

CHARLES C. CHENG, CPA

Phone: +852 9309-3902 | E-mail: charles.cheng.cy@gmail.com

EXPERIENCE

CSI Properties Limited

04/2017 – Present

Chairman Office - Research & Investment Manager (Assistant to CEO)

- Cooperate with CFO to manage company's investment portfolios, including bonds/private equity funds and to oversee the corporate finance activities
- Identify and analyze PE/VC opportunities for Chairman's private investment portfolio (mainly tech/internet sector)
- Conduct research on property market and evaluate acquisition targets for management review
- Ongoing review and monitor of fund managers' investment activities and performances
- Assist CEO in overseeing company's operation and interact with segment management on various real estate projects
- Perform investor relation and public affairs activities, e.g. prepare corporate presentations, organize roadshows and meet analysts and investors

MORGAN STANLEY

08/2015 – 04/2017

Equity Research – Associate, Hong Kong Property and Conglomerates

- Conduct sector and companies research on Hong Kong's macro economy and real estate market
- Create generic in-depth databases, gather and interpret industry data to develop a long-term industry insight, e.g. analysis on demand and supply, demographic data, e-commerce and retail sales trend, etc.
- Build financial models and formulate investment ideas and recommendation to clients
- Prepare reports for S&T department and clients on industry news as well as market trends on a daily basis

JEFFERIES

02/2013 – 07/2015

Equity Research – Associate/Analyst, China Auto and Industrials

- Monitored and initiate the coverage of China passenger and commercial vehicles, infrastructure, railway, capital goods related stocks (A/H shares)
- Conducted research on auto models and performed brand/market/sales strategy analysis
- Developed and established the generic China high-speed railway and urban transit database
- Built financial models and sector forecast models, analyzed market research for share price performances, and established investment recommendation of the covered companies
- Collaborated with *TMT* team to conduct IPO research for an internet/e-commerce company listed in Hong Kong

ERNST & YOUNG

03/2011 – 07/2012

Transaction Advisory Services – Valuation and Business Modeling Senior Accountant/Accountant

- Developed detailed financial models and performed comparable analysis for both listed and non-listed companies
- Worked closely with Associate Directors in evaluating due diligence materials, performing intangible assets valuation, analyzing cash flows and returns, and assisting in writing valuation memorandum for transactions
- Focused on real estate/ individual properties valuations and evaluated various types of properties investment portfolios, e.g. REITS, hotels, shopping malls, residential and office buildings
- Valuated companies' equity interest and various investment portfolios for private equities firms and fund houses
- Performed due diligence and conducted industry research for transactions projects/ valuation reviews

Other experience

Macquarie – Equity Research Associate (2012); PwC - Audit Associate (2009-2010);

Deloitte – Audit Summer Intern (2008)

EDUCATION

UNIVERSITY OF CALIFORNIA, LOS ANGELES

Graduation

Bachelor of Arts, Summa Cum Laude, College Honor, Business Economics with Accounting Minor

06/2009

- **GPA 3.9/4.0** – Dean's Honor List for all academic quarters
- Recipient of Academic Outstanding Award – Top 3 % of the Class of 2009
- Recipient of Ralph and Shirley Shapiro Scholarship – Department of Economics

Professional Qualification: Certified Public Accountant – Member of HKICPA

ADDITIONAL INFORMATION

- Recipient of the United States President's Service Award, for outstanding community services achievement
- **Languages:** Fluent in English, Mandarin and Cantonese (Native)
- **IT Skills:** Proficiency in Words, Excel. Familiar with Capital IQ, Bloomberg, WIND and CEIC database.