



Fourth Quarter – Full Year 2024 Investor Presentation



Introductory information

Unless otherwise specified, the information in this presentation, including forward-looking statements, is as of our most recent earnings call held on January 30, 2025. We make no commitment to update any such information contained in this presentation.

Certain statements in this presentation are forward-looking statements within the meaning of Section 21E of the Securities Exchange Act of 1934, as amended, and the Private Securities Litigation Reform Act of 1995, known as the PSLRA. These statements can generally be identified by the use of forward-looking terminology such as “believe,” “expect,” “may,” “will,” “should,” “seek,” “on-track,” “plan,” “project,” “forecast,” “intend” or “anticipate,” or the negative thereof or comparable terminology, or by discussions of vision, strategy, outlook, targets or goals (including but not limited to our environmental and social goals). These statements are based on current plans, estimates and projections, and, therefore, you should not place undue reliance on them. No forward-looking statement can be guaranteed, and actual results may differ materially from those projected. Factors that could cause actual results to differ materially from those projected include, but are not limited to, the following: (1) the impact of global economic conditions (including inflation, interest rates, supply chain constraints, trade wars and sanctions), geopolitical risks (including risks related to international conflicts) and public health crises and epidemics on us, our customers and our suppliers, in the United States and the rest of the world; (2) declines in construction or industrial activity, which can adversely impact our revenues and, because many of our costs are fixed, our profitability; (3) rates we charge and time utilization we achieve being less than anticipated; (4) changes in customer, fleet, geographic and segment mix; (5) excess fleet in the equipment rental industry; (6) inability to benefit from government spending, including spending associated with infrastructure projects, or a reduction in government spending; (7) trends in oil and natural gas, including significant increases in the prices of oil or natural gas, have in the past affected, and could in the future adversely affect, the demand for our services and products; (8) competition from existing and new competitors; (9) the cyclical nature of the industry in which we operate and the industries of our customers, such as those in the construction industry; (10) costs we incur being more than anticipated, including as a result of inflation or tariffs, and the inability to realize expected savings in the amounts or time frames planned; (11) our significant indebtedness, which is expected to increase as a result of the proposed acquisition of H&E Equipment Services, Inc. (H&E), requires us to use a substantial amount of our cash flow for debt service and can constrain our flexibility in responding to unanticipated or adverse business conditions; (12) inability to refinance our indebtedness on terms that are favorable to us, including as a result of volatility and uncertainty in capital or credit markets or increases in interest rates, or at all; (13) incurrence of additional debt, which could exacerbate the risks associated with our current level of indebtedness; (14) noncompliance with financial or other covenants in our debt agreements, which could result in our lenders terminating the agreements and requiring us to repay outstanding borrowings; (15) restrictive covenants and the amount of borrowings permitted under our debt instruments, which can limit our financial and operational flexibility; (16) inability to access the capital that our businesses or growth plans may require, including as a result of uncertainty in capital or credit markets; (17) the possibility that companies that we have acquired or may acquire (including H&E upon completion of the pending acquisition) could have undiscovered liabilities, or that companies or assets that we have acquired or may acquire (including H&E upon completion of the proposed acquisition) could involve other unexpected costs, may strain our management capabilities, or may be difficult to integrate, and that we may not realize the expected benefits from an acquisition over the timeframe we expect, or at all; (18) incurrence of impairment charges; (19) fluctuations in the price of our common stock and inability to complete stock repurchases or pay dividends in the time frames and/or on the terms anticipated; (20) our charter provisions as well as provisions of certain debt agreements and our significant indebtedness may have the effect of making more difficult or otherwise discouraging, delaying or deterring a takeover or other change of control of us; (21) inability to manage credit risk adequately or to collect on contracts with a large number of customers; (22) turnover in our management team and inability to attract and retain key personnel, as well as loss, absenteeism or the inability of employees to work or perform key functions in light of public health crises or epidemics; (23) inability to obtain equipment and other supplies for our business from our key suppliers on acceptable terms or at all, as a result of insolvency, financial difficulties or other factors affecting our suppliers; (24) increases in our maintenance and replacement costs and/or decreases in the residual value of our equipment; (25) inability to sell our new or used fleet in the amounts, or at the prices, we expect; (26) risks related to security breaches, cybersecurity attacks, failure to protect personal information, compliance with privacy, data protection and cyber incident reporting laws and regulations, and other significant disruptions in our information technology systems; (27) risks related to severe weather events and other natural occurrences, and climate change regulation; (28) risks related to our aspirational sustainability and safety goals, including our greenhouse gas intensity reduction goal; (29) the fact that our holding company structure requires us to depend in part on distributions from subsidiaries and such distributions could be limited by contractual or legal restrictions; (30) shortfalls in our insurance coverage or inability to obtain coverage on reasonable terms or at all; (31) increases in our loss reserves to address business operations or other claims and any claims that exceed our established levels of reserves; (32) the outcome or other potential consequences of litigation, regulatory and investigatory matters; (33) incurrence of expenses (including indemnification obligations) and other costs in connection with litigation, regulatory and investigatory matters; (34) risks related to, and the costs of complying with, environmental and safety laws and regulations; (35) risks related to, and the costs of complying with, foreign laws and regulations, as well as other risks associated with non-U.S. operations, including currency exchange risk and tariffs; (36) labor shortages and/or disputes, work stoppages or other labor difficulties, which may impact our productivity and increase our costs, and changes in law that could affect our labor relations or operations generally; and (37) the effect of changes in tax law. For a more complete description of these and other possible risks and uncertainties, please refer to our Annual Report on Form 10-K for the year ended December 31, 2024, as well as to our subsequent filings with the SEC. The forward-looking statements contained herein speak only as of the date hereof, and we make no commitment to update or publicly release any revisions to forward-looking statements in order to reflect new information or subsequent events, circumstances or changes in expectations, except as required by law.

