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First Quarter 2018 Earnings Conference

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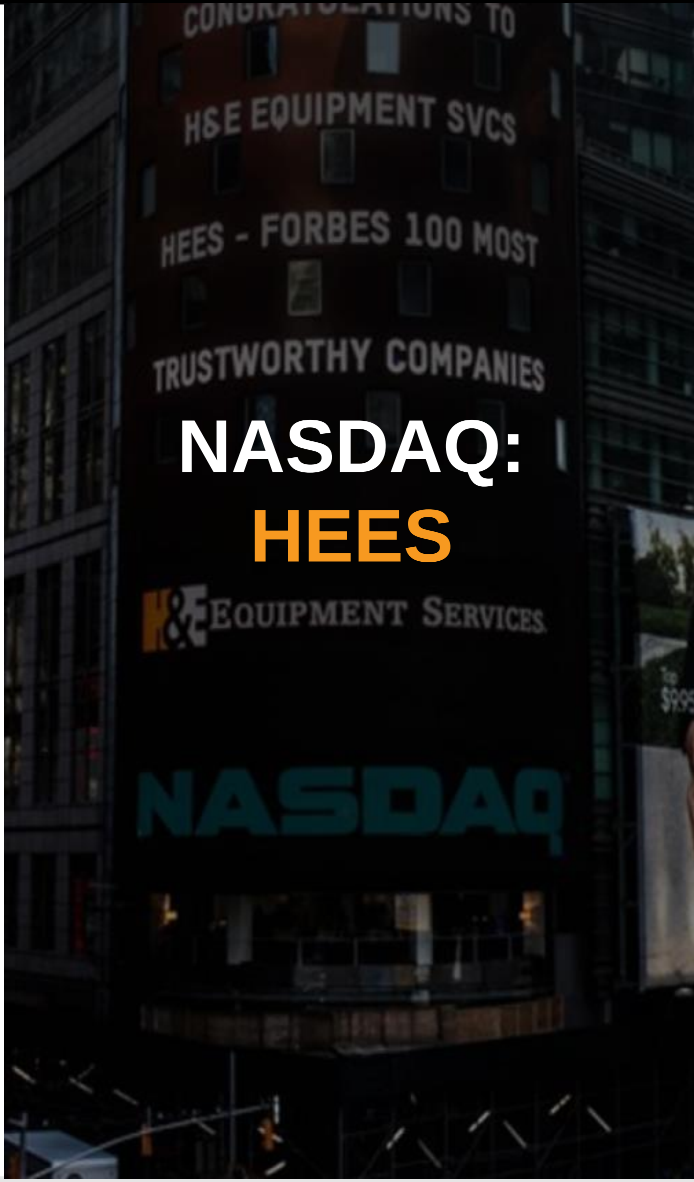
April 26, 2018



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 (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.

First Quarter Overview

- Q1 2018 Summary
- Rental Business Highlights
- Regional, Acquisitions and Greenfield Update
- End-User Markets/Fleet Update
- Current Market Conditions

First Quarter Financial Overview

- Q1 2018 Results
- 2018 Fleet and Free Cash Flow Update
- Capital Structure Update

Conclusion

Question and Answer Session

John Engquist CHIEF EXECUTIVE OFFICER

First Quarter 2018 Overview

First Quarter Summary

- Rental business delivered solid results.
- New equipment sales up 35.7% from a year ago.
- Non-residential construction markets remain strong; demand is broad-based across entire footprint.
- Closed acquisition of legacy CEC business ("CEC) on January 1st and acquired Rental Inc. on April 1st; executing on growth strategy.

Revenue/Gross Margin

- Total revenue increased 14.8% or $33.7 million to $260.5 million vs. $226.8 million in Q1 2017.
- Gross margin was 35.5% vs. 34.2% in year ago quarter.

Adjusted EBITDA

- Adjusted EBITDA increased 17.7% to $80.9 million (31.1% margin) vs. Q1 2017 Adjusted EBITDA of $68.8 million (30.3% margin).

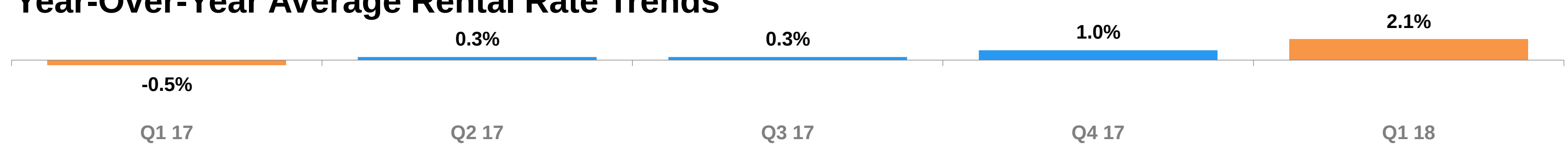
Net Income

- Net income was $9.5 million vs. net income of $5.4 million in Q1 2017.
- Net income per share was $0.26 vs. $0.15 in Q1 2017.
- Effective tax rate was 27.5% in Q1 2018 vs. 36.8% in Q1 2017.

