

LI Peijia, Peggy CPA
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WORK EXPERIENCE

Analyst, Elements Advisors Ltd., Aug 2014 – Nov 2016

An APAC ex Japan focused long/short equity hedge fund
Conduct equity fundamental analysis using bottom up approach, sector coverage mainly on China internet, Hong Kong/China consumer discretionary
Conduct China macro and regulation study on sector policies and capital investment
Prepare financial models and macro data analysis
Make investment recommendations to CIO and portfolio manager on special situations, M&A and IPOs
Perform market research and industry analysis, due diligence for private projects in China including FinTech, Healthcare, Online Education and Agriculture
Region coverage: Hong Kong, Korea, Australia, Thailand, Singapore, ADRs and Chinese A shares

Investment Analyst, SAFE Investment Company Ltd. – Research Department, Jul 2012 – July 2014

Conduct fundamental analysis for the coverage companies and peer groups in the industry
Perform bottom-up research of special situations, M&A, IPOs
Make investment recommendations to Portfolio Managers
Assist Portfolio Managers with modeling and data research on special situations
Assist Department Head on team management and project evaluations
Sector coverage: Global Specialty Finance

Senior Consultant, Deloitte Touche Tohmatsu – Tax Department, Sep 2008 – Nov 2011

Gathered and analysed industry specific financial and market data for consulting projects in PRC
Performed tax provision review for Hong Kong Listed PRC Companies
Advised on group restructuring, cross boarder deal structuring and IPO tax planning
Assisted on consulting projects including Transfer Pricing Documentation, Advance Pricing Arrangement
Liaised with clients and authorities in mainland for foreign direct investment projects
Performed due diligence for IPOs and M&A Projects

EDUCATION

The University of Hong Kong, 2011 – 2012

School of Economics and Finance

Master of Economics

Hong Kong University of Science and Technology (HKUST), 2004 -2008

School of Business and Management

Bachelor of Science in Economics and Finance

First Class Honors

Exchange Program: **University of California, San Diego, 2006-07 Spring**

AWARDS AND ACHIEVEMENTS

HKICPA Member 2012