

# CLIENT TESTIMONIALS

## Sell side equity research

“The real-life examples on financial analysis were very useful. The advice from the trainers who are experienced analysts was directly applicable to our job.”

“The class was very useful since I just joined research and it gave me valuable guidelines. The approach was ‘hands-on’ and not just theoretical”

**Global investment bank ranked one of the ‘Top 3 global research firms’ by Institutional Investor (2016)**

Financial analysis class, Oct 2016, London, UK

“The Analyst Training offering from Denny Ellison is unique, thorough, and effective”

**Major Japanese investment bank, equity research division**  
Marketing presentation coaching session, Feb 2018, London, UK

“Fantastic to get this step-by-step guidance on how to build a company model”

“Very helpful in terms of understanding more on the accounting side + forecasting”

**Global investment bank ranked one of the ‘Top 3 global research firms’ by Institutional Investor (2018)**

Building company model class, Jun 2018, London, UK

“We engaged Denny Ellison for the classes on financial analysis, building an investment thesis and writing research. I was impressed with the quality of the training materials; they were well structured, relevant and thorough. The service was excellent and professional, and I received very positive feedback from my analysts. This is a high-quality and unique training proposition. I highly recommend it to anyone wanting to build a career in equity research.”

**Head of Equity Research, Société Générale Corporate & Investment Banking**  
Financial analysis, investment thesis and writing research classes, Jun 2018, London, UK

**Denny Ellison**  
Analyst Training Program

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## Buy side equity research

“Eveline and the team at Denny Ellison delivered a training session for our equity research analysts covering effective communication in investment research. This included sections on research reports, expository vs persuasive writing and communicating effectively with teams in different offices. The session was put together at short notice, customised to our research process and calibrated to the wide range of experience in our investment teams. The team at Denny Ellison were extremely responsive to our needs and their extensive preparations ensured the training was a success on the day”

**Global Equity Research at HSBC Global Asset Management**  
Internal relationships session, Feb 2018, London, UK

“I found the modelling exercises (M&A/ROIC) particularly helpful - Hands on and learning how to decipher the information, and how the framework works & fit together. The discussions & interactive elements were also very useful and insightful”

“I particularly enjoyed the valuation tools - DCF model. It was also useful to have the breakdown of how the three financial statements link to each other”

**Leading UK-based fund manager**  
Financial analysis class, Oct 2018, London, UK

“The buy side investment case template was/is a really useful guide for how best to structure investment recommendations. I found the exercises and the feedback really helpful, especially the before and after, having incorporated the recommendations/advice and followed a structure”

**Leading UK-based fund manager**  
Investment thesis class, Nov 2018, London, UK

“Really useful, our PMs appreciate reports which are well written (and have made it clear they don't like the opposite). So it's valuable to reflect and try and improve on this”

**Leading UK-based fund manager**  
Writing research class, Nov 2018, London, UK

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## Buy side interview training

“Going through recent examples of real companies was very useful. The framework & structure was very good”

“Very good structure and intro overview. Examples were useful and helpful. Delivery was very good!”

**London Business School, Masters in finance and MBA**  
Skills of a buy side analyst workshop, Apr 2017, London, UK

“This class provides full guidance on how to create an investment case, with a concrete example and full answer. That's very helpful!”

“The investment case exercise is really interesting because it shows the situation we will meet during the interview”

**London Business School, Masters in Financial Analysis**  
Asset management workshop, Sep 2018, London, UK

“I valued the opportunity to present a stock pitch under real interview conditions and receive feedback from the instructor”

“I especially liked the stock pitch template, the free copy of the book ‘How to Get an Equity Research Analyst Job’ and the CV and networking tips”

**London Business School, Masters in Finance and MBA**  
Asset management workshop, Nov 2018, London, UK