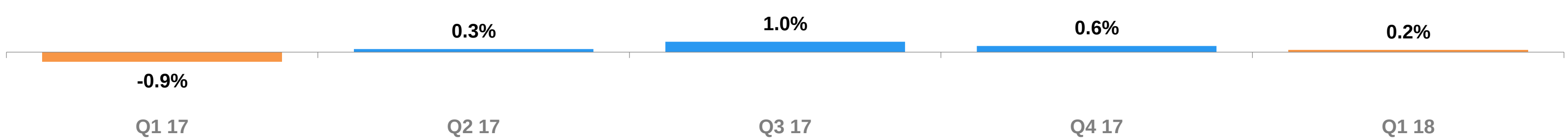
Rental Business Highlights

- Rental revenue increased 20.5% to $129.4 million compared to $107.3 million in Q1 2017.
- Rental gross margins increased to 47.6% vs. 44.8% in Q1 2017.
- Dollar utilization was 34.7% vs. 32.4% in Q1 2017.
- Rental rates increased 2.1% over Q1 2017; rates increased 0.2% sequentially.
- Time utilization (based on OEC) was 70.4% vs. 68.5% in Q1 2017.

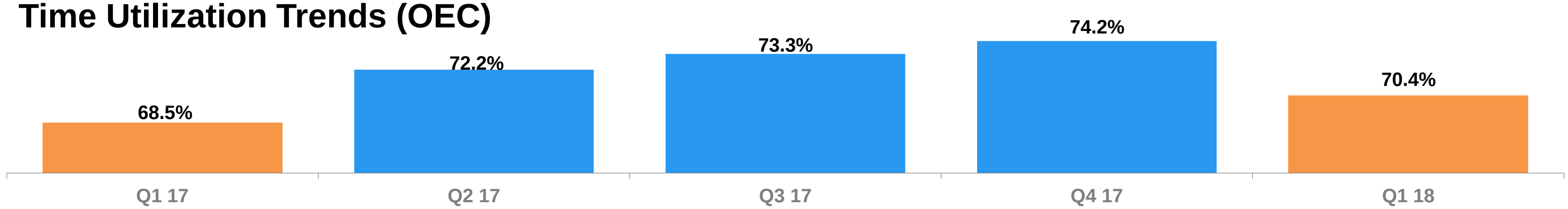
Year-Over-Year Average Rental Rate Trends