Note: This presentation provides information about free cash flow, EBITDA, adjusted EBITDA and adjusted EPS, which are non-GAAP financial measures. This presentation includes a reconciliation between free cash flow and GAAP cash from operations, a reconciliation between both adjusted EBITDA and EBITDA, on the one hand, and GAAP net income, on the other hand, a reconciliation between both adjusted EBITDA and EBITDA, on the one hand, and GAAP cash from operations, on the other hand, a reconciliation between adjusted EPS and GAAP EPS, and a reconciliation between forward-looking free cash flow and forward-looking GAAP cash from operations. Information reconciling forward-looking adjusted EBITDA to GAAP financial measures is unavailable to the company without unreasonable effort. The company is not able to provide reconciliations of forward looking adjusted EBITDA to GAAP financial measures because certain items required for such reconciliations are outside of the company's control and/or cannot be reasonably predicted, such as the provision for income taxes. Preparation of such reconciliations would require a forward-looking balance sheet, statement of income and statement of cash flow, prepared in accordance with GAAP, and such forward-looking financial statements are unavailable to the company without unreasonable effort (as specified in the exception provided by Item 10(e)(1)(i)(B) of Regulation S-K). The company provides a range for its adjusted EBITDA forecast that it believes will be achieved, however it cannot accurately predict all the components of the adjusted EBITDA calculation.

Contents

1. Company Overview
2. End-Market Overview
3. Summary of Key Financial Data
4. Sustainability, Culture and Governance
5. Appendix

1 Company Overview



Company Overview

1 **Market leader with size, scale, and strategy** to sustain meaningful competitive advantages

2 **Relentless focus on the customer**, fueling deep and lasting relationships

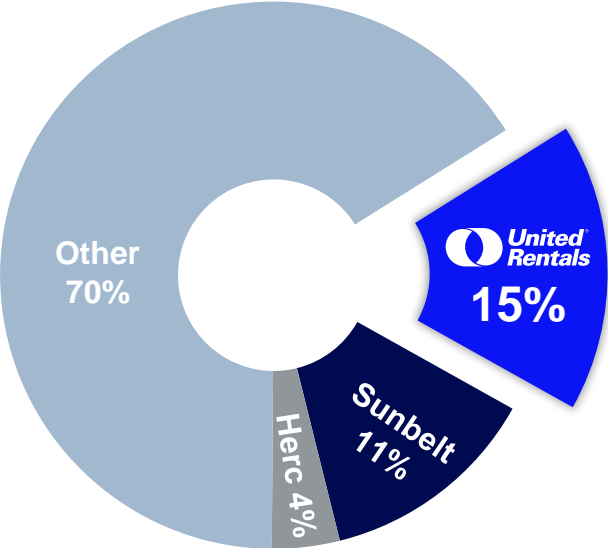
3 Proven ability to win through excellence in **people, process, and technology**

4 **Resilient business model** underpinned by diverse portfolio, growing end-market demand, strong cash flow generation, and ample financial flexibility

5 Clear strategy to maximize value creation by balancing **top-line growth, margin improvement, and prudent capital allocation**

United Rentals at a Glance (NYSE: URI)









#1 Market Share⁽¹⁾



\$15.3B 2024 total revenue
(+7.1% YoY)

\$7.2B 2024 adjusted EBITDA⁽²⁾
(+4.4% YoY)

46.7% 2024 adjusted EBITDA Margin⁽²⁾

 1997 Founded	 ~27,900 Employees ⁽³⁾
 Stamford, CT Headquarters	 1,686 Global Branch Locations ⁽³⁾
 ~\$21B Fleet Size ^{(3), (4)}	 1,591 North American Locations ⁽³⁾
 51.3 Average Fleet Age in Months ⁽³⁾	 33.4% % Specialty Revenue ^{(3), (5)}

Market Leader in an Industry Where Size and Scale Are Differentiators

(1) North American market share is based on 2024 actual or estimated rental revenues and American Rental Association (“ARA”) industry estimates (excluding party and events rentals).

(2) Adjusted EBITDA is a non-GAAP measure. Adjusted EBITDA margin represents adjusted EBITDA divided by total revenue. See the tables provided elsewhere in this presentation for reconciliations to the most comparable GAAP measures.

(3) As of December 31, 2024.

(4) Based on average original equipment at cost (“OEC”).

