EQUIPMENT SERVICES.

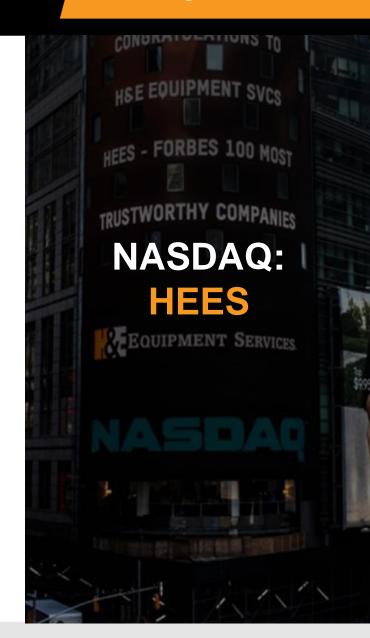


Third Quarter 2018 Earnings Conference

Third Quarter 2018 Earnings Conference

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October 25, 2018



Forward-Looking Information

This presentation contains "forward-looking statements" within the meaning of the federal securities laws. Statements that are not historical facts, including statements about our beliefs and expectations, are forward-looking statements. Statements containing the words "may", "could", "would", "should", "believe", "expect", "anticipate", "plan", "estimate", "target", "project", "intend", "foresee" and similar expressions constitute forward-looking statements. Forward-looking statements involve known and unknown risks and uncertainties, which could cause actual results to differ materially from those contained in any forward-looking statement. Such factors include, but are not limited to, the following: (1) general economic conditions and construction and industrial activity in the markets where we operate in North America; (2) our ability to forecast trends in our business accurately, and the impact of economic downturns and economic uncertainty on the markets we serve: (3) the impact of conditions in the global credit and commodity markets and their effect on construction spending and the economy in general; (4) relationships with equipment suppliers; (5) increased maintenance and repair costs as we age our fleet and decreases in our equipment's residual value; (6) our indebtedness; (7) risks associated with the expansion of our business and any potential acquisitions we may make, including any related capital expenditures or our inability to consummate such acquisitions; (8) our possible inability to integrate any businesses we acquire; (9) competitive pressures; (10) security breaches and other disruptions in our information technology systems; (11) adverse weather events or disasters; (12) compliance with laws and regulations, including those relating to environmental matters and corporate governance matters; and (13) other factors discussed in our public filings, including the risk factors included in the Company's most recent Annual Report on Form 10-K. Investors, potential investors and other readers are urged to consider these factors carefully in evaluating the forward-looking statements and are cautioned not to place undue reliance on such forward-looking statements. Except as required by applicable law, including the securities laws of the United States and the rules and regulations of the SEC, we are under no obligation to publicly update or revise any forward-looking statements after the date of this presentation.

Non-GAAP Financial Measures

This presentation contains certain Non-GAAP measures (Adjusted Net Income, EBITDA, Adjusted EBITDA and Free Cash Flow). Please refer to Appendix A of this presentation for a description of these measures and a discussion of our use of these measures. These Non-GAAP measures, as calculated by the Company, are not necessarily comparable to similarly titled measures reported by other companies. Additionally, these Non-GAAP measures are not a measurement of financial or operating performance or liquidity under GAAP and should not be considered an alternative to the Company's other financial information determined under GAAP. See Appendix A for a reconciliation of these Non-GAAP measures.