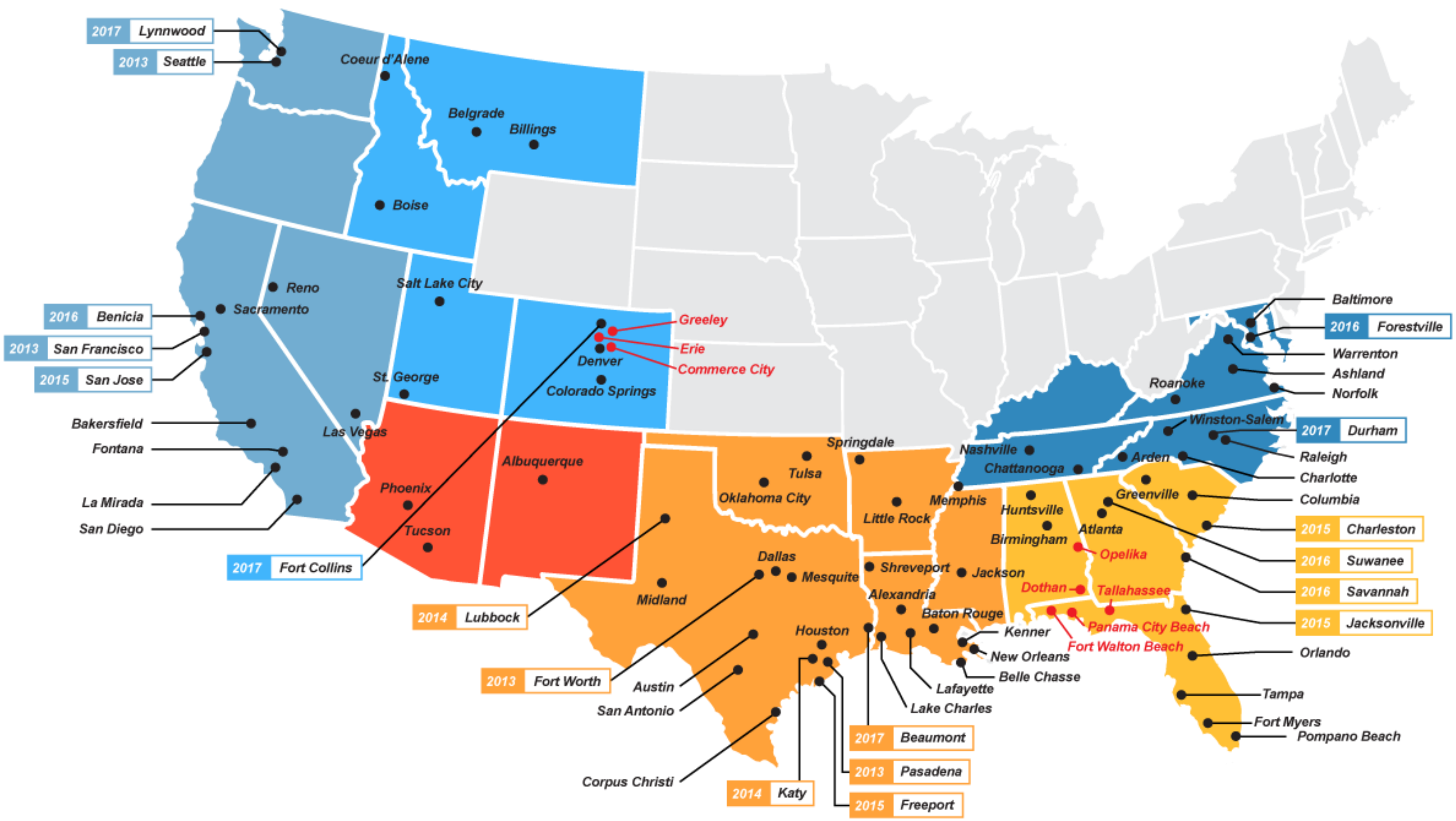
Sequential Average Rental Rate Trends



Time Utilization Trends (OEC)



Regional Map - Greenfield and Acquisition Locations



88

Total Locations

Greenfield Opening Year and Count

2017 – 4
2016 – 4
2015 – 4
2014 – 2
2013 – 4

Acquisitions and Location Count

CEC – 3
Rental Inc – 5

West Coast	Southwest	Intermountain	Gulf Coast	Southeast	Mid-Atlantic
11% Revenue	6% Revenue	14% Revenue	44% Revenue	9% Revenue	16% Revenue
13% Gross Profit	6% Gross Profit	16% Gross Profit	40% Gross Profit	10% Gross Profit	15% Gross Profit
12 Branches	3 Branches	12 Branches	30 Branches	18 Branches	13 Branches

Revenue and gross profit data is as of LTM March 31, 2018 and includes CEC acquisition. Acquired Rental Inc. on April 1st, 2018, and is not included.

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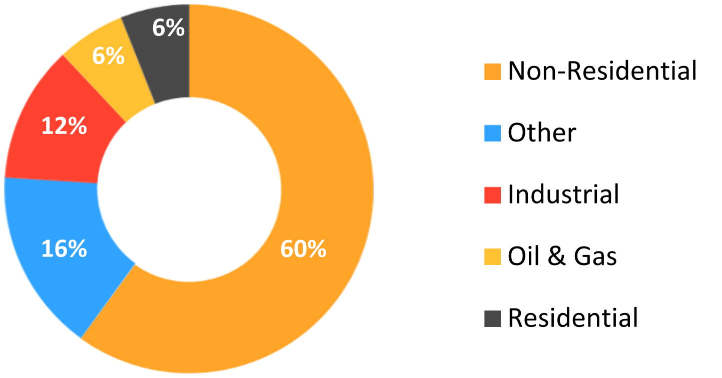
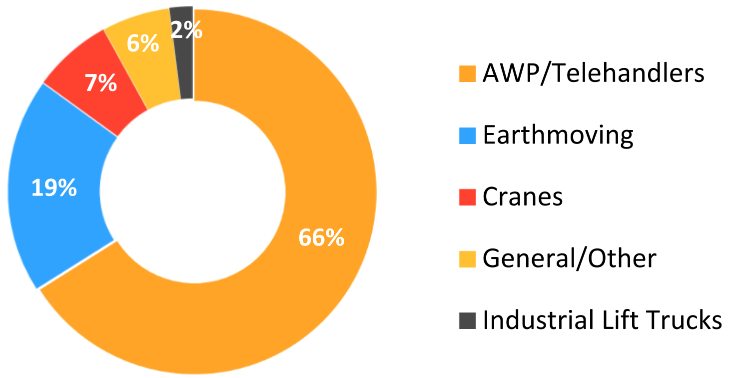
Well Diversified End-User Markets / Fleet

- **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%; industrial mega-projects not a major driver of revenue.**
- **Young fleet; 34.9 months as of March 31, 2018 compared to industry average of 44.8 months.**
- **Fleet is well maintained to extend equipment life.**
- **100% transferrable; no specialized fleet.**

Total Revenues by End Market[1]