(5) Represents Specialty as a percentage of total revenue for the full year. Specialty revenue includes 1) Specialty reporting segment (comprised of our Fluid Solutions, Europe, Trench Safety, Power & HVAC, Mobile Storage, Matting Solutions and Australasia regions) and 2) Reliable Onsite Services and Tools revenues, which are included in our General Rentals reporting segment.

Our purpose, vision, and values

Purpose

Build a better future together

Vision

To be the best partner for worksite safety, productivity, and sustainability

Values



Safety First



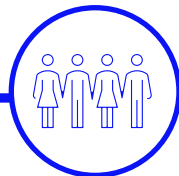
Visible Leadership



Customer-Driven



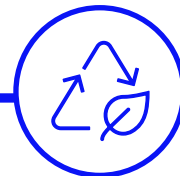
Absolute Integrity



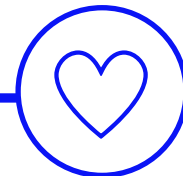
Community-Minded



Continuous Innovation



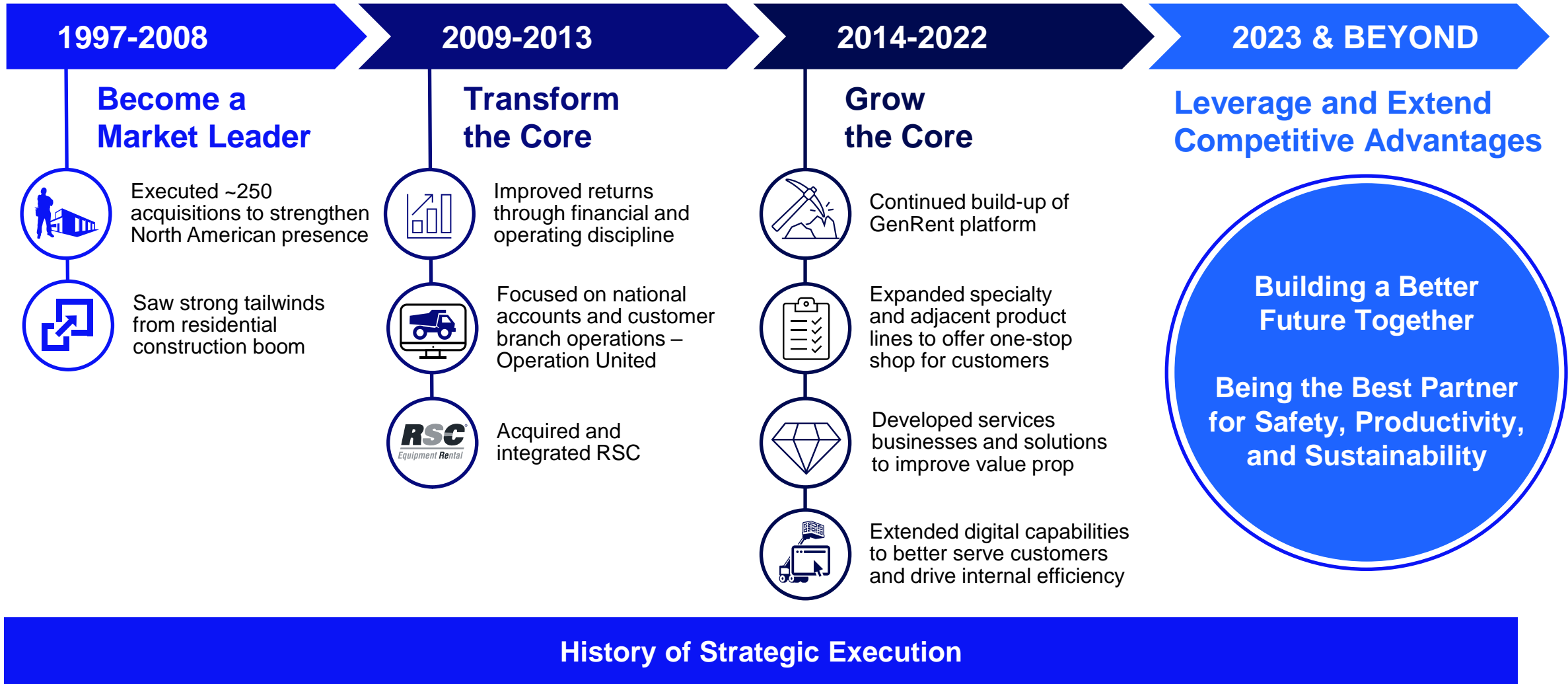
Sustainability



Passion for People

United in Our Commitment to Customers, Communities, and Each Other

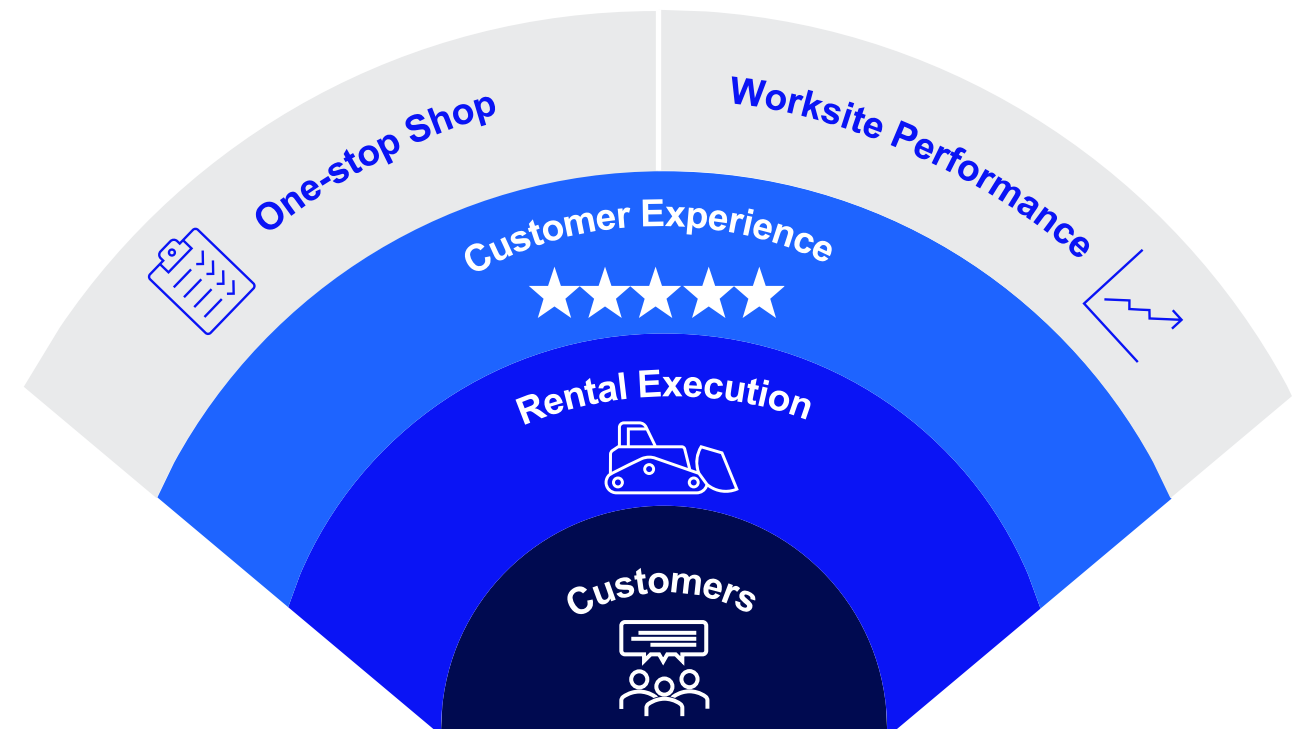
Continuing our strategic journey



How we win | Our competitive advantages

Creating Layers of Value Around the Customer Relationship

Enabled by...



Breadth of Solutions to Meet Customer Needs



Technology to Drive Seamless Experiences



Data & Insights to Foster Worksite Performance



Deep Expertise Backed by People-Focused Culture

Tailored **Go-to-Market Models** to Serve Customers of All Sizes

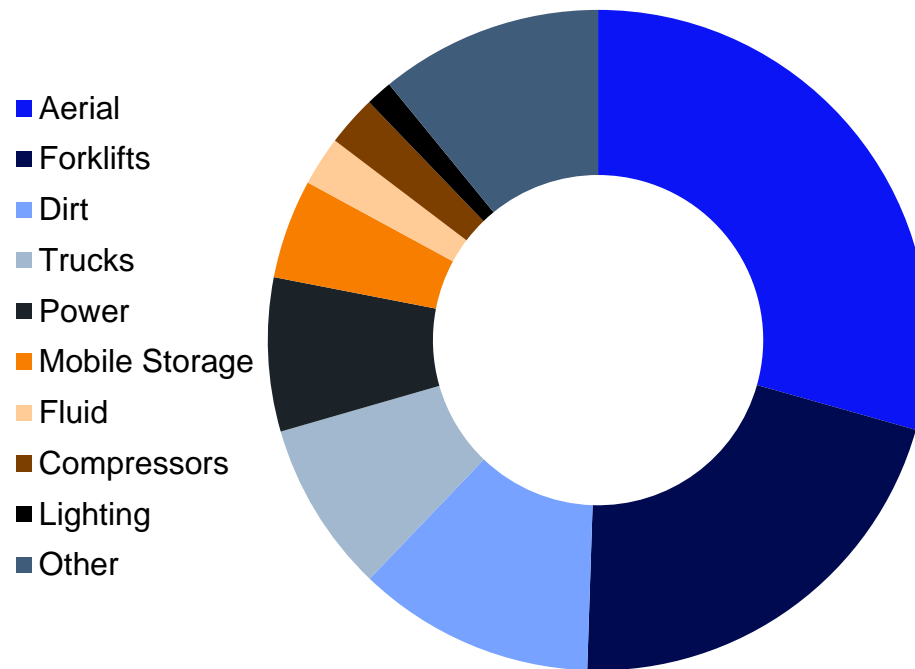
Extending Our Leadership Position Supported by Our Team of ~27,900

Note: Headcount as of December 31, 2024.