Third Quarter Overview

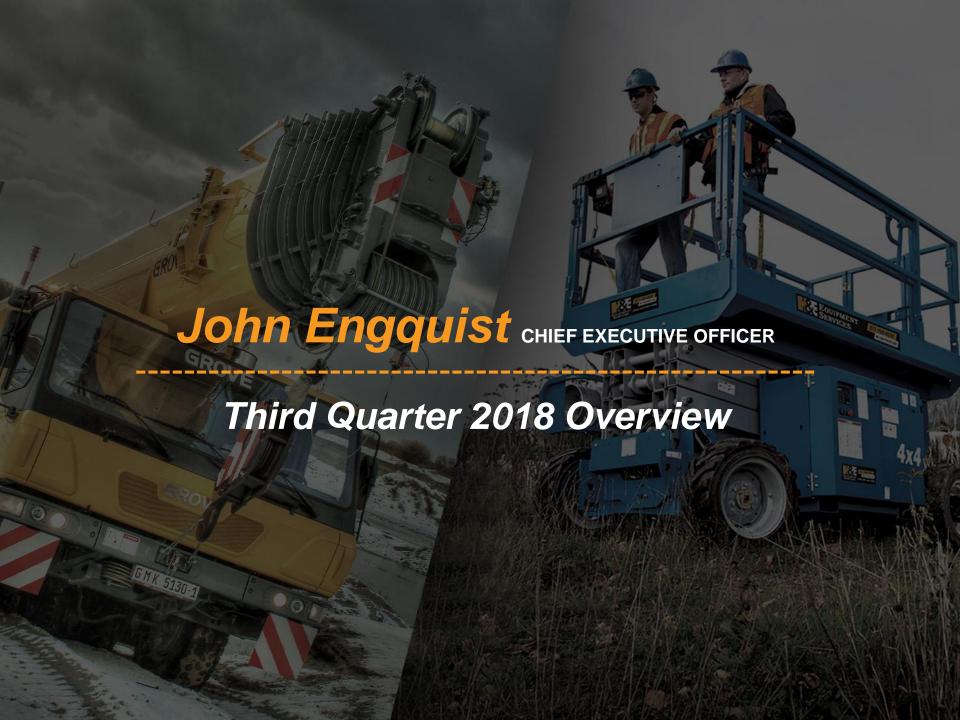
- Q3 2018 Summary
- Rental Business Highlights
- Regional, Acquisitions and Greenfield Update
- End-User Markets/Fleet Update
- Current Market Conditions

Third Quarter Financial Overview

- Q3 2018 Results
- 2018 Fleet and Free Cash Flow Update
- Capital Structure Update

Conclusion

Question and Answer Session



Third Quarter Summary

- Solid results; capitalizing on strong demand in the non-residential construction markets.
- End-user demand for rental equipment continues to be high; solid rental revenue growth; physical utilization remained high and rates increased.
- New crane and new earthmoving sales continued to improve over year-ago levels.

Revenue/Gross Margin

- Total revenue increased 24.3%, or \$63.0 million, to \$322.1 million vs. \$259.2 million in Q3 2017.
- Gross margin was 35.6% vs. 36.3% in year ago quarter. Lower gross margin due to revenue mix.

Adjusted EBITDA

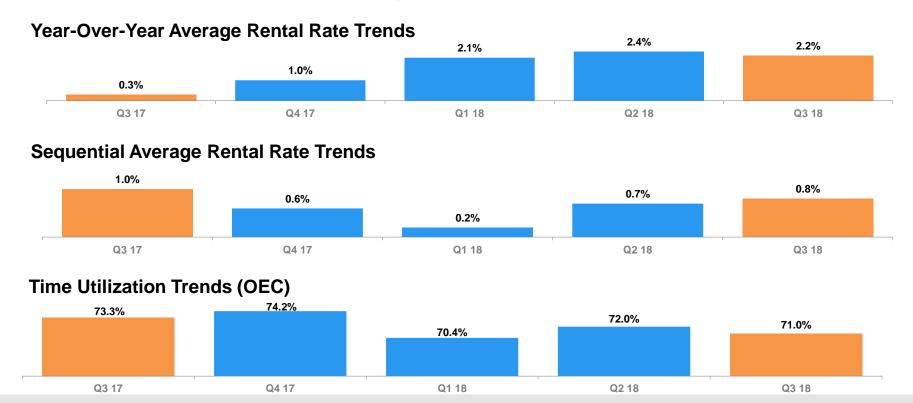
Adjusted EBITDA increased 22.2% to \$108.2 million (33.6% margin) vs. Q3 2017 Adjusted EBITDA of \$88.5 million (34.2% margin).