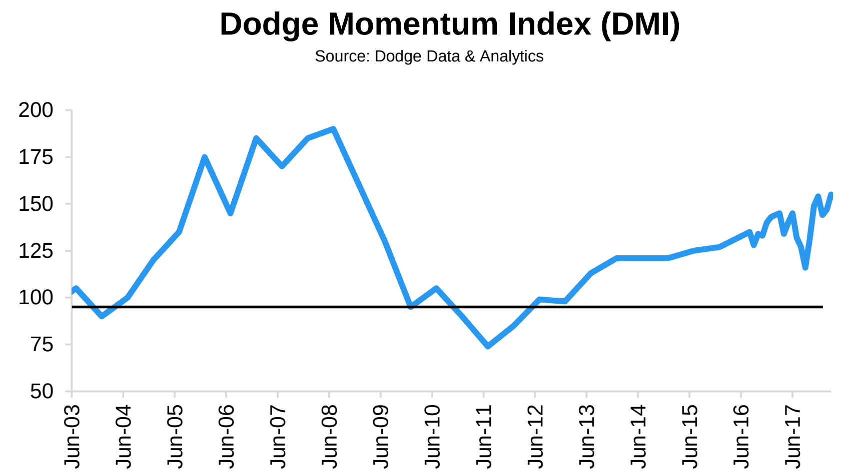


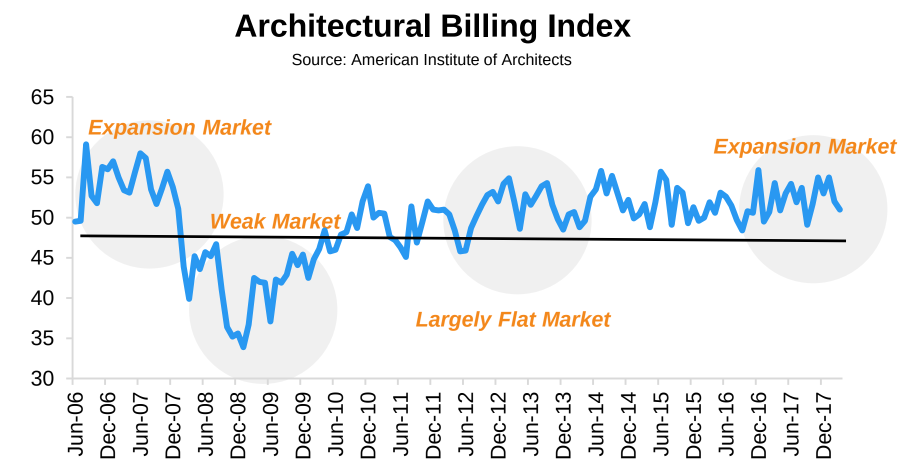
Fleet Mix[2]



1 – Company data for LTM March 31, 2018.
2 – As of March 31, 2018.

- **Ongoing strong demand in non-residential construction markets.**
- **Key industry indicators continue to be positive:**
  - DMI recently running at eight-year highs.
  - ABI continues to indicate expansion market.
- **Strong energy markets and project activity.**
- **The ABC Construction Backlog Indicator hit its highest level ever during the fourth quarter of 2017.**
- **Machinery manufacturers continue to report solid YOY order growth.**
- **Rental penetration continues to increase, from low 40% in 2003 to low 50% in 2017.**
- **U.S. rental revenue forecast to increase 4% in 2018; 5% in 2019; 5% in 2020; and 4% to nearly $60 billion in 2021.**
- **Strong economy; unemployment rate at 45 year low, consumer confidence high.**
- **February construction unemployment rate lowest on record.**
- **Tax Cut and Jobs Act expected to increase investment in construction projects.**
- **Potential infrastructure bill could further extend cycle.**



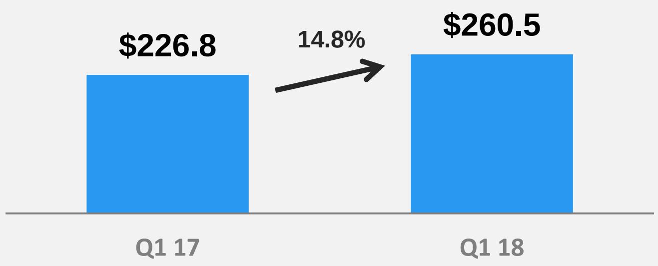


Sources: American Institute of Architects, American Rental Association, Bureau of Labor Statistics, Company filings, Dodge Data and Analytics, IHS Markit and United States Census.

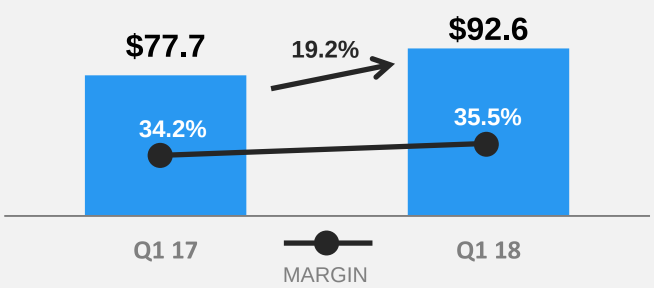
Leslie Magee
CHIEF FINANCIAL OFFICER

First Quarter 2018 Financial Overview

Revenues ($MM)



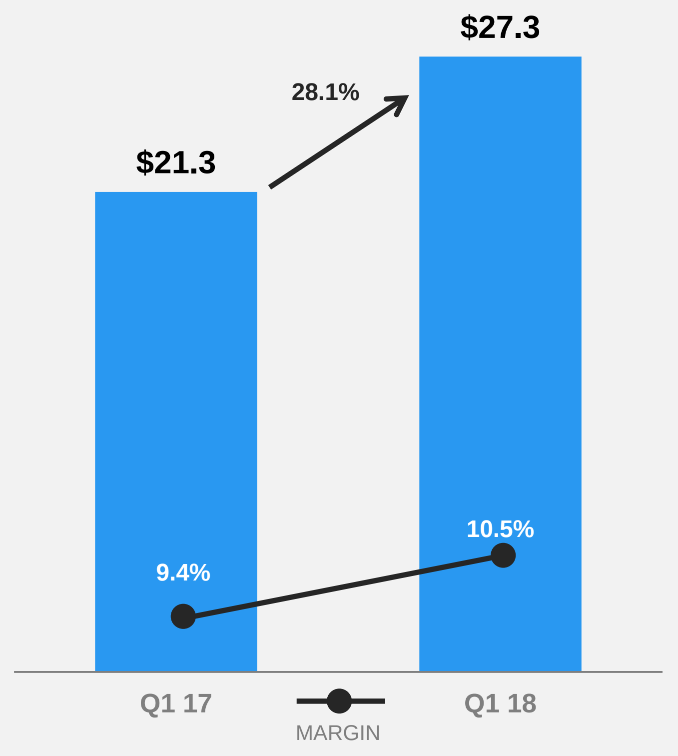
Gross Profit ($MM)



