

# Lincoln Kong, CFA

Mobile: +852-5936 6174 E-mail: [Lincoln.Kong05@gmail.com](mailto:Lincoln.Kong05@gmail.com)

## Summary

- 6 year equity research experience in top-tier Investment Bank; Solid analytical skills, demonstrated quantitative and financial modeling expertise
- CFA chart holder; Passionate on equity market investment, excellent team player with strict attention to detail, proved work ethic and ability to work in fast paced environment; Self-motivated and self-directed

## Working Experience

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<b>2011/08-present</b>	<b>Goldman Sachs</b>	<b>Investment Research Analyst</b>
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### ***Greater China Consumer, Writing Analyst, Hong Kong***

- Cover offshore and onshore China consumer staples companies (Food & Beverage, Beer, Dairy, Pork etc.)  
Primary coverage: Yili, Bright Dairy, Shuanghui, Tsingtao, Tingyi, UPC, CR Beer, WH Group, Mengniu, Want Want etc.
- Conduct company and industry research and made recommendations regarding buying, selling securities  
Key stock calls: 1) *BUY CRE*, the earliest to call stock re-rating on margin improvement and potential industry consolidation; *Buy Yili*, superior industry leader gaining market share from premium products  
2) *SELL Tsingtao and Mengniu Dairy* (both generated 30%+ alpha in 2014-15): One of the earliest to forecast beer volume downturn and Tsingtao structural brand weakness; Also hold the bearish view to call global/domestic dairy oversupply and intensifying competition in branded liquid milk market
- Maintain 15+ financial models and conduct detailed forecasts and valuation analysis on respective companies; Analyze long term industry structure trends and cyclical movements; Keep close track of industry/company news flow;
- Frequent channel check and ground research on companies; Regularly write company updates, earnings review
- Pitch latest stock ideas to global buy-side clients, GS internal investment committee; Generate investment ideas and structure thematic, deep-dive reports on the companies

### ***Asia Construction, Cement and Infrastructure, Research Analyst, Singapore***

- Worked with Senior analyst and covered regional infrastructure, cement and construction sector  
Key coverage: Semen Indonesia, Indocement, Siam Cement, Jasa Marga, Airports of Thailand, Malaysia Airports etc.
- Recommended investment portfolios generated highest alpha and ranked No.1 among GS Asia teams  
Key stock call: Buy Airports of Thailand (Generated 110% return vs. index's 20% in 6 months)
- Transaction experience: Pre-IPO Investor Education on Westports (Malaysia leading port operator, US\$650mn deal)
- Built from scratch 15+ financial models and produced detailed forecasts across sectors in South East Asia

<b>2010/08-2010/09</b>	<b>KPMG HK</b>	<b>Auditing Intern</b>	<b>Hong Kong</b>
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- Implemented Tests of Operating Effectiveness (TOE) on a global cosmetic company and ensured expense accuracy
- Examined and maintained accuracy of all cash items and bank loan accounts for clients from China

## Education Background

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<b>2007/09-2011/06</b>	<b>Zhejiang University</b>	<b>Finance, Honors College</b>	<b>Hangzhou, China</b>
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- China's Top 5 university, GPA:3.8/4.0; Jevons Honors Program of Business: 50 students selected each year (50/5000)
- Core courses: Corporate Finance, Investments, Intermediate Accounting, Financial Engineering, Risk Management
- Licenses: HK SFC license, Singapore financial advisory(M5), China Qualification of Security Practitioners,

<b>2010/07-2010/08</b>	<b>National Taiwan University</b>	<b>International Finance Practice</b>	<b>Taipei</b>
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- Gained edged financial practice taught by management executives from HK and Taiwan finance industries

<b>2009/01-2009/02</b>	<b>University of Washington</b>	<b>Educational Outreach</b>	<b>Seattle, US</b>
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- Reached score of A plus during intensive cross-culture training, 35 students selected from CKC Honors College (35/500)

## Extra-curricular Activities

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<b>2011/03-2011/05</b>	<b>'Enter Your Future' Program</b>	<b>Engagement Manager</b>	<b>Warsaw, Poland</b>
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- Conducted workshops about entrepreneurship, culture, language and cuisine among 500 students in 6 Polish school

<b>2009/07-2009/09</b>	<b>Birla Institute of Mgmt. Tech.</b>	<b>Project Manager</b>	<b>New Delhi, India</b>
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- Organized and designed 'China Day' culture show, more than 1000 people participated, reported by Chinese Embassy
- Cooperated with Standard Chartered Bank to deliver presentations about HIV/AIDS, 300 people impacted