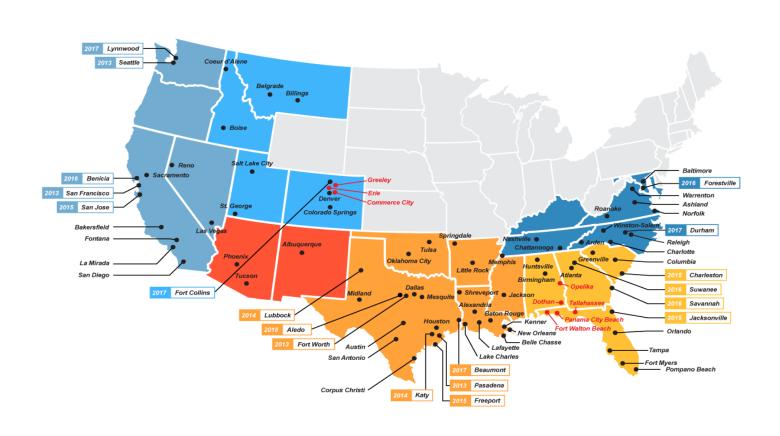
Net Income

- Net income was \$21.3 million vs. net income of \$8.5 million in Q3 2017. Adjusted net income was \$27.1 million in Q3 2017.
- Net income per share was \$0.59 vs. \$0.24 in Q3 2017. Adjusted net income per share was \$0.76 in Q3 2017.
- Effective tax rate was 26.4% in Q3 2018 vs. (11.7%) in Q3 2017. Benefit in Q3 2017 was due to a discrete item.
- Q3 2017 adjustments related to terminated merger agreement with Neff Corporation. See Appendix A.

Rental Business Highlights

- Rental revenue increased 24.2% to \$156.0 million compared to \$125.6 million in Q3 2017.
- Rental gross margins increased to 50.0% vs. 49.7% in Q3 2017.
- Rental rates increased 2.2% over Q3 2017; rates increased 0.8% sequentially.
- Time utilization (based on OEC) was 71.0% vs. 73.3% in Q3 2017.
- Dollar utilization was 35.9% vs. 36.0% in Q3 2017.





89
Total Locations

Greenfield Opening Year and Count

2018 YTD - 1

2017 - 4

2016 - 4

2015 - 4

2014 - 2

2013 – 4

Acquisitions and Location Count

CEC - **3**

Rental Inc - 5

West Coast

11% Revenue12% Gross Profit12 Branches

Southwest

6% Revenue 6% Gross Profit 3 Branches

Intermountain

15% Revenue17% Gross Profit12 Branches

Gulf Coast

43% Revenue 41% Gross Profit 31 Branches

Southeast

9% Revenue 10% Gross Profit 18 Branches

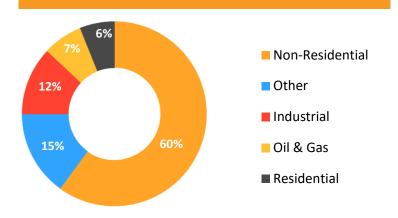
Mid-Atlantic

16% Revenue14% Gross Profit13 Branches

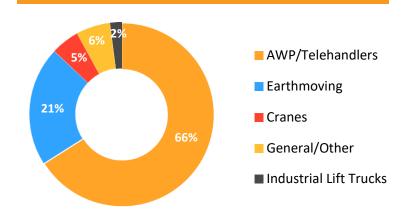
Revenue and gross profit data is as of LTM September 30, 2018.

- Non-residential construction end market focus; equipment on wide variety type of non-residential projects.
- Well-diversified customer base; five business segments generally derive their revenue from the same customer base.
- Total industrial end market exposure only 12%; majority of our exposure is ongoing maintenance work.
- Project activity expected to continue in the Gulf Coast.
- Young fleet; 33.8 months as of September 30, 2018 compared to industry average of 44.5 months.
- Fleet is well maintained to extend equipment life.
- 100% transferrable; no specialized fleet.

Total Revenues by End Market¹



Fleet Mix²



^{1 -} Company data for LTM September 30, 2018.

^{2 -} As of September 30, 2018.

EQUIPMENT SERVICES.

- Ongoing strong demand in non-residential construction markets; non-residential spending up 4.4% YTD through August.
- Key industry indicators continue to be positive:
 - DMI recently running at levels not seen since mid-2008, YTD average through June at 170 with a high of 190 in June and low of 152 in April.
 - ABI continues to indicate expansion market with 19 of the last 20 months above the 50.0 threshold; over 50.0 every month since January of 2016.
- American Rental Association's July rental revenue forecast projects rental industry growth of 7.6% in 2018;
 5.8% in 2019; 5.9% in 2020; and 5.1% in 2021.
- ABC Construction Backlog Indicator expanded to a record 9.9 months during Q2 18, up 12.2% from Q1 18 and up 14% compared to a year ago.
- Continued strength in energy-related markets.
- September unemployment rate lowest since 1969.
- New Gulf Coast industrial petrochemical projects continue to be announced.
- DOT lettings increasing as a result of increased funding from long-term highway bill, FAST Act and state funding programs.
- Customer sentiment bullish for 2019.