Key Takeaways

- **Revenues increased 14.8%, or $33.7 million.**
- **Rental revenue increased 20.5% to $129.4 million vs. $107.3 million a year ago.**
  - Average rates up 2.1% from a year ago.
  - Utilization increased 190 basis points to 70.4% vs. 68.5% a year ago (on an OEC basis).
  - CEC contributed $10.7 million in rental revenue during the first quarter. Revenue mix is > 90% rentals.
- **New equipment sales increased 35.7%, or $12.2 million, to $46.5 million.**
  - New crane sales increased 256.6%, or $16.0 million; offset by a 24.6% or $4.3 million decrease in new earthmoving sales.
- **Gross profit increased 19.2%, or $14.9 million.**
  - Gross margin was 35.5% vs. 34.2%.
    - Margins by segments Q1 18 vs. Q1 17:
      - Rentals 47.6 % vs. 44.8%
      - New 12.1% vs. 11.4%
      - Used 31.9% vs. 31.2%
        - Fleet only 33.1% vs 34.7%
      - Parts 26.8% vs. 28.0%; Service 66.4% vs. 66.9%

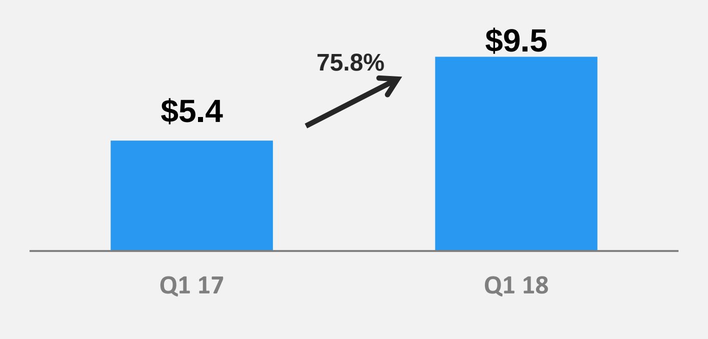
Income from Operations ($MM)



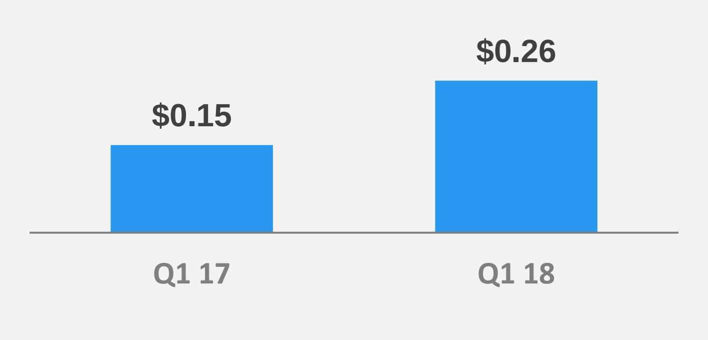
Key Takeaways

- **Income from operations increased 28.1% to $27.3 million compared to $21.3 million a year ago on higher revenues.**
  - Margins increased to 10.5% in Q1 18 vs. 9.4% in Q1 17.
    - Higher rental gross margins.
    - Improved new equipment sales.
    - Solid margin improvement in other business segments.

Net Income ($MM)



Net Income Per Share



Key Takeaways

- **Net income of $9.5 million compared to net income of $5.4 million in Q1 17.**
    - Effective tax rate was 27.5% vs. 36.8% a year ago.
- **Diluted net income per share was $0.26 vs. diluted net income per share of $0.15 a year ago.**

