



IAN F. HOLLAMAN

Director

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FUNCTION AND SPECIALIZATION

Mr. Holloman is a Director at HDH Advisors and specializes in providing valuation services related to businesses, business interests and intangible assets.

PROFESSIONAL ASSOCIATIONS

- American Society of Appraisers

EDUCATION

- Bachelor of Business Administration, Finance (Cum Laude), Kennesaw State University

PROFESSIONAL EXPERIENCE AND BACKGROUND

Mr. Holloman is a Director at HDH Advisors LLC, a valuation and financial advisory services firm located in Atlanta, Georgia. The firm's financial advisory services include business and intangible asset valuation, transaction consulting, family limited partnership valuations, fairness and solvency opinions and litigation support consulting services.

Mr. Holloman has significant experience in, enterprise, equity, and debt valuations for a wide variety of purposes including employee stock ownership plan ("ESOP") formation and annual administration; stock compensation valuations of complex capital structures for both financial reporting (ASC 718) and tax purposes (IRC 409A); mergers and acquisitions; purchase price allocations (ASC 805) and impairment testing (ASC 350); estate, gift, and corporate tax planning; as well as valuations for strategic management consulting purposes.

Mr. Holloman has experience with a wide variety of companies including privately held family businesses, early stage venture capital backed startups, private equity/mezzanine financed businesses, to large multinational corporations.

REPRESENTATIVE ASSIGNMENTS AND ENGAGEMENT WORK

- Provided financial advisory services to legal counsel for the asset sale of technology company's business and intangible assets to a Puerto Rico corporation, providing a fairness opinion to the sellers of the company as to the fair value of the transaction.
- Consulted on the debt re-structuring of a distressed levered ESOP owned Company, assisting the trustee in negotiating the preservation of the plan post transaction to retain the benefit for the employees, and ultimately providing a fairness opinion at consummation.
- Provided appraisal and litigation consulting services to a family-owned conglomerate involved in a shareholder dispute, this included the appraisal of a food manufacturing plant and a portfolio of hotel properties. The matter involved a review of opposing expert work product and related consultation.
- Developed an equity valuation pursuant to IRC § 409A and ASC 718 for a rapid growth technology company in the Financial Technology ("FinTech") space. The subject company has a complex capital structure consisting of multiple tranches of preferred equity, as well as multiple grants of employee stock options.
- Assisted in the development of a debt valuation of a publicly traded company for its quarterly earnings reporting.
- Provided transaction consulting to the physician owners of a medical practice in its negotiation with a potential private equity buyer. The services included an analysis of valuation for counteroffering, as well as structuring of rollover equity proceeds.
- Served as financial advisor to the ESOP trustee of a \$100+ million annual revenue general contracting business, providing annual stock pricing opinions and related consulting services.