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SEC Form ADV, Part II B - Brochure Supplement
March 31, 2024

This brochure supplement provides information about specific Moon Capital Management employees and supplements the Moon Capital Management ADV, Part II A brochure. You should have received a copy of that brochure. Please contact us at 865-546-1234 or at *info@mooncap.com* if you did not receive Moon Capital Management's brochure or if you have any questions about the contents of this supplement.

Part B – Brochure Supplement

Employee: W. David Moon, CFA

Educational Background and Business Experience

David Moon is the President and founder of Moon Capital Management. He received both MBA and undergraduate business degrees from the University of Tennessee.

Mr. Moon holds the Chartered Financial Analyst designation, conferred by the CFA Institute, the global association of investment professionals. The CFA program is organized into three levels, each culminating in a six-hour exam. In addition, to earn a CFA charter you must have four years of qualified investment work experience, and annually pledge to adhere to the CFA Institute *Code of Ethics and Standards of Professional Conduct*.

Disciplinary Information

Mr. Moon has no legal or disciplinary events in his background related to his employment at Moon Capital Management, or material to a client or prospective client's evaluation of Moon Capital Management.

Other Business Activities

Moon Capital Management is the only investment-related business with which Mr. Moon is engaged. He is also the author of nationally syndicated newspaper column, however this creates no conflict of interest for Mr. Moon and Moon Capital Management.

Additional Compensation

Mr. Moon does not receive any economic benefits from anyone who is not a client for providing advisory services.



Employee: W. Garrett Arms

Educational Background and Business Experience

Garrett Arms, born in Knoxville, TN, is an analyst at Moon Capital Management. He earned both his Bachelor of Business Administration and Masters of Business Administration degrees from the University of Tennessee. Prior to joining Moon Capital Management full-time, Mr. Arms worked as a financial analyst for a defense contracting firm and as a contract research analyst for Moon Capital Management.

Disciplinary Information

Mr. Arms has no legal or disciplinary events in his background related to his employment at Moon Capital Management, or material to a client or prospective client's evaluation of Moon Capital Management.

Other Business Activities

Other than personal real estate investments, Moon Capital Management is the only investment-related business or occupation with which Mr. Arms is engaged.

Additional Compensation

Mr. Arms does not receive any economic benefits from anyone who is not a client for providing advisory services.

Supervision

All client investment recommendations are the work product of a collaborative process, preventing a single individual from choosing an investment and independently purchasing it. Additionally, a weekly report of all purchases and sales is provided to the CCO for his review.

Any questions regarding the work of Garrett Arms should be directed to David Moon at:

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Employee: Christopher Michael Fancher

Educational Background and Business Experience

Christopher Michael (Beau) Fancher is Director of Client Services for Moon Capital Management. His experience prior to Moon Capital Management includes work for Tennessee Attorney General, U.S. Department of Agriculture and the U.S. Department of State. A native of Knoxville, TN, Beau has degrees from Samford University (B.A.), the University of Memphis (J.D.) and the University of St. Andrews (M.Litt.)

Disciplinary Information

Mr. Fancher has no legal or disciplinary events in his background related to her employment at Moon Capital Management, or material to a client or prospective client's evaluation of Moon Capital Management.

Other Business Activities

Moon Capital Management is the only investment-related business or occupation with which Mr. Fancher is engaged.

Additional Compensation

Mr. Fancher does not receive any economic benefits from anyone who is not a client for providing advisory services.

Supervision

All client investment recommendations are the work product of a collaborative process, preventing a single individual from choosing an investment and independently purchasing it. Additionally, a weekly report of all purchases and sales is provided to the CCO for his review.

Any questions regarding the work of Mr. Fancher should be directed to David Moon at:
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