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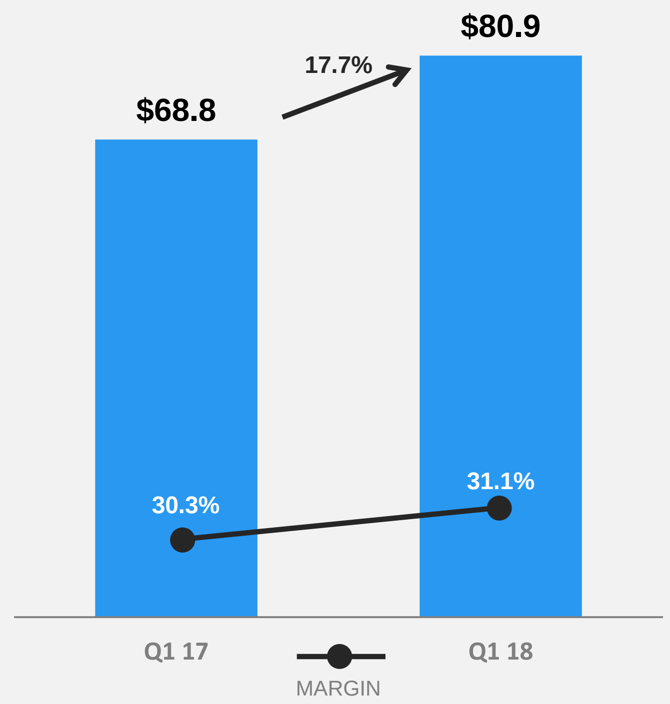
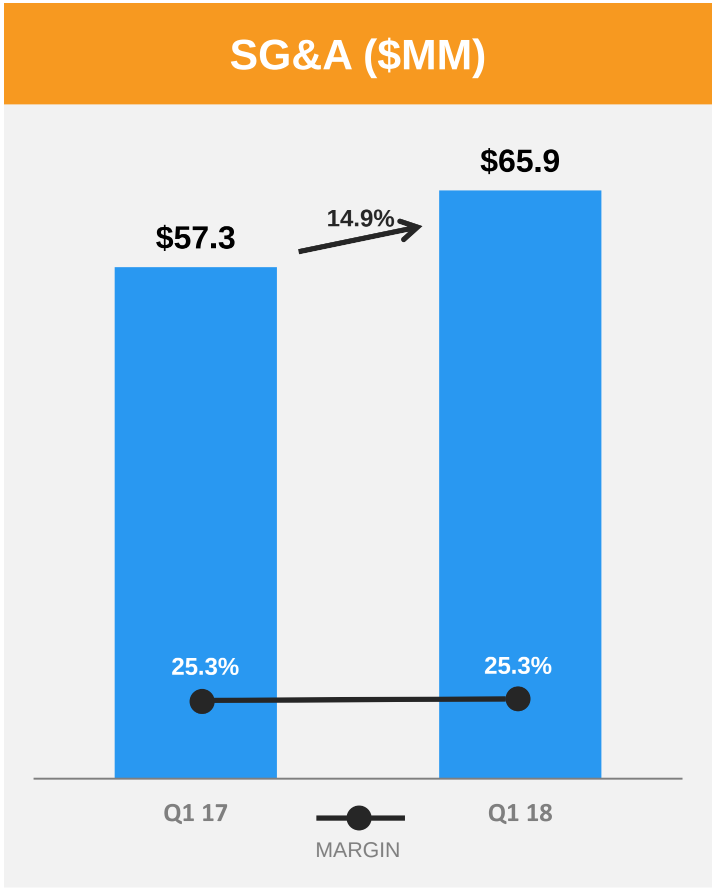
Q1 2018 Adjusted EBITDA

Adjusted EBITDA ($MM)



Key Takeaways

- **Results were Adjusted EBITDA of $80.9 million in Q1 2018 compared to $68.8 million a year ago.**
  - Adjusted EBITDA increased 17.7% on a 14.8% increase in revenues.
- **Margin was 31.1% compared to 30.3% a year ago.**



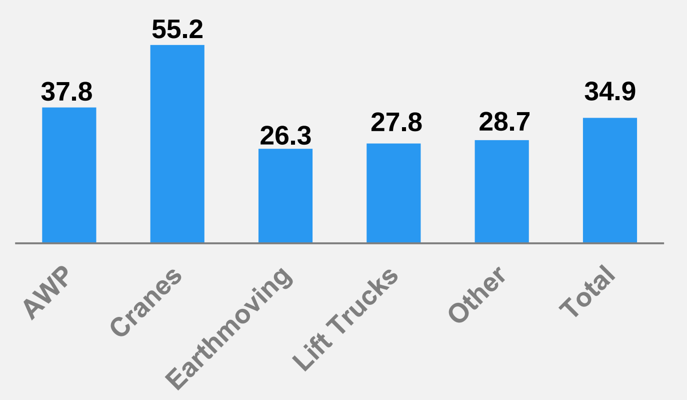
Key Takeaways

- **$8.6 million, or 14.9% increase.**
  - SG&A as a percentage of revenue was 25.3% in both periods.
  - Net increase result of:
    - Higher labor, wages, incentives and benefits costs of approximately $4.1 million.
    - Approximately $2.2 million in SG&A expenses related to three months of CEC's legacy operations.
    - Recorded $0.7 million of amortization of intangibles associated with the purchase price allocation of CEC.
    - Greenfield branch expansion costs increased $1.1 million compared to a year ago.