Dodge Momentum Index (DMI)

Source: Dodge Data & Analytics



Architectural Billing Index

Source: American Institute of Architects



Sources: American Institute of Architects, American Rental Association, Associated Builders and Contractors, Associated General Contractors of America, Bureau of Labor Statistics, Dodge Data and Analytics, IHS Markit and United States Census.





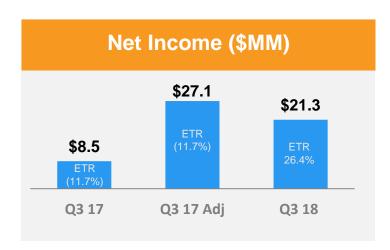


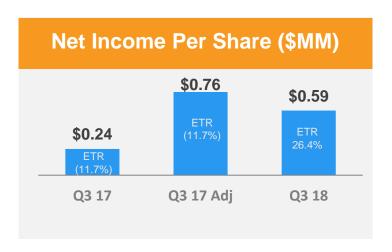
- Revenues increased 24.3%, or \$63.0 million.
 - Strong growth in rentals and equipment sales.
 - Two acquisitions completed year-to-date (CEC and Rental Inc.).
- Rental revenue increased 24.2% to \$156.0 million vs. \$125.6 million a year ago.
 - Average rates up 2.2% from a year ago.
 - Utilization strong at 71.0% (on an OEC basis).
 - · Significantly larger fleet than a year ago.
- New equipment sales increased 39.4%, or \$19.3 million, to \$68.2 million.
 - Increase is primarily due to an increase in new crane equipment sales and new earthmoving equipment sales.
- Used equipment sales increased 36.2%, or \$8 million to \$30.3 million.
- Gross profit increased 22.0%, or \$20.7 million.
 - Gross margin was 35.6% vs. 36.3%; decline due to revenue mix.
 - Margins by segments Q3 18 vs. Q3 17:
 - Rentals 50.0% vs. 49.7%
 - New 11.5% vs. 10.9%
 - Used 32.3% vs. 32.1%
 - Fleet only 36.0% vs 33.7%
 - Parts 26.5% vs. 26.9%; Service 65.7% vs. 65.4%

Income from Operations (\$MM)

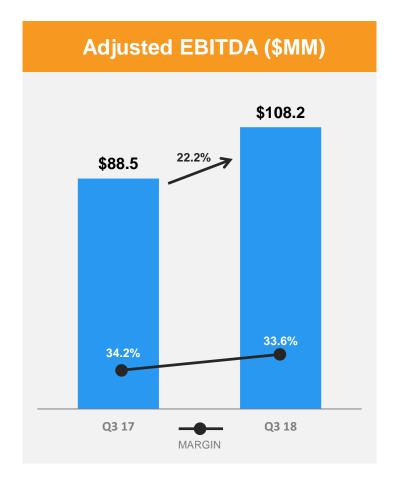


- Income from operations was \$45.3 million compared to \$47.7 million a year ago.
- The Q3 17 period included income of \$8.7 million related to merger costs, net of merger breakup fee proceeds, in conjunction with our previously proposed acquisition of Neff Corporation.
- Excluding these items from Q3 17, income from operations increased 16.9%.
 - Largely due to a 24.3% increase in revenues driven by higher rental revenues, new and used equipment sales.
 - Strong margin results in our rental and distribution businesses.
- Margins were 14.1% in Q3 18 vs. 18.4% in Q3 17; excluding the adjustment, margins were 14.1% compared to 15.0% a year ago. The decline in margin on an adjusted basis is primarily due to the following:
 - Revenue mix.
 - · Lower gain on sale of PP&E.
 - Lower margin on other revenues.
 - Declines as a percentage of revenues were partially offset by operating leverage.