Customers know we have the resources they need



Industry-leading Fleet⁽¹⁾
~\$21B; ~1M units



Enabling Profitable Growth at Scale

Solutions

- **Holistic product set**, serving the most diverse customer base in the industry
- Comprehensive array of **Specialty solutions** meeting the needs of complex customers

Expertise

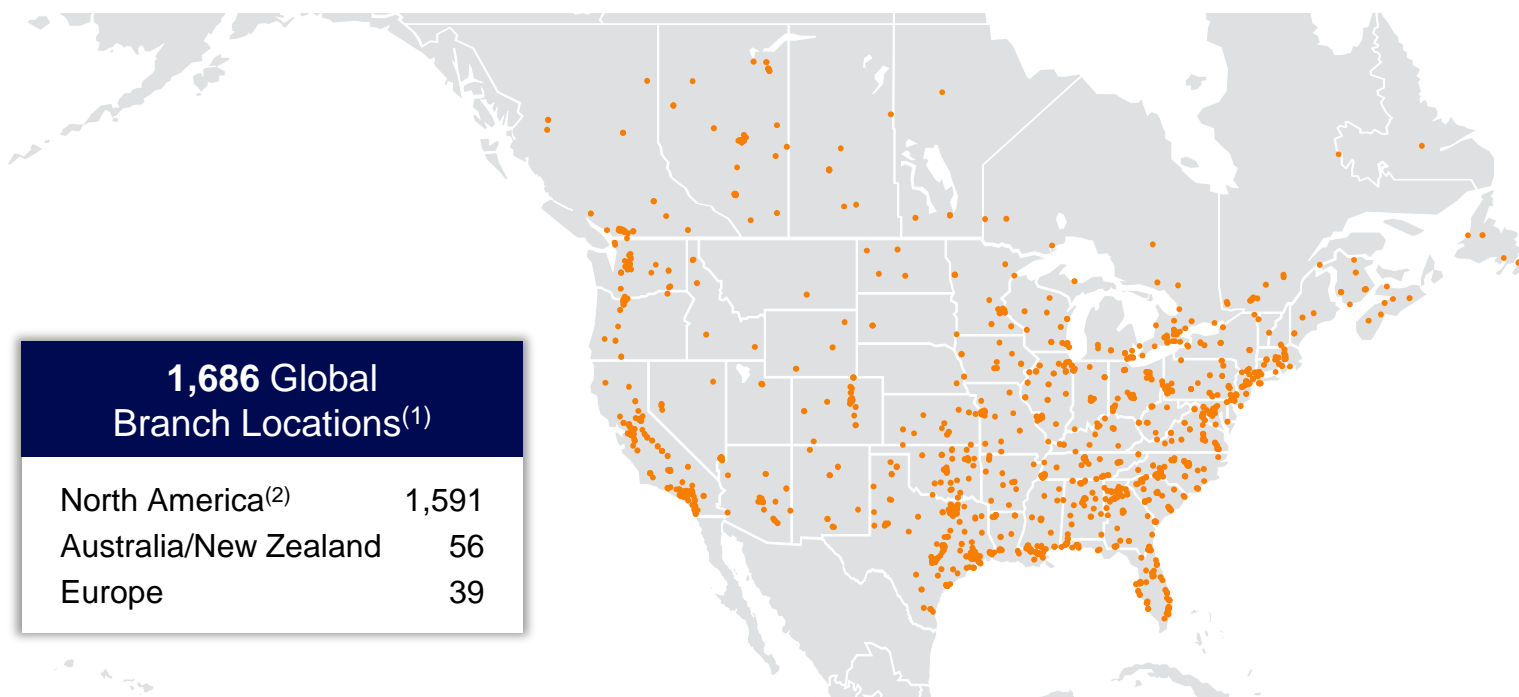
- Proven **vertical specialization**
- Unique **data and insights** to inform customer decisions
- Productive and efficient **operating model**

Largest Operational Footprint in the Industry with Multiple Capabilities to Serve Customer and Market Needs

(1) Fleet data as of December 31, 2024. Average fleet age 51.3 months. Graph values based on OEC.

Geographic breadth and flexibility to provide a one-stop shop for customers

Industry's Most Expansive Branch Network



Largest Network to Better Serve Customers

(1) As of December 31, 2024.

(2) 996 GenRent branches + 595 Specialty branches across North America. Specialty branch counts (595 in North America and 690 globally) include Tools and Reliable Onsite Services branches that are part of our General Rentals reporting segment.

(3) 2014-2024 CAGR. Revenue includes 1) Specialty reporting segment (comprised of our Fluid Solutions, Europe, Trench Safety, Power & HVAC, Mobile Storage, Matting Solutions and Australasia regions) and 2) Reliable Onsite Services and Tools revenues, which are included in our General Rentals reporting segment.