Rental Cap-Ex Summary ($MM)

	2012	2013	2014	2015	2016	2017	3 Mos. Ended March 31, 2017	3 Mos. Ended March 31, 2018
Gross Rental CapEx[1]	$296.4	$303.3	$412.7	$230.2	$218.2	$ 244.7	$ 40.8	$ 56.1
Sale of Rental Equipment	$ (90.5)	$(114.6)	$(101.4)	$ (99.5)	$ (84.4)	$ (96.1)	$ (24.8)	$ (23.4)
Net Rental CapEx	$205.9	$188.7	$311.3	$130.7	$133.8	$ 148.6	$ 16.0	$ 32.7

Fleet Age by Type (Months)

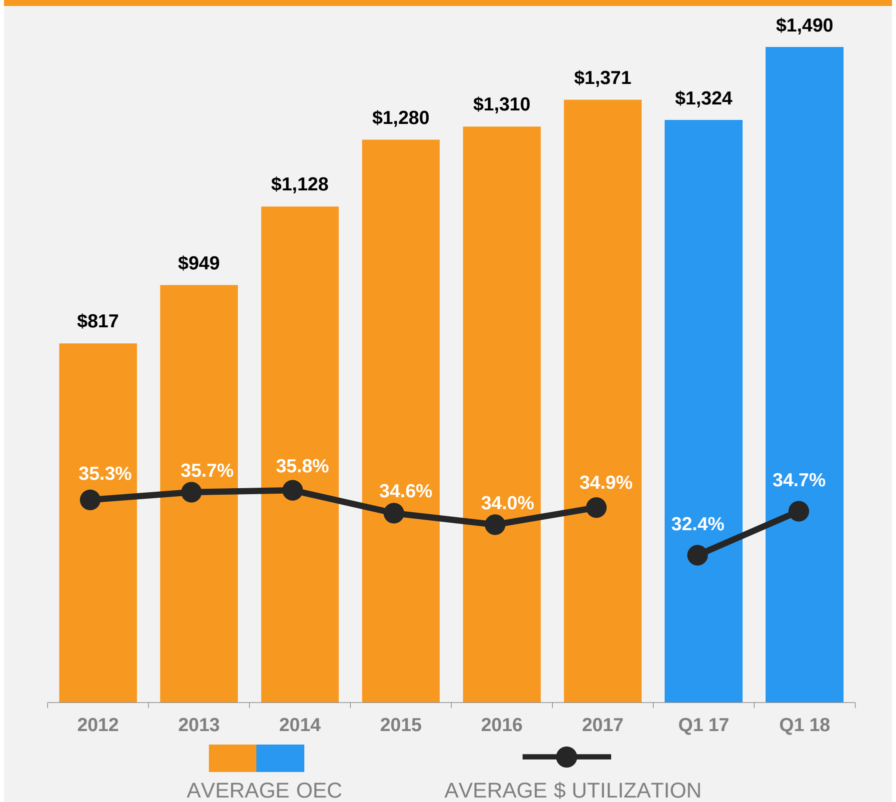


Free Cash Flow Summary ($MM)

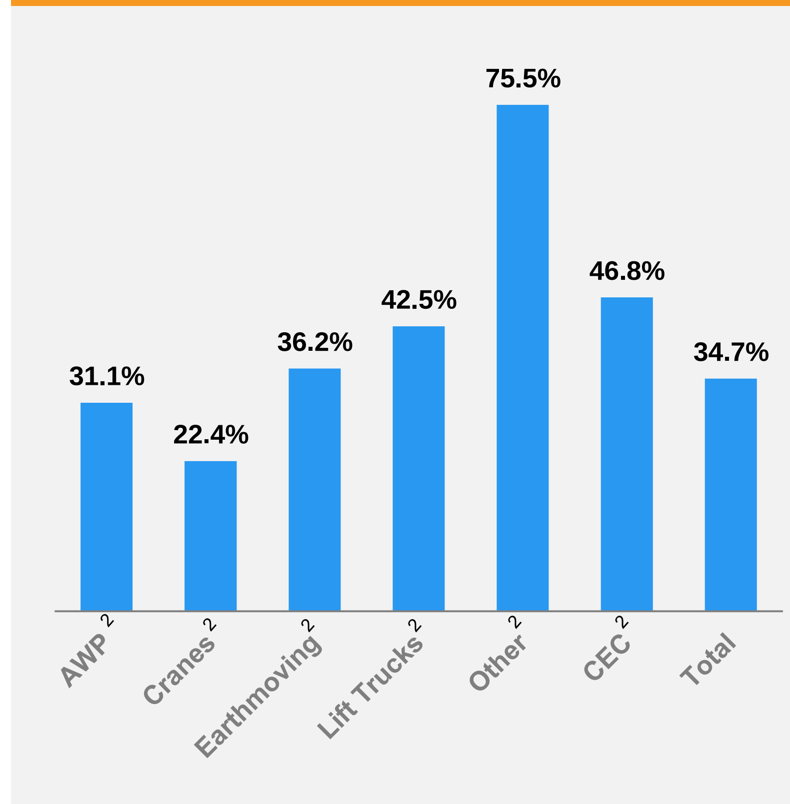
	2012	2013	2014	2015	2016	2017	3 Mos. Ended March 31, 2017	3 Mos. Ended March 31, 2018
Free Cash Flow[2]	$ (172.0)	$ (40.9)	$ (138.3)	$104.9	$ 62.6	$ 73.1	$ 17.5	$ (117.8)

NOTE: Fleet statistics as of March 31, 2018.
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.
2 – We define Free Cash Flow as net cash provided by operating activities less (1) purchases of rental equipment and property and equipment 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.

