

# WINSTON WU

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## EDUCATION

### THE WHARTON SCHOOL, UNIVERSITY OF PENNSYLVANIA

Philadelphia, PA

*Master of Business Administration Candidate (Major: Real Estate and Business Analytics)*

2020-2022

- McNulty Leadership Program Venture Fellow (Tall ships expedition), Out4Business Club - Vice President, Teaching Assistant for Real Estate Investments, Member of Real Estate Club, Private Equity & Venture Capital Club, and Media & Entertainment Club.

### SINGAPORE MANAGEMENT UNIVERSITY

Singapore

*Bachelor of Business Management (Major: Finance) and Bachelor of Accountancy*

2007-2011

- GPA: 4.0/4.0, Summa Cum Laude. Valedictorian (SMU School of Business), Dean's List, Lee Kong Chian Scholar, Singapore International Chamber of Commerce Exchange Scholarship, SMU Investment Club - Vice President.

## EXPERIENCE

### CEDAR FAIR ENTERTAINMENT (2ND LARGEST US REGIONAL THEME PARK OPERATOR)

Charlotte, NC

*Strategic Initiatives Associate (Corporate Headquarters' first MBA summer intern)*

Summer 2021

- Collaborated with Business Heads to identify strategic initiatives and quantify impact on bottom line across 13 theme parks.
- Developed dynamic pricing model for highest margin product, Fast Lane tickets, to grow EBITDA by 500bps.
- Identified US\$3m EBITDA savings through optimizing payment terms across key categories, including food & beverage and merchandise. Presented strategic recommendations to C-suite, and obtained approval to pursue initiative in FY21.
- Analyzed customer journeys and benchmarked best practices across Cedar Fair's parks and competitors through on-the-ground research across 6 parks. Identified opportunities to improve customer experience and park offerings to increase EBITDA by 2%.

### UBS AG (INVESTMENT BANK)

Singapore; Hong Kong

*Director, Corporate Finance and Mergers and Acquisitions (M&A)*

2018-2019

*Associate Director, Corporate Finance and M&A; Global Industrials and Consumer and Retail*

2014-2018

*Analyst, Corporate Finance and M&A*

2011-2014

Advised business leaders across >40 deals on corporate strategy and business development via M&A, equity and debt raises.

#### Deal research, analysis, and due diligence:

- Advised Resorts World, a global integrated resorts player, on fund raising strategies for its Philippines expansion. Reviewed resort's upcoming development - food, retail and entertainment mix - to determine project funding needs and strategies.
- Secured Board approval for Beijing Enterprises' US\$2bn acquisition of German utilities firm. Reviewed 18 industrial assets and 200 contracts in four weeks and led consultants to forecast electricity prices. Translated findings into valuation and returns analysis.
- Advised private equity consortium on acquisition of quick service restaurant franchise. Conducted operational benchmarking on same store sales growth and expenses to assess viability of seller's forecasts. Sensitized assumptions' impact on returns.
- Led Converge, a Filipino broadband provider, on maiden private equity fundraise. Collaborated with senior management to develop investment thesis, market size, forecasts and valuation model. Partnered counsels on negotiation strategies and earn-out structures. Spearheaded diligence response with >20 PEs, delivering US\$250m investment from top US PE fund at premium valuation multiple.
- Proactively led Mondelēz's first Vietnam acquisition (post-departure of UBS' Head of M&A). Crafted memorandum with industry, competitive and returns analysis, securing board approval. Resolved regulatory hurdles with senior leadership to complete acquisition.

#### Deal leadership and execution:

- Led UBS's first Thai corporate IPO. Identified "consumer products" companies traded at high valuations over "chemicals" companies. Convinced management to creatively re-position themselves as the former and formulated innovative investment story for its fundraise. Generated 3x more orders than target fundraise amount. Awarded IFR's Thailand Deal of the Year.
- Led Metrobank, a leading Philippines bank, to surpass competitors and gain first access to limited pool of investors to fund loan growth. Led 30-strong team on due diligence, transaction documentation and regulatory filings, executing fundraise in half the time.

### 40TH SINGAPORE ARMORED REGIMENT

Singapore

*Combat Medic; Administration Head, Keat Hong Medical Centre*

2005-2006

- Delivered daily medical services for unit's 500+ men. Directed ISO9001 quality certification in 6 months. IV, CPR and AED trained.
- Awarded Company's Best Soldier (June 2006); received "Outstanding" in Conduct & Performance Grading at end of service.

## ADDITIONAL INFORMATION

- **Interests:** Street photography - Global Winner, Sony Alpha Photo Contest 2020, "Broad Perspectives" photography gallery. Theatre - SMU Stageit, Lead roles in four productions. Puns - Working on "Wu-puns of Mass Destruction", a compilation of self-composed puns
- **Professional Networks & Trainings:** Argus Enterprise. Member, International Association of Amusement Parks and Attractions.
- **Languages:** English (Native) and Mandarin (Fluent).