

GEORGE HORNUNG

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HSBC México, Ciudad de México, México

March 2020 – Current

Analyst, DCM and ECM Origination

- Originate DCM and ECM local and cross-border Latam transactions with an emphasis on Mexican clients covering all sectors including high yield and investment grade corporates, financials and sovereigns
- Originate all DCM and ECM products in multiple currencies including securitizations, private placements, senior unsecured debt, Tier II/AT1, capital development certificates and IPOs with the collaboration of specialized teams such as Liability Management, Structured Finance, Financial Solutions Group, Private Placements and Sustainable Finance
- Daily financial and market analysis assessing the credit quality of issuers and their ability to issue debt and equity through price discovery whether formulating models; using company comparables to calculate indicative yield spreads; and evaluating opportunities via market windows
- Manage client relationships capturing business for the bank and solidifying its continued position as a leader in the DCM and ECM space locally and internationally
- Prepare frequent marketing materials for companies including a breakdown of pricing using comparables, models and/or liaising with syndicate; as well as issuance materials throughout a trade including investor presentations, market updates and organizational materials for kick-off
- Undertake due diligence and coordinate with relationship teams for the onboarding of clients and relevant internal processes in alignment with global bank policy
- Full understanding and offer guidance on the process for an issuer to issue debt and equity with complete knowledge of the banking sector; multiple markets; the different financial products to offer; and the organization of internal and external parties needed to execute a deal assuming all responsibility and risk

Key transactions

- Financials. **FIRA**, MXN 4.0bn Triple-Tranche issuance (FRN, Gender FRN and Fixed). First gender bond in Mexico
- Real Estate. **FOVISSSTE**, MXN 4.0bn 29yr RMBS issuance. First ABS issuance in the local market in 2020
- Financials. **HSBC**, MXN 10bn Dual-Tranche (FRN and Fixed). First issuance by a frequent issuer post-COVID
- Financials. **CABEL**, MXN 4.3bn 3yr Floating Rate Notes. First issuance by a multilateral in 2020
- Sovereigns. **UMS**, USD 3.0bn 50yr Dual-Listed Formosa. First Formosa issuance by a Latam sovereign
- Real Estate. **FIBRA UNO**, USD 500m. First Mexican real estate issuance in the international market post-COVID
- Building Materials. **CEMEX**, USD 500m. First Mexican high yield issuance in the international market post-COVID
- Real Estate. **FINSA**, USD 150m Cap. Development Certificates. First quasi-equity issuance in the local market in 2021

HSBC Securities (USA) Inc, New York, United States

September 2018 – August 2019

Analyst, DCM Origination and Transaction Management

- Support senior originators with structuring, pitching and execution of DCM trades for Emerging Markets in Latam whilst liaising with syndicate for pricing or forming our own models and assessment
- Assist in the preparation of marketing materials for first-time issuers and respective clients, in the form of pitches, pricing and roadshow presentations
- Manage the documentation process in US capital market transactions via 144A/RegS, 4(a)(2) or SEC format
- Coordination with external counsel and liaising with internal teams to execute HSBC Securities underwritten deals whilst organizing every step of the issuance process from mandate until settlement
- Monitor and oversee all calls related to DCM transactions (kick-off, due diligence, pricing, and closing) and daily management of client relationships in coordination with relationship managers
- Provide daily internal reports and financial analysis of the fixed-income market underlining issuance windows and general overview of market conditions (Latam sovereign bonds, treasuries, interest rates, financial news, and pipeline)

Key transactions

- Sovereigns. **URUGUAY**, USD 2.0bn Dual-Currency. First local currency EM issuance in global format post-COVID
- Mining. **CODELCO**, USD 600m 30nc5 Formosa. First callable Formosa by a corporate in Latam
- Electricity. **CFE**, USD 615m 30yr Amortising Bond. First dual-listed Formosa by a Latam issuer
- Infrastructure. **OPAIN**, USD 415m 4a2 7yr Private Placement. First private placement by a Colombian airport
- Financials. **BBVA**, USD 750m 15nc10 Tier II Notes. First Basel 3 compliant Tier II from a Mexican bank

University of Chester (IBIS), New York, United States

September 2018 – December 2019

Master's Degree in Management

University of St. Andrews, St Andrews, United Kingdom

September 2014 – May 2018

Master's Degree in History

Expertise: Advanced: MS Word, Excel, PowerPoint, Outlook; Moderate: VBA and Lipper

Awards: Harvard Business Publishing Education Certificate in 'Spreadsheet Modelling' and 'Finance'

Languages: Native English and Spanish; conversational French