Rental Fleet Statistics[1] ($MM)



$ Utilization by Equipment Type[1]



Note: Fleet statistics as of March 31, 2018.
1 – Represents rental revenues annualized divided by the average original equipment cost.
2 – Dollar utilization at the product line detail does not include CEC data. Q1 18 CEC data is included in the total $ utilization.

Capital Structure ($MM)

3/31/18	
Cash	$38.1
Debt:	
Sr. Sec'd Credit Facility (ABL)	$0.0
Senior Unsecured Notes[1]	950.0
Capital Leases Payable	1.4
Total Debt	$951.4
Shareholders' Equity	217.7
Total Book Capitalization	$1,169.1

Credit Statistics

	2012	2013	2014	2015	2016	2017	LTM Q1 2018
Adj. EBITDA[2] /Total Interest Exp.	5.8x	5.0x	6.0x	5.9x	5.6x	6.0x	6.0x
Total Net Debt[3] /Adj. EBITDA[2]	3.3x	2.8x	2.8x	2.6x	2.6x	2.4x	2.7x
Total Debt /Total Capitalization	93.4%	88.6%	87.0%	85.1%	84.8%	81.4%	81.4%

1 – Senior Unsecured Notes exclude $11.4 million of unaccreted discount , $7.9 million of unamortized premium and $2.3 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 0.2 million of other merger related costs recorded in the first quarter of 2018. See Appendix A for a reconciliation of Non-GAAP measures.
3 – Net debt is defined as total debt less cash on hand.

John Engquist CHIEF EXECUTIVE OFFICER

Conclusion

- Solid start to year, delivered strong year-over-year gains.
- Demand in end-user non-residential construction markets accelerated during Q1.
- Rental business performing well; distribution improving.
- Executed on growth strategy with CEC and Rental Inc. acquisitions and Greenfield/warm-start expansion.
- Paid fifteenth consecutive quarterly cash dividend on March 9, 2018.

Appendix A-Unaudited Reconciliation of Non-GAAP Financial Measures

Unaudited Reconciliation of Non-GAAP Financial Measures

EBITDA, Adjusted EBITDA 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 March 31, 2018, as EBITDA adjusted for $0.2 million of transaction costs related to recent acquisitions and for the last twelve month period ended March 31, 2018, as EBITDA adjusted for (1) merger breakup fees, net of related merger costs, totaling $5.6 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 Free Cash Flow as net cash provided by operating activities, less purchases of rental equipment and property and equipment plus proceeds from sales of rental equipment and 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 amounts 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. EBITDA and Adjusted EBITDA are not measurements of our financial performance under GAAP and should not be considered alternatives to net income, operating income or any other measures derived in accordance with GAAP.

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.

Because EBITDA, Adjusted EBITDA 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	Q1 2017	Q1 2018	LTM 3/31/18
Net Income	$28,836	$44,140	$55,139	$44,305	$37,172	$109,658	$5,390	$9,478	113,746
Interest expense	35,541	51,404	52,353	54,030	53,604	54,958	13,232	14,653	56,379
Provision (Benefit) for income taxes	15,612	21,007	37,545	31,371	21,858	(50,314)	3,140	3,590	(49,864)
Depreciation	116,447	138,903	166,514	186,457	189,697	193,245	46,998	53,058	199,305
Amortization of intangibles	66	-	-	-	-	-	-	-	-
EBITDA	$196,502	$255,454	$311,551	$316,163	$302,331	$307,547	$68,760	80,779	319,566
Loss on early extinguishment of debt[1]	10,180	-	-	-	-	25,363	-	-	25,363
Merger breakup fee, net of merger costs[1]	-	-	-	-	-	(5,782)	-	152	(5,630)
Adjusted EBITDA	$206,682	$255,454	$311,551	$316,163	$302,331	$327,128	$68,760	$80,931	339,299

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 the recent acquisitions.

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Appendix A

Free Cash Flow GAAP Reconciliation ($ in thousands)

	2012	2013	2014	2015	2016	2017	3 Mos. Ended March 31, 2017	3 Mos. Ended March 31, 2018
Net cash provided by operating activities	$41,023	$138,652	$158,318	$206,620	$176,979	$226,199	$30,607	$28,306
Acquisition of business, net of cash acquired	-	-	-	-	-	-	-	(125,207)
Purchases of property and equipment	(37,361)	(29,479)	(33,235)	(26,797)	(22,895)	(22,515)	(5,804)	(4,505)
Purchases of rental equipment[1]	(268,229)	(267,465)	(368,491)	(178,772)	(179,709)	(234,209)	(33,979)	(40,654)
Proceeds from sale of property and equipment	2,058	2,759	3,657	4,289	3,805	7,506	1,848	785
Proceeds from sale of rental equipment	90,542	114,595	101,426	99,521	84,389	96,143	24,803	23,430
Free cash flow	$(171,967)	$(40,938)	(138,325)	$104,861	$62,569	$73,124	$17,475	(117,845)

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	3 Mos. Ended March 31, 2017	3 Mos. Ended March 31, 2018
Transfers of new and used inventory	$28.2	$35.9	$44.2	$51.4	$38.5	$10.5	$6.8	$15.4

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