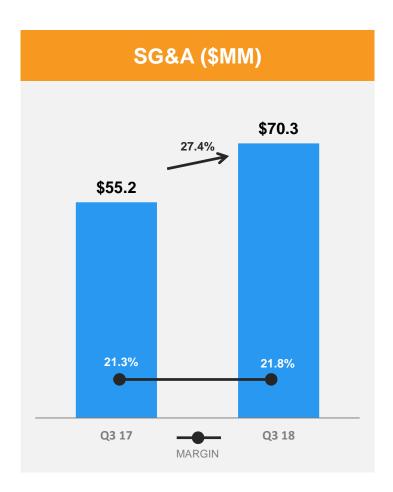




- Net income of \$21.3 million compared to net income of \$8.5 million in Q3 17. Adjusted net income in Q3 17 was \$27.1 million.
 - Effective tax rate ("ETR") was 26.4% vs. (11.7)% a year ago. The
 income tax benefit a year ago was primarily due to a net \$5.3
 million discrete tax benefit resulting from a reversal of an
 unrecognized tax benefit due to expiration of statute of limitations
 in the third quarter ended September 30, 2017.
 - · See Appendix A for reconciliation.
- Diluted net income per share was \$0.59 vs. diluted net income per share of \$0.24 a year ago. Adjusted diluted net income per share in Q3 17 was \$0.76.



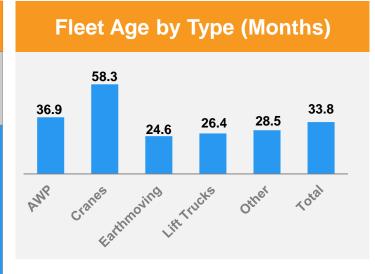
- Results were Adjusted EBITDA of \$108.2 million in Q3 18 compared to \$88.5 million a year ago.
 - Adjusted EBITDA increased 22.2% on a 24.3% increase in revenues.
- Margin was 33.6% compared to 34.2% a year ago.
 - Rental and new equipment sales segments were positive to year-over-year margins.
 - Generated operating leverage on an adjusted basis.
 - Negative impacts to margin:
 - Revenue mix.
 - · Lower gain on sale of PP&E.
 - Lower margin on other revenues.



- \$15.1 million, or 27.4% increase.
 - SG&A as a percentage of revenues was 21.8% compared to 21.3% a year ago.
 - Net increase a result of:
 - Prior year favorable item of \$2.2 million of merger and acquisition transaction costs, reclassified to merger costs.
 - Excluding the \$2.2 million favorable item a year ago, SG&A would have been \$57.4 million, or 22.2% as a percentage of revenues, compared to 21.8% in the current quarter.
 - · Remaining increase primarily due to:
 - Higher labor, wages, incentives and benefits costs of approximately \$8.9 million due to acquisitions, larger workforce and commission/incentive compensation associated with improved profitability.
 - Amortization expense of intangibles of \$0.9 million associated with the acquisitions.
 - Greenfield branch expansion costs increased \$0.6 million compared to a year ago.

Rental Cap-Ex Summary (\$MM) 9 Mos. 9 Mos. **Ended** Ended 2012 2013 2014 2015 2016 2017 Sept. Sept. 30, 30, 2018 2017 **Gross** \$296.4 \$230.2 Rental \$303.3 \$412.7 \$218.2 \$ 244.7 \$ 193.4 \$ 374.5 CapEx1 Sale of Rental \$ (90.5) \$(114.6) \$(101.4) \$ (99.5) \$ (84.4) \$ (96.1) \$ (66.3) \$ (78.9) Equipment **Net Rental** \$205.9 \$ 127.1 \$ 295.6 \$188.7 \$311.3 \$130.7 \$133.8 \$ 148.6 CapEx

\$ (40.9)



\$ 29.7

Free Cash Flow Summary (\$MM)												
2012	2013	2014	2015	2016	2017	9 Mos. Ended Sept. 30, 2017	9 Mos. Ended Sept. 30, 2018					

\$62.6

\$73.1

\$104.9

NOTE: Fleet statistics as of September 30, 2018.

\$ (172.0)

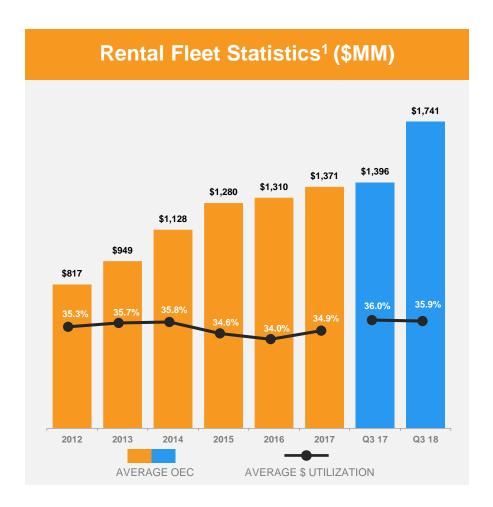
\$ (138.3)

