



Lundgreen's Capital

professional financial advisory



Peter Lundgreen

Peter Lundgreen is the CEO of Lundgreen's Capital, an investment advisory firm regulated by the Danish FSA, that focuses on large and professional clients.

Although based in Denmark, Peter's expertise transcends the European financial zone and market as he was able to establish a high level of knowledge and competency in the Chinese economy and global finance market as well during his career.

"My aim is always to give a straight answer based on my insight and explain matters and issues pertaining to the market in a manner that people in general understand what I am talking about"

Honed by his solid 30-year experience in the financial and banking industry, and having reached significant heights in his career as the former Chief Director at Danske Bank and Head of Multinational Sales at Dresdner Kleinwort Wasserstein, Peter has acquired the ability to breakdown complex financial issues and ideas into easy-to-digest information that the general public could clearly comprehend.

Armed with this skill, it comes as no surprise that Peter has taken an active role in sharing his knowledge and opinion through the media, and can effectively deliver his message in three languages; English, Danish, and German.

He has been serving as a regular columnist for one of Denmark's largest-selling daily broadsheet newspapers, Jyllands-Posten since 2010, and as a columnist for one of China's most well-known business and finance publications, Caixin (Online) since 2013.

In 2013, he also authored the article entitled "Wirtschaftsfaktor Umweltschutz: Chinas Wirtschaft erstickt im Smog", which has been prominently featured in German weekly news magazine Der Spiegel, one of Europe's largest publications. The article has garnered over 100,000 readership views to date.

Aside from authoring regular columns in print and online media, Peter has also rendered numerous appearances in nationwide television and radio broadcasting networks including TV DR1, TV DR2, TV2, TV2 News, Russia Today, Børsen TV, Radio24Syv, Radio DR2, Radio DR3, Børsen, and Asia Finance Hong Kong.

Several of Peter's appearances in television, print, and online media:



Spiegel (Online) is one of the most widely read German-language news websites. It was founded in 1994 as the online offspring of the German news magazine, and garners approximately 5million readers weekly.



DR2: A Subsidiary of DR, the largest Danish television station and public service broadcasting company



Caixin (Online): Caixin's online news portal is available in both English and Chinese, it features frequently updated news and analysis, and is considered as the top English-language magazine covering business and finance in China.

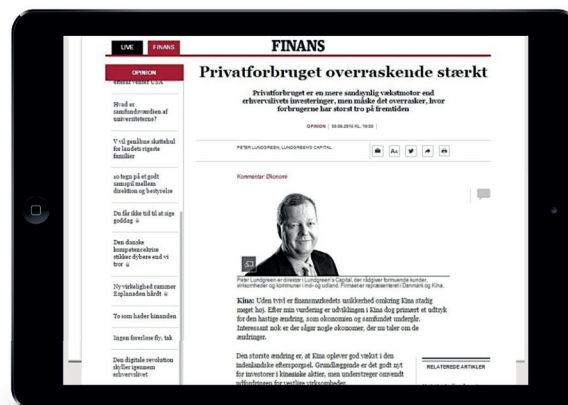
Caixin (Online) delivers intelligent news reports and editorial features by top local and international journalists and opinion leaders, offering key insights into the market and illuminating key issues in the country today.



TV2: A publicly owned television station in Denmark based in Odense. The station has been a full active member of the European Broadcasting Union since 1990.



Jyllands-Posten: A Danish daily broadsheet newspaper based in Aarhus, with a weekday circulation of approximately 250,000 copies. It is among the leading and largest-selling newspapers in Denmark.



Jyllands-Posten (Online): The web-based arm of Jyllands-Posten, established in 1996 and operates as a news and business website.

EDITORIAL CODE OF CONDUCT

This code is designed to inform print, broadcast, and online publications as well as their readers of the editorial ethics upheld by Lundgreen's Capital during instances wherein members of the company are invited to contribute editorial columns or articles, as well as provide official statements in behalf of the company.

1. INTEGRITY AND INDEPENDENCE

Opinions and sentiments are solely the writer's own, and are not necessarily shared by the publication. However, in order to uphold and maintain the integrity of the publication, we strive to give opinions that are not influenced by outside interests, political or commercial pressures, or any personal interest.

We do not endorse any other organization and do not give undue prominence to commercial products or services, nor do we try to produce or sell product placements.

2. TRUTH AND ACCURACY

We strive to be as truthful and accurate as possible in presenting facts and figures. We make sure that facts and figures are derived from reliable sources and have been diligently checked by the writer.

3. TRANSPARENCY

Members of Lundgreen's Capital are urged to make their editorial ethical standards transparent to the publication and its readers.

4. FAIRNESS

Although we are firm in standing by our journalistic opinions and perspective, we take effort in being fair when presenting facts and selecting matters and topics to bring to the table.

We try our best to present to be fair by stating facts and claiming our opinions to be solely our own.

5. ACCOUNTABILITY

We hold ourselves accountable for our contributions. Should there be instances wherein errors are committed on our part, we are quick to correct them, and will express our regret sincerely.

6. DISCLOSURE OF INTEREST

Should there be any event or instances wherein it is necessary for us to mention companies, products, or stocks that members of our company or our company is in any manner involved in, we will make sure to fully disclose this fact.

