

## Simon Sun

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### Summary

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- 6 plus years equity research analyst with expertise in bottom-up investing.
- Strong Asian network with the research focus on China A/H markets.
- Expertise in fundamental analysis&modelling, due diligence, and channel check.
- Fluency in Mandarin and English. Proficiency in Office/Bloomberg/Capital IQ.

### Work Experience

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<b>Credit Suisse (HK) Co., Ltd</b>	<b>Hong Kong, China</b>
<i>Associate –Senior Equity Analyst, Great China Consumer</i>	<i>Jan 2015– Present</i>
<ul style="list-style-type: none"><li>• Lead analyst of the China/HK consumer goods and retail research team.</li><li>• Performing due diligence and channel check of clients/suppliers/competitors.</li><li>• Presenting bottom-up investment ideas to global institutional investors effectively.</li><li>• Reports were published as an "Ideal Engine" product of Credit Suisse globally.</li><li>• Ranked Top 3 Asian ex-Japan Consumer Analyst in “Institutional Investor” ranking.</li></ul>	
<b>CITIC Securities Co., Ltd</b>	<b>Shanghai, China</b>
<i>Vice President – Equity Analyst, China Consumer</i>	<i>Sep 2010– Nov 2014</i>
<ul style="list-style-type: none"><li>• Writing analyst of 40+ China/HK consumer, retail and E-commerce companies.</li><li>• Expertise in financial and valuation modelling and comparable company analyses.</li><li>• Combine top-down and bottom-up fundamental analysis to find high-quality businesses with sustainable competitive advantages.</li><li>• Ranked Top 3 in New Fortune Best Analysts Awarding from 2010 to 2014.</li></ul>	
<b>Huawei Technologies (UK) Co., Ltd</b>	<b>Basingstoke, UK</b>
<i>Treasury Specialist –Finance Department</i>	<i>Jan 2008 – Aug 2010</i>
<ul style="list-style-type: none"><li>• Treasury management and project planning/budgeting/accounting.</li><li>• In charge of the financial analysis of major clients.</li></ul>	

### Education

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<b>Durham University Business School</b>	<b>Durham, UK</b>
<i>MSc in Finance and Investment</i>	<i>Sep 2006– Oct 2007</i>
<b>Coventry University Business School</b>	<b>Coventry, UK</b>
<i>Honors Degree BA in Accounting and Economics</i>	<i>Sep 2003– Jul 2006</i>
1 <sup>st</sup> Class graduate	
<b>CFA Level 2 Candidate</b>	<i>Jul 2010 – Present</i>