Free Cash Flow²

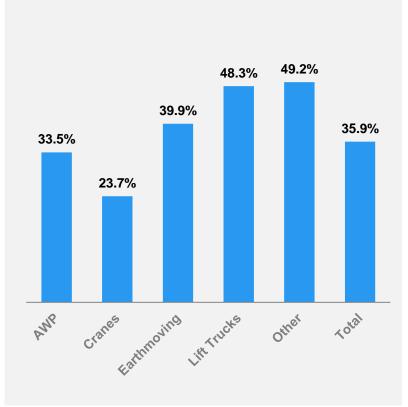
\$ (348.8)

^{1 –} Gross rental cap-ex includes amounts transferred from new and used inventory considered non-cash asset purchases for purposes of the Consolidated Statement of Cash Flow. Gross rental cap-ex does not include amounts acquired through acquisitions.

^{2 –} We define Free Cash Flow as net cash provided by operating activities less (1) purchases of rental equipment, property and equipment, and acquisition of businesses, net of cash acquired plus (2) proceeds from sales of rental equipment and property and equipment. Please refer to Appendix A for a further description and reconciliation of net cash provided by operating activities to this Non-GAAP measure.



\$ Utilization by Equipment Type¹



Note: Fleet statistics as of September 30, 2018.

1 - Represents rental revenues annualized divided by the average original equipment cost.

Capital Structure (\$MM)

9/30/18

Cash \$5.1

Debt:

Sr. Sec'd Credit Facility (ABL) \$219.0

Senior Unsecured Notes1 950.0

Total Debt \$1,169.8

Capital Leases Payable

Shareholders' Equity 240.4

Total Book Capitalization \$1,410.2

Credit Statistics											
2012 2013 2014 2015 2016 2017 LTM Q 2018											
Adj. EBITDA ² /Total Interest Exp.	5.8x	5.0x	6.0x	5.9x	5.6x	6.0x	6.3x				
Total Net Debt ³ /Adj. EBITDA ²	3.3x	2.8x	2.8x	2.6x	2.6x	2.4x	3.1x				
Total Debt /Total Capitalization	93.4%	88.6%	87.0%	85.1%	84.8%	81.4%	83.0%				

8.0

^{1 -} Senior Unsecured Notes exclude \$10.6 million of unaccreted discount; \$7.3 million of unamortized premium and \$2.1 million of deferred financing costs.

^{2 –} Excludes the impact of the \$10.2 million loss from early extinguishment of debt incurred in the third quarter of 2012, \$25.4 million non-recurring item associated with the premiums paid to repurchase and redeem previously outstanding 7% senior unsecured notes, the write-off of unamortized note discount and deferred transaction costs associated therewith and \$6.5 million of merger breakup fee proceeds, net of merger costs, of the termination of the merger agreement with Neff Corporation in the third quarter of 2017, \$0.7 million of other merger related costs recorded in the fourth quarter of 2017 and \$0.4 million of other merger related costs recorded in 2018. See Appendix A for a reconciliation of Non-GAAP measures.

^{3 -} Net debt is defined as total debt less cash on hand.



- Strong quarter, with strong gains in rental and distribution businesses.
- Focused on growth strategy through acquisitions and Greenfield/warmstart expansion.
- Solid demand in end-user markets expected to continue into fourth quarter and further growth forecast for non-residential construction markets throughout into 2019.
- Paid seventeenth consecutive quarterly cash dividend on September 7, 2018.



