

**Huijuan Luo**  
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## **WORK EXPERIENCE**

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<b>Moody's Analytics Company</b>	<b>Beijing, China</b>
<b>AVP &amp; Team Leader, Equity Research on consumer, retail, etc</b>	<b>2016/03 –Till date</b>
<ul style="list-style-type: none"><li>• Work closely with a celebrated portfolio manager - CIO of a hedge fund based in Hong Kong</li><li>• Work independently on judgment making tasks from long to short across consumer, retail, utility, construction and internet industries in Japan and China markets</li><li>• Responsible for high-end financial modeling and valuation (DCF, Multiples and SOTP), analyzing the financial health of the companies, preparing investment notes, previews, reviews &amp; position thesis and participating regular investment committee meetings</li><li>• Monitoring news and relevant events that could affect the portfolio, as well as looking for new investment opportunities</li></ul>	
<b>AVP &amp; Team Leader, Equity Research on consumer, retail, etc</b>	<b>2013/08 -2016/02</b>
<ul style="list-style-type: none"><li>• Supported a leading investment bank on Equity Research, focusing on China Consumer and Japan F&amp;B sectors</li><li>• Performed fundamental analysis on covered companies (10 Discretionary stocks, 10 Staple stocks, 10 Retail stocks, 14 Japan F&amp;B stocks and 16 other stocks); involved in the initiation of 6 A-share F&amp;B stocks; independent modeling and valuation (DCF, Multiples and SOTP)</li><li>• Co-authored various research reports, including company update, regular results and thematic reports; monitored news letter and quantified the impact</li><li>• Extensive industry research and on-ground channel checks</li></ul>	
<b>Senior Analyst &amp; Team Leader, Credit Research</b>	<b>2012/05 -2013/07</b>
<ul style="list-style-type: none"><li>• Dedicated to Asia Credit Research Team of a leading investment bank</li><li>• Delivered financial modeling, prepared credit reports and risk/debt structure analysis on c.40 stocks across Real Estate, Industrials, Consumer, Mining and Banking, etc.</li><li>• Reviewed company results and news flow and prepared the notes; prepared new issue write-ups, credit presentations as well as write-ups on government policies (mainly for Real Estate stocks)</li><li>• Maintained corporate access relationship to get first-hand information timely</li></ul>	
<b>Analyst, IBD</b>	<b>2011/07 -2012/05</b>
<ul style="list-style-type: none"><li>• Dedicated to a leading investment bank on IBD</li><li>• Prepared company profiles (operation and financials), case study, industry research (market regulation, competitive landscape and outlook, etc.) and created company comps, financial and operational benchmarking to evaluate the financial status of the target companies</li></ul>	
<b>China HP</b>	<b>Beijing, China</b>
<b>Financial Analyst</b>	<b>2011/04</b>
<ul style="list-style-type: none"><li>• Worked as Corporate Financial Analyst to perform the company's financial analysis</li></ul>	
<b>Thomson Reuters</b>	<b>Beijing, China</b>
<b>Senior Market Analyst, M&amp;A Team</b>	<b>2007/07 -2011/04</b>
<ul style="list-style-type: none"><li>• Covered China and Japan M&amp;A markets and maintained the databases, provided League Table Ranking and trend analysis of M&amp;A market</li><li>• Monitored work quality and efficiency in the Asia Deals Team</li></ul>	

## **EDUCATION BACKGROUND**

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**Beijing International Studies University**

Bachelor Degree, Japanese

**Beijing, China**

2003/09 - 2007/07

**University of International Business and Economics**

Master Degree, Finance

**Beijing, China**

2015/07-Till date

## **BRIEF INTRODUCTION**

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- Stable personality, high sense of responsibility, strong learning ability and good teamwork spirit
- Extensive experience across equity research, credit research and investment banking , covering various industries with specialization in consumer and retail industries
- Solid foundation and knowledge on financial modeling, valuations and analysis
- Diversified industry coverage and strong research ability
- Extensive experience of working on databases such as Bloomberg, Reuters and Wind
- Language: English and Japanese - Fluent; Mandarin – Native

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## 工作经历

### 穆迪分析公司

北京

#### AVP 兼组长, 公司投资研究, 消费品, 零售等

2016/02 –至今

- 服务于一家总部位于香港的对冲基金, 直接向首席投资官报告
- 独立研究, 为亚太区域(主要中国和日本市场)投资提供建议, 协助管理投资组合; 覆盖多个行业包括消费品, 零售, 燃气, 建筑和互联网等
- 主要职责包括高级建模, 估值分析(DCF, Multiples & SOTP), 公司财务状况及行业分析, 撰写公司业绩预报和投资报告, 并定期参加投资委员会会议
- 关注宏观, 行业和公司事件及经营数据, 分析其对 portfolio 的影响, 分析未来走向, 寻找新的投资机会

#### AVP 兼组长, 公司投资研究, 消费品, 零售等

2013/08 –2016/02

- 服务于一家国际知名投行, 为其提供国内消费品, 日本食品饮料以及日本不动产投资信托行业的股票研究支持
- 分析所覆盖公司(近 50 家消费品, 零售等)的基本面, 建立高级模型, 进行估值分析(DCF, Multiples & SOTP); 参与 6 家 A 股食品饮料公司的首发报告
- 共同撰写研究报告, 包括公司更新, 定期财务数据和专题报告等; 持续关注公司事件和经营数据并分析对公司的影响
- 进行深度行业研究和渠道调研

#### 资深分析师兼组长, 公司投资研究

2012/05 -2013/07

- 为一家世界知名投行的亚洲信用研究团队提供信用分析支持, 覆盖房地产, 机械, 消费品, 矿产以及银行等多个行业(40 余家公司)
- 为新发债公司和已发债公司建立并更新财务模型, 分析其风险/债务结构, 撰写信用报告
- 密切关注公司和市场资讯, 分析公司定期业绩和重大事项, 撰写简报; 密切关注国家出台的各行业政策, 并分析其影响
- 与公司投资者关系部建立并保持良好关系, 及时获得公司第一手信息

#### 分析师, 投行部门

2011/07 -2012/05

- 为一家世界顶级投行提供投资银行支持
- 提供公司研究(运营及财务方面), 行业研究(市场监管, 竞争格局和未来展望等), 案例分析以及金融财务分析(基准化、可比分析及建立模型)等

### 中国惠普

北京

#### 财务分析

2011/04

- 作为公司财务分析师关注公司运营和财务状况

### 汤森路透

北京

#### 资深市场分析师, 并购部门

2007/07 -2011/04

- 维护中国和日本市场的并购信息数据库, 为客户并购分析提供估值参考; 提供 League Table 排名和并购市场趋势分析
- 管理整个亚洲并购组的工作质量和效率

教育背景

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北京第二外国语学院	北京
本科, 日语专业	2003/09 - 2007/07
对外经贸大学	北京
研究生, 金融专业	2015/07-至今

自我介绍

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- 踏实稳重, 积极上进, 思维敏捷, 学习能力强, 具有高度责任感和良好团队协作精神
- 拥有丰富的股票研究, 债券研究和投资银行工作经验, 熟悉多个行业, 尤其是消费品和零售行业
- 扎实的金融建模, 估值和分析技能
- 丰富的数据分析, 公司投资研究经验
- 熟练使用彭博, 路透和万得等终端
- 流利的英文和日文能力