

# FACT SHEET

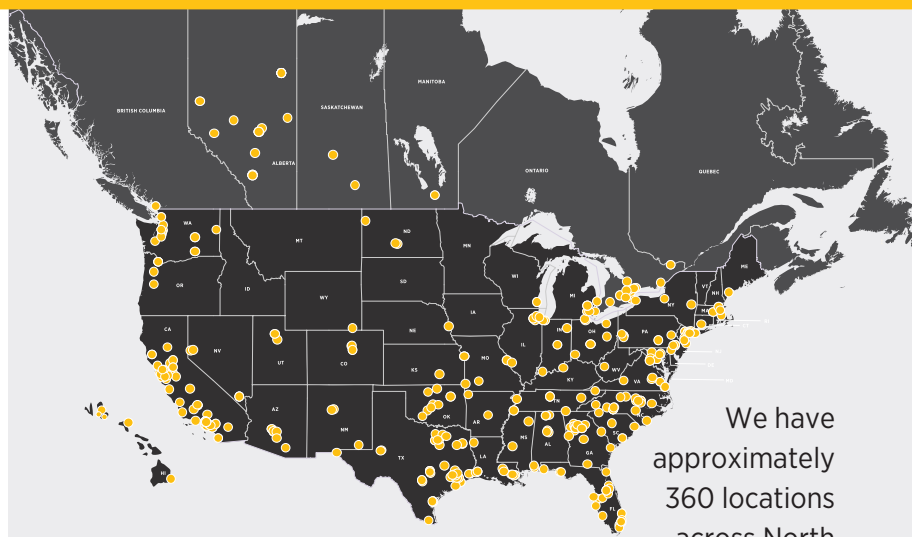
We equip our customers and communities to build a brighter future.

## About Us

Founded in 1965, Herc Rentals is one of the leading equipment rental suppliers in North America with 2022 total revenues of approximately \$2.7 billion with an estimated 4% market share. Herc Rentals' parent company, known as Herc Holdings Inc., listed on the New York Stock Exchange on July 1, 2016, under the symbol "HRI." Herc Rentals serves customers through approximately 360 locations and has about 6,600 employees in North America.

## Our Customers

We serve a diverse group of customers in a wide array of industries. We support professional contractors in construction and remediation. Our industrial customers include large industrial plants, refineries and petrochemical operations, automotive and aerospace manufacturers. We support government and infrastructure projects at the municipal, state and federal level. And, we continue to expand our services for customers in commercial and retail, healthcare, hospitality, recreation, and entertainment and special events.



We have approximately 360 locations across North America.

## Our Equipment

Herc Rentals is a full-line equipment rental supplier, offering a broad portfolio of equipment for rent. Our classic fleet includes aerial, earthmoving, material handling, trucks and trailers, air compressors and lighting. Our ProSolutions® business provides industry-specific solutions and includes power generation, climate control, remediation and studio and entertainment production equipment. Our specialty equipment also includes our ProContractor line, comprised of professional grade tools. Our equipment rental portfolio is valued at \$5.6 billion based on original equipment cost (OEC) at December 31, 2022.

## Our Purpose

We equip our customers and communities to build a brighter future.

## Our Vision

We aspire to be the supplier, employer and investment of choice in our industry.

## Our Values

We do what's right.  
We're in this together.  
We take responsibility.  
We achieve results.  
We prove ourselves every day.

## Our Mission

To ensure that end users of our equipment and services achieve optimal performance safely, efficiently and effectively.

## Senior Leadership

### Lawrence H. Silber

President and Chief Executive Officer

### Aaron Birnbaum

Senior Vice President and Chief Operating Officer

### Christian J. Cunningham

Senior Vice President  
and Chief Human Resources Officer

### Mark Irion

Senior Vice President and Chief Financial Officer

### Tamir Peres

Senior Vice President and Chief Information Officer

### S. Wade Sheek

Senior Vice President  
and Chief Legal Officer and Secretary

### Media

Jessica Kistner  
Director, Communications & Brand  
[jessica.kistner@hercrentals.com](mailto:jessica.kistner@hercrentals.com) / 239-301-1211


### Investors


Leslie Hunziker  
SVP, Investor Relations & Communications  
[Leslie.Hunziker@hercrentals.com](mailto:Leslie.Hunziker@hercrentals.com) / 239-301-1675


If you'd like more information on our services and equipment, please go to our website at [HercRentals.com](http://HercRentals.com).

## Herc Rentals' ProControl NextGen

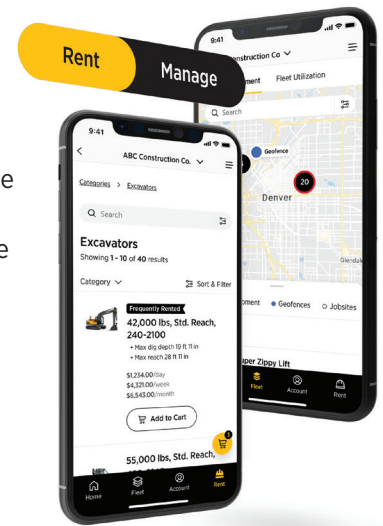
ProControl NextGen delivers visibility and insight into your entire rental and fleet management experience.

 **Account Management** – Customize your dashboard to put analytics, PO management, bill payment and more right at your fingertips.

 **Fleet Management** – Real-time analytics, utilization, diagnostics, and alerts. Use actionable data to reduce downtime, right-size rental fleet and eliminate redundancy.


 **Ecommerce** – Customer-focused ecommerce experience. Browse and rent equipment anytime, from anywhere.


## ProControl NextGen




## Advanced Technology. Improved Service.

 **Live Delivery Tracking** – Track arrival of deliveries and pick-ups

 **Service Calls** – Easy to use interface to log and manage a service call

 **Fleet Utilization** – Track equipment data such as utilization percentage, hours used, and miles traveled

 **Fleet Diagnostics** – Receive applicable, real-time diagnostics including fuel level, coolant temperature and DEF levels

 **Analytics and Reporting**


- Analyze data that is meaningful, useful and actionable
- Choose from a library of pre-built reports to customize or build your own
- Schedule and send frequently used reports to yourself and other account contacts

## Mobile Access Control (M.A.C.)

 **M.A.C.**  
Mobile Access Control by Herc Rentals

 **Equipment Operators**

- Unlock nearby equipment using your mobile device
- Uses Bluetooth technology
- Doesn't rely on Wi-Fi or cellular service; works in rural or no-service areas

 **Account Administrators**

- Set and manage users
- Create single and group assignments
- Set up access duration periods by operator