Optimizing Location Strategy

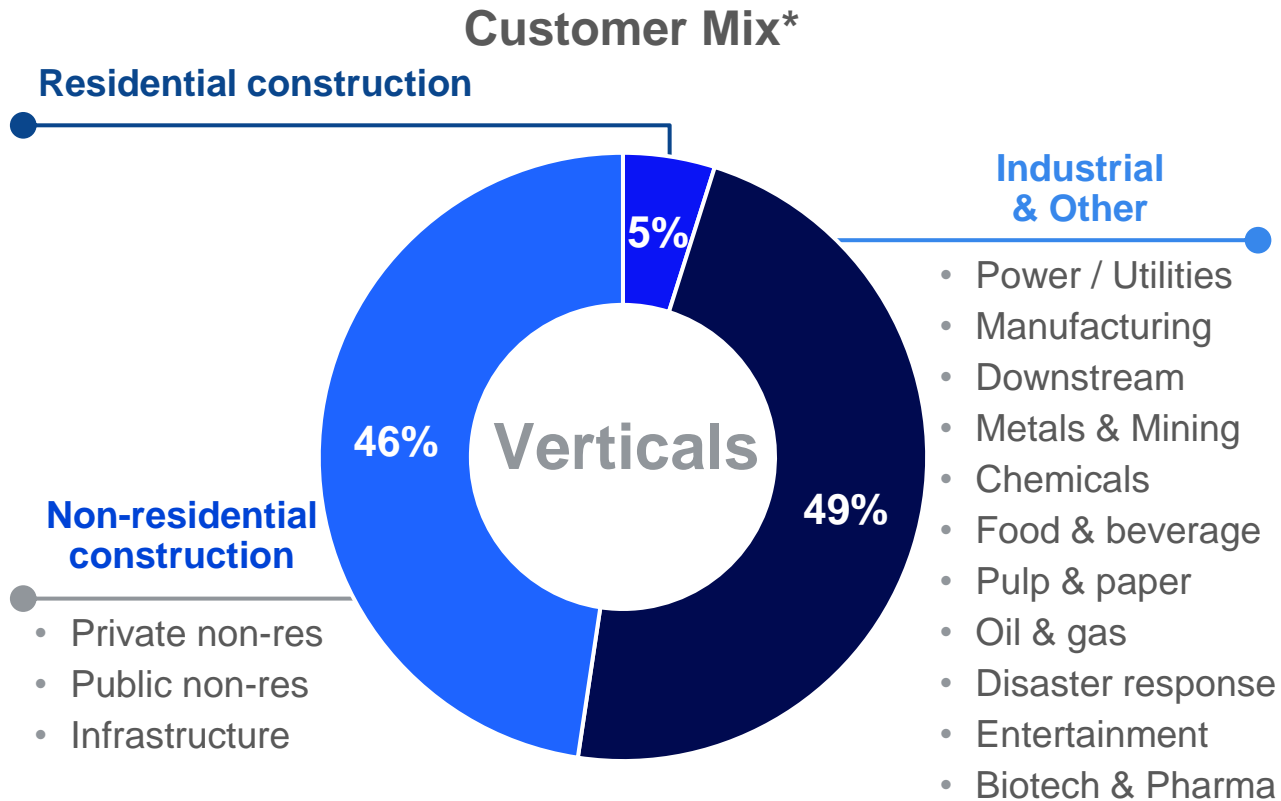
- Improving our operating footprint to enable faster response time
- Enhancing operating processes to allow greater face-time with customers
- Expanding Specialty locations to bring advanced solutions and expertise to more customers