Unaudited Reconciliation of Non-GAAP Financial Measures

EBITDA, Adjusted EBITDA, Adjusted Net Income and Free Cash Flow are non-GAAP measures as defined under the rules of the SEC. We define EBITDA as net income (loss) before interest expense, income taxes, depreciation and amortization. We define Adjusted EBITDA for the year ended December 31, 2012 as EBITDA adjusted for the \$10.2 million loss from early extinguishment of debt incurred in the third quarter ended September 30, 2012. For the year ended December 31, 2017, we define Adjusted EBITDA as EBITDA adjusted for (1) merger breakup fees, net of related merger costs, totaling \$5.8 million related to the previously proposed acquisition of Neff Corporation and the previously mentioned CEC transaction costs; and (2) a non-recurring \$25.4 million item associated with the premiums paid to repurchase and redeem previously outstanding 7% senior unsecured notes and the write-off of unamortized note discount and deferred transaction costs associated therewith. We define Adjusted EBITDA for the three month period ended September 30, 2018, as EBITDA adjusted for \$0.2 million of transaction costs related to recent acquisitions and for the last twelve month period ended September 30, 2018, as EBITDA adjusted for (1) merger breakup fees, net of related merger costs, totaling \$1.2 million related to the previously proposed acquisition of Neff Corporation and the recent acquisition costs. We define Adjusted Net Income and Adjusted Net Income per Share for the three and nine month periods ended September 30, 2017, as Net Income and Net Income per Share, adjusted for the following: (1) merger breakup fee proceeds, net of merger costs (net of income taxes); and (2) the loss from early extinguishment of debt (net of income taxes). We define Free Cash Flow as net cash provided by operating activities, less purchases of rental equipment, property and equipment.

We use EBITDA and Adjusted EBITDA in our business operations to, among other things, evaluate the performance of our business, develop budgets and measure our performance against those budgets. We also believe that analysts and investors use EBITDA and Adjusted EBITDA as supplemental measures to evaluate a company's overall operating performance. However, EBITDA and Adjusted EBITDA have material limitations as analytical tools and you should not consider them in isolation, or as substitutes for analysis of our results as reported under GAAP. We consider them useful tools to assist us in evaluating performance because they eliminate items related to capital structure, taxes and non-cash charges. The items that we have eliminated in determining EBITDA for the periods presented are interest expense, income taxes, depreciation of fixed assets (which includes rental equipment and property and equipment) and amortization of intangible assets and, in the case of Adjusted EBITDA, any other items described above applicable to the particular period. However, some of these eliminated items are significant to our business. For example, (i) interest expense is a necessary element of our costs and ability to generate revenue because we incur a significant amount of interest expense related to our outstanding indebtedness; (ii) payment of income taxes is a necessary element of our costs; and (iii) depreciation is a necessary element of our costs and ability to generate revenue because rental equipment is the single largest component of our total assets and we recognize a significant amount of depreciation expense over the estimated useful life of this equipment. Any measure that eliminates components of our capital structure and costs associated with carrying significant amount of fixed assets on our consolidated balance sheet has material limitations as a performance measure. In light of the foregoing limitations, we do not rely solely on EBITDA and Adjusted EBITDA as performance measures and also consider our GAAP results.

The Company uses Free Cash Flow in our business operations to, among other things, evaluate the cash flow available to meet future debt service obligations and working capital requirements. However, this measure should not be considered as an alternative to cash flows from operating activities or any other measures derived in accordance with GAAP as indicators of operating performance or liquidity. Additionally, our definition of Free Cash Flow is limited, in that it does not represent residual cash flows available for discretionary expenditures due to the fact that the measure does not deduct the payments required for debt service and other contractual obligations. Therefore, we believe it is important to view Free Cash Flow as a measure that provides supplemental information to our entire statement of cash flows. Further, the method used by our management to calculate Free Cash Flow may differ from the methods other companies use to calculate their Free Cash Flow.

We use Adjusted Net Income and Adjusted Net Income per Share in our business operations to, among other things, analyze our financial performance on a comparative period basis without the effects of significant one-time, non-recurring items. Additionally, we believe Adjusted Net Income and Adjusted Net Income per Share provide useful information concerning future profitability. However, Adjusted Net Income and Adjusted Net Income per Share are not measures of financial performance under GAAP and accordingly, these measures should not be considered as alternatives to GAAP Net Income and Net Income per Share. Because EBITDA, Adjusted EBITDA, Adjusted Net Income and Free Cash Flow may not be calculated in the same manner by all companies, these measures may not be comparable to other similarly titled measures by other companies.

For a reconciliation of historical non-GAAP financial measures to the nearest comparable GAAP measures, see the Non-GAAP reconciliations included further in this presentation.

