



JONATHAN A. CARTER

Managing Director

HDH Advisors LLC
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FUNCTION AND SPECIALIZATION

Mr. Carter is a managing director with HDH Advisors and specializes in providing valuation advisory services related to mergers and acquisitions, tax planning and corporate strategy.

INDUSTRY EXPERIENCE

- Food and beverage
- Consumer retail
- Industrial Products
- Manufacturing

EDUCATION & CERTIFICATIONS

- MBA, University of Florida, Hough Graduate School of Business
- B.S. in Business Administration, University of Florida, Warrington College of Business
- Georgia real estate license
- Florida real estate license

PROFESSIONAL EXPERIENCE AND BACKGROUND

Jonathan specializes in the valuation of businesses and intangible assets for a variety of purposes, including financial and tax reporting and mergers and acquisitions. He has deep knowledge of accounting standards related to business combinations and has extensive experience with tax reorganizations. Jonathan has provided valuation consulting services to a broad range of both public and private clients across multiple industries, including retail and consumer, hospitality, media and entertainment, industrial products and manufacturing. Within the retail and consumer sector, Jonathan specializes in the valuation of quick service restaurants and other franchise based businesses. He has performed numerous valuation and advisory engagements for many of the world's largest international QSR companies.

Prior to joining HDH, Jonathan spent seven years in PwC's Deals practice. Prior to PwC, he was owner and CFO of an Atlanta based real estate investment and development company. He has broad experience in business valuation, value consulting, corporate finance, and all areas of real estate finance including valuation, investment underwriting, and debt and equity fundraising.

Jonathan graduated from the University of Florida with a BS in Business Administration and earned an MBA from the University of Florida's Hough Graduate School of Business with dual concentrations in Finance and Real Estate and Urban Analysis.

REPRESENTATIVE ASSIGNMENTS AND ENGAGEMENT WORK

- Performed a purchase price allocation related to a business combination that created one of the largest QSR companies in the world. The analysis required the evaluation of multiple lines of business including manufacturing, procurement, distribution, franchise operations and real estate.
- Performed a tax valuation related to the restructuring of the international business of a global QSR company with multiple restaurant brands.
- Performed a valuation of the international timeshare business of a global hospitality company for tax planning purposes. The transaction resulted in the spin-off of the timeshare business into a separately traded public company
- Performed a purchase price allocation associated with the merger of three international beverage bottlers and distributors. The merger resulted in the world's largest bottler of non-alcoholic beverages.
- Extensive experience performing purchase price allocations, impairment analyses, equity valuations, tax valuations and valuation for various other strategic engagements across a broad range of sectors.