Specialty Business

690
Global Branch
Locations^(1,2)

20.1%
10-Year
Revenue CAGR⁽³⁾

Our customers and the benefits of renting vs. owning



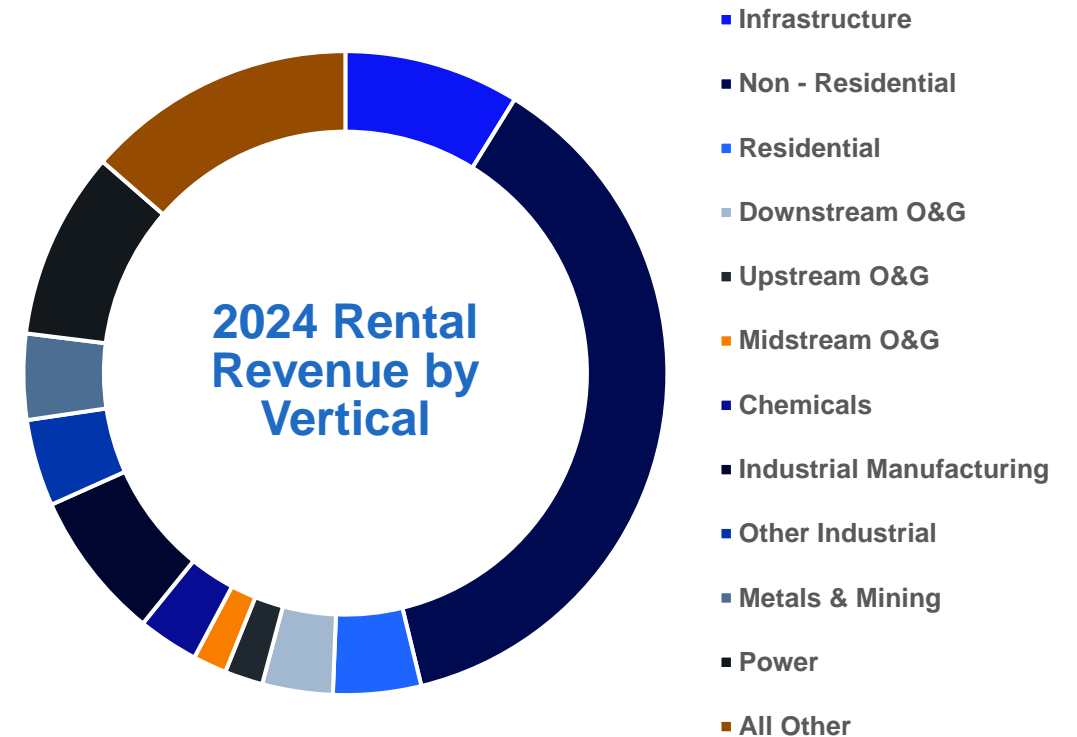
Why Customers Rent Instead of Buy

- Conserve capital / focus on core business
- The right equipment for any job/availability
- Reliability/reduce downtime
- Control expenses and inventory
- Outsourced maintenance (labor)
- Outsourced pick-up/delivery (labor)
- Save on storage/warehousing
- 24/7 customer care/support
- Save on disposable costs
- Manage risks: regulatory, obsolesce, etc.

Customers with diverse needs derive many benefits from renting

*Based on 2024 rental revenue.

Diverse end-market exposure



Broad customer base helps reduce full-cycle volatility

Growing specialty solutions to meet customer demand while expanding profitability



Fluid Solutions

- Full range of equipment to contain, transfer, and treat fluids
- Used by municipalities, industrial plants, and mining, construction, and agri-business customers



Matting Solutions

- Hardwood, softwood, and composite mats providing surface protection across both construction and maintenance, repair and operations (MRO) applications



Onsite Services

- Plastic bathroom facilities, luxury restroom trailers, sinks, and showers
- Core rental item used across all types of special events, construction sites, and industrial projects



Portable Storage & Modular Space

- Portable storage, mobile offices, and modular space solutions
- Core rental item used across all types of industrial and construction sites, commercial applications, and many other end-markets



Power & HVAC

- Complete solutions for mobile power and air flow
- Used for disaster response, plant shutdowns, commercial renovations, and seasonal climate control



Tool Solutions

- Tool trailers stocked with hoisting, torquing, pipe fitting, and air tools
- Used for refinery and other industrial needs and at large construction sites