EBITDA and Adjusted EBITDA GAAP Reconciliation (\$ in thousands)

	2012	2013	2014	2015	2016	2017	Q3 2017	Q3 2018	LTM 9/30/18
Net Income	\$28,836	\$44,140	\$55,139	\$44,305	\$37,172	\$109,658	\$8,462	\$21,314	137,491
Interest expense	35,541	51,404	52,353	54,030	53,604	54,958	15,060	16,715	60,354
Provision (Benefit) for income taxes	15,612	21,007	37,545	31,371	21,858	(50,314)	(885)	7,657	(40,014)
Depreciation	116,447	138,903	166,514	186,457	189,697	193,245	49,231	61,342	220,224
Amortization of intangibles	66	-	-	-	-	-	-	930	2,415
EBITDA	\$196,502	\$255,454	\$311,551	\$316,163	\$302,331	\$307,547	\$71,868	107,958	380,470
Loss on early extinguishment of debt ¹	10,180	-	-	-	-	25,363	25,363	-	-
Merger costs, net of merger breakup fee proceeds ¹	-	-	-	-	-	(5,782)	(8,706)	219	1,163
Adjusted EBITDA	\$206,682	\$255,454	\$311,551	\$316,163	\$302,331	\$327,128	\$88,525	\$108,177	381,633

^{1 –} Adjustments relate to loss from early extinguishment of debt incurred in the third quarter ended September 30, 2012 and third quarter ended September 30, 2017. Adjustment also includes the net merger breakup fee proceeds associated with the merger agreement with Neff Corporation and transaction costs associated with subsequent acquisitions.

Free Cash Flow GAAP Reconciliation (\$ in thousands)

	2012	2013	2014	2015	2016	2017	9 Mos. Ended Sept. 30, 2017	9 Mos. Ended Sept. 30, 2018
Net cash provided by operating activities	\$41,023	\$138,652	\$158,318	\$206,620	\$176,979	\$226,199	\$156,393	\$138,025
Acquisition of business, net of cash acquired	-	-	-	-	-	-	-	(196,027)
Purchases of property and equipment	(37,361)	(29,479)	(33,235)	(26,797)	(22,895)	(22,515)	(16,002)	(27,038)
Purchases of rental equipment ¹	(268,229)	(267,465)	(368,491)	(178,772)	(179,709)	(234,209)	(183,754)	(350,646)
Proceeds from sale of property and equipment	2,058	2,759	3,657	4,289	3,805	7,506	6,765	7,958
Proceeds from sale of rental equipment	90,542	114,595	101,426	99,521	84,389	96,143	66,316	78,947
Free cash flow	\$(171,967)	\$(40,938)	(138,325)	\$104,861	\$62,569	\$73,124	\$29,718	(348,781)

^{1 –} Purchases of rental equipment as reflected in the Consolidated Statement of Cash Flows exclude non-cash assets transferred from new and used inventory to rental. Transfers from new and used inventory to rental are included below and also shown in the supplemental schedule of non-cash investing and financing activities of the Consolidated Statement of Cash Flows. In addition, the amounts as detailed below are included in gross rental cap-ex on slide 17.

Transfers from New and Used Inventory (\$MM)

	2012	2013	2014	2015	2016	2017	9 Mos. Ended Sept. 30, 2017	9 Mos. Ended Sept. 30, 2018
Transfers of new and used inventory	\$28.2	\$35.9	\$44.2	\$51.4	\$38.5	\$10.5	\$9.6	\$23.9

Net Income and Adjusted Net Income GAAP Reconciliation (\$ in thousands)

	Three Months Ended September As Reported Adjustment A		nber 30,2017 As Adjusted		Nine Months Ended Septem As Reported Adjustment ¹			
Income before provision	4				00.1 ===	440.00	4-0.00	
for income taxes	\$7,577	\$16,657	\$24,234		\$31,775	\$18,857	\$50,632	
Provision (Benefit) for income taxes	(885)	(1,949)	(2,834)		8,045	4,771	12,816	
Net income	8,462	18,606	27,068		23,730	14,086	37,816	
NET INCOME PER SHARE Basic – Net income per share Diluted – Net income per share	\$0.24 \$0.24		\$0.76 \$0.76		\$0.67 \$0.67		\$1.07 \$1.06	
Weighted average number of common shares outstanding Basic	35,543		25 542		35,494		35.404	
Diluted	35,543		35,543 35,715		35,494 35,656		35,494 35,656	

^{1 –} Adjustment includes premium paid to repurchase or redeem the Company's 7% senior unsecured notes and the write-off of unamortized deferred transaction costs. Adjustment also includes the net merger break-up fee proceeds associated with the merger agreement termination with Neff Corporation.





RENTALS | SALES | PARTS | SERVICE