



JONATHAN W. WHITEHEAD

Director

HDH Advisors LLC
2002 Summit Blvd.
Suite 950
Atlanta, GA 30319

Tel 770-790-5006
Cell 404-512-7273
Fax 770-790-5103
jwhitehead@hdhadvisorsllc.com

FUNCTION AND SPECIALIZATION

Mr. Whitehead is a director with HDH Advisors and specializes in providing valuation services related to businesses, business interests and intangible assets.

INDUSTRY EXPERIENCE

- Healthcare
- Business Services
- Software and Technology
- Consumer Products

PROFESSIONAL ASSOCIATIONS

- American Society of Appraisers

EDUCATION & CERTIFICATIONS

- B.S. in Business Administration with a Concentration in Finance, College of Charleston
- Accredited Senior Appraiser (ASA), American Society of Appraisers

HONORS & AWARD

- 40 Under Forty Honoree for 2015, National Association of Certified Valuators and Analysts

PROFESSIONAL EXPERIENCE AND BACKGROUND

Jonathan has over eight years of experience in providing a wide variety of valuation services for purposes of financial reporting; income tax planning; dissenting shareholder and other litigation; contemplated mergers and acquisitions; and general business planning. He has significant experience in performing equity and enterprise valuations, debt valuations, and complex purchase price allocations. His intangible asset valuation experience includes, but is not limited to, trade names and trademarks; customer relationships; backlog; re-acquired franchise rights; patented and proprietary technology; in-process research and development; certificates of need; and non-competition agreements. In addition, he has experience in valuing certain liabilities for financial reporting purposes, including deferred revenue and various forms of contingent consideration.

Prior to joining HDH Advisors, Jonathan worked in the Economic and Valuation Services group of KPMG, LLP. While at KPMG, he provided valuation services to numerous Fortune 1000 clients, both domestically and abroad, as well as several not-for-profit entities. He gained significant experience in performing valuation engagements for financial reporting purposes, including ASC 805, ASC 958, ASC 350, ASC 360, ASC 718, and IFRS 3. In addition, he supported KPMG's audit practice in a SAS 73 role, having reviewed numerous valuation opinions performed on behalf of KPMG audit clients.

REPRESENTATIVE ASSIGNMENTS AND ENGAGEMENT WORK

- Performed a purchase price allocation, in accordance with ASC 805, for a leading consumer goods company. The target company had a significant amount of intellectual property that was acquired in the transaction, including a highly recognizable portfolio of brand names and several industry leading patents.
- Performed two separate valuations of equity-method investments held by our client for the purposes of impairment testing pursuant to ASC 323-10-35-31. Our client is the largest not-for-profit health system in the United States.
- Performed goodwill impairment testing, in accordance with ASC 350, at the reporting unit level for largest provider of litigation, discovery and managed support services for the legal and corporate markets in the U.S. In addition, our engagement also included an equity valuation of the Company in accordance with ASC 718.
- Performed goodwill impairment testing, in accordance with ASC 350, for a rapidly growing provider of cloud-based technology solutions for the hospitality and retail industries. In addition, our engagement also included an equity valuation of the Company in accordance with ASC 718.
- Provided numerous equity valuations, pursuant to IRC § 409A, for a US-based solar cell manufacturer. The subject company has a complex capital structure consisting of multiple classes of preferred equity, as well as multiple grants of employee stock options.