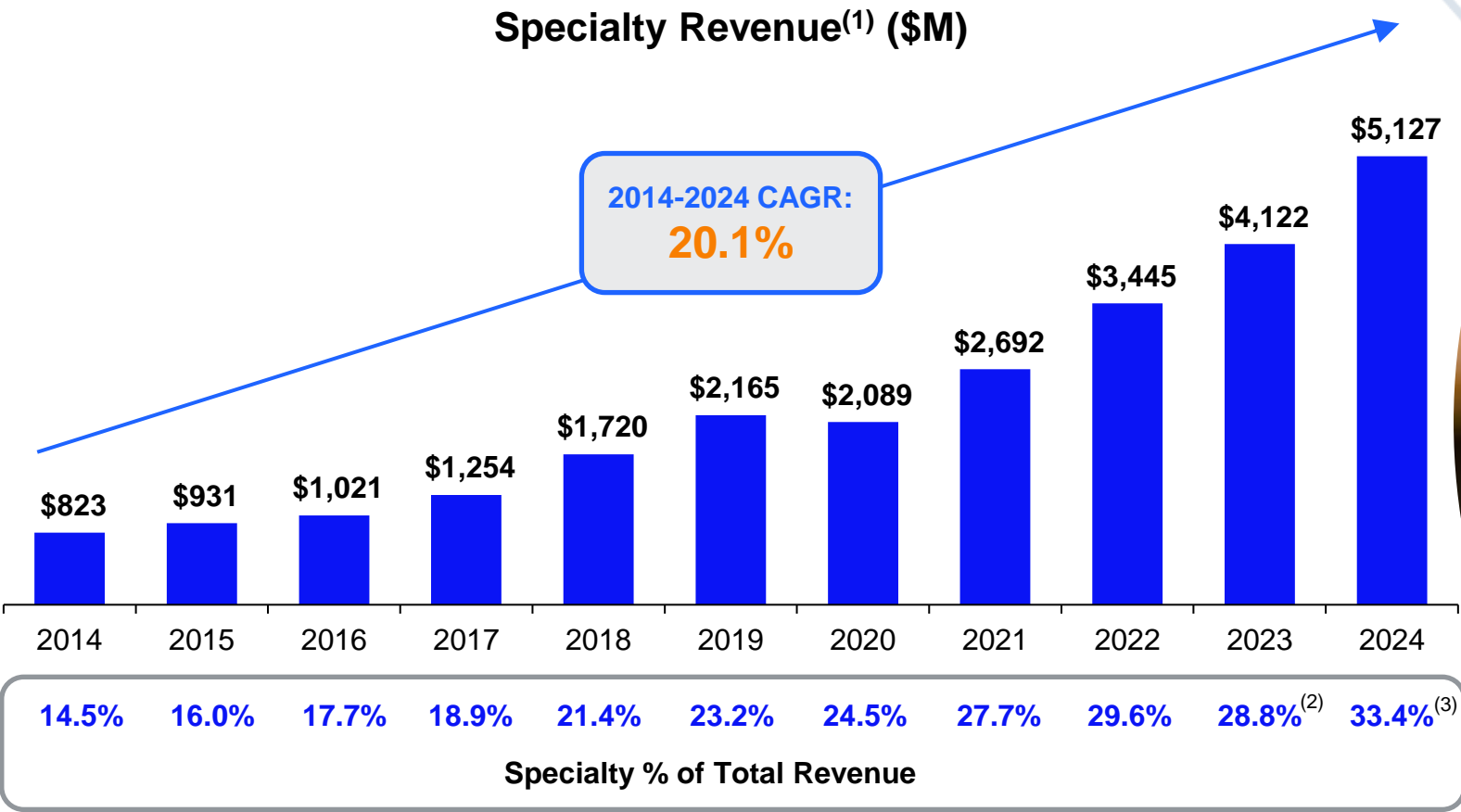


Trench Safety

- Excavation support solutions, confined space entry equipment, and customer training
- Used for construction, utility installs, manhole work, and other underground applications

Aggressive Expansion in Specialty Solutions Competitively Differentiates Us

Specialty provides strong growth opportunities



Specialty Represented ~33% of Total Revenue in 2024

(1) Revenue includes 1) Specialty reporting segment (comprised of our Fluid Solutions, Europe, Trench Safety, Power & HVAC, Mobile Storage, Matting Solutions and Australasia regions) and 2) Reliable Onsite Services and Tools revenues, which are included in our General Rentals reporting segment.

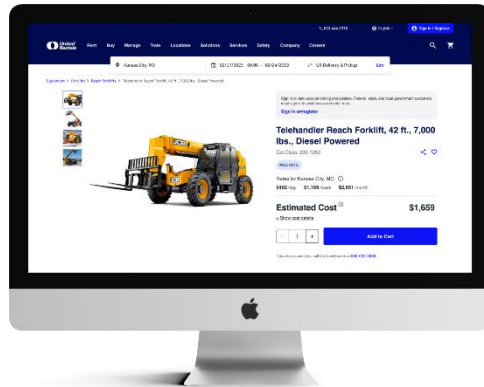
(2) 2023 year-over-year decline in Specialty as a % of revenue includes the impact of the Ahern acquisition, which increased revenue in our General Rentals segment. On the basis noted above (Reliable Onsite Services and Tools revenues excluded from General Rentals and included in Specialty), 2023 Specialty revenue growth was 19.7%, while pro forma (including pre-acquisition Ahern revenues) General Rentals revenue growth was 13.1%.

(3) The Matting Solutions region was added to the Specialty reporting segment in 2024 following the Yak acquisition. On the basis noted above (Reliable Onsite Services and Tools revenues excluded from General Rentals and included in Specialty), 2024 Specialty revenue growth was 24.4%, while Specialty revenue growth excluding the revenue from the acquired Yak locations was 16.6%.



Customer facing digital tools and results 2024

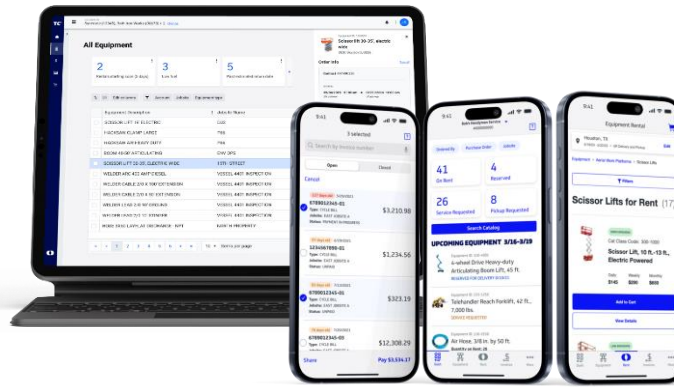
Digital Marketplace



- Generate awareness and interest
- Acquire new customers
- Capture demand through online digital transactions
- Used equipment and rentals with real-time availability indication
- Online training + certification management

UR.com revenue increase of 22% YoY

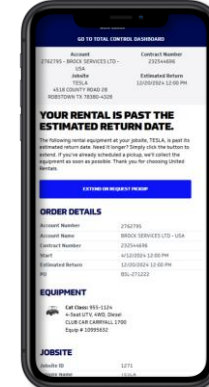
Fleet Management & Insights



- View and manage rental and owned fleet
- Take self-service digital actions
- Access real-time telematics information
- View and take action on strategic insights around productivity and sustainability
- Desktop access through Total Control® and mobile access through the United Rentals Mobile app

76% of revenue uses digital (up from 70% in 2023)

Real-time Notifications & Tracking



- ~50 notifications across rental lifecycle
- Option to select Email and/or SMS
- Track deliveries and service with automatic notifications and in-app status trackers
- Ability to customize notifications based on engine Diagnostic Trouble Codes

8.4 million customer notifications sent (+20% YoY)

Industry leading customer service, equipment management, and operations enabled by technology



Sales

- Enterprise CRM for dealflow management
- Web application for order entry and management (URmax)
- AI sales training tool for sales team upskilling

Increase share of customer wallet and customer service



Operations

- Suite of mobile applications for intake, customer pickup, and equipