



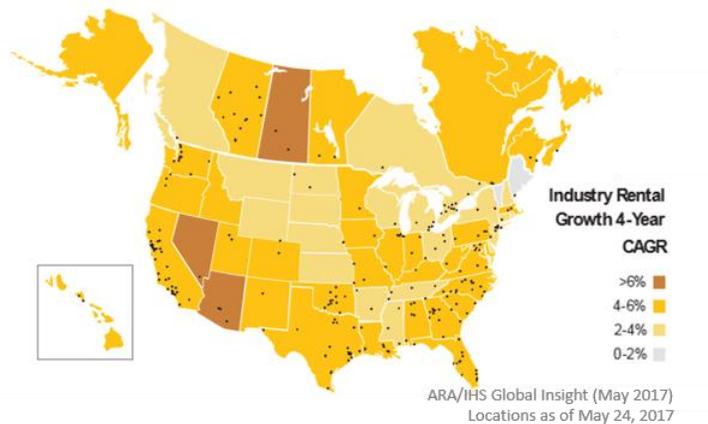
Founded in 1965, Hertz Equipment Rental Corporation (HERC), one of the leading equipment rental suppliers in North America, has changed its name to Herc Rentals Inc. in the United States. Separated from the car rental business of Hertz Global Holdings, Inc. on June 30, 2016, Herc's parent company is now known as Herc Holdings Inc. and is traded on the New York Stock Exchange under the symbol "HRI." Herc Holdings serves global customers through approximately 275 company-operated locations, principally in North America. The company's 2016 total revenues were approximately \$1.6 billion. Herc Holdings has approximately 4,800 employees.

We serve customers across diverse end markets, including large and small companies in the construction industry, industrial customers (such as large industrial plants, refineries and petrochemical operations and automotive enterprises), and other customers in more fragmented industries (such as governmental entities and government contractors, disaster recovery and remediation firms, railroads, utility operators, individual homeowners, entertainment production companies, agricultural producers and special event management firms).

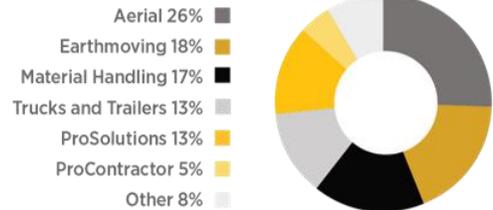
The company offers a broad portfolio of equipment for rent, including aerial, earthmoving, material handling and specialty equipment such as air compressors, compaction equipment, construction-related trucks, electrical equipment, power generators, contractor tools, pumps, and lighting, studio and production equipment. Our recent investments in our equipment rental fleet have resulted in an average fleet age of 49 months as of March 31, 2017 with an equipment rental fleet portfolio valued at \$3.56 billion, based on original equipment cost (OEC).

The equipment rental business is supported by ProSolutions, our industry-specific expertise and solutions-based services including pumping solutions, power generation, and climate control product offerings, all aimed at helping customers work more efficiently, effectively and safely. In 2016, Herc introduced the ProContractor Tools equipment catalog, broadening its equipment line to further support our customers' needs with a range of professional grade tools that target the professional contractor. If you'd like more information on our services and equipment or to review our Annual Report on Form 10-K for the year ended December 31, 2016, please go to www.HercRentals.com.

Broad Footprint and Significant Scale



Fleet Mix by OEC \$3.56 Billion¹



¹ As of December 31, 2016

2016 Revenue by Market Segment



Senior Leadership

- Larry H. Silber, President and Chief Executive Officer
- Barbara L. Brasier, Senior Vice President and Chief Financial officer
- Christian J. Cunningham, Senior Vice President and Chief Human Resources Officer
- J. Bruce Dressel, Senior Vice President and Chief Operating Officer
- Richard F. Marani, Senior Vice President and Chief Information Officer
- Maryann A. Waryjas, Senior Vice President, Chief Legal Officer and Secretary

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NYSE:HRI