group Want Want Hengan Uni-President Tingyi | <i>BCC has data sharing agreements with thousands of hypermarkets, supermarkets and convenience stores in China.</i> Y/Y and M/M Sales Amount, Sales Volume, ASP and % Market Share Changes between the companies. Y/Y sales growth of 15 product categories: Liquid Milk, Yogurt, Instant Noodles, Infant Milk Formula, Ready to Drink, Soda, Water, Coffee, Milk Tea, Female Hygiene, Paper products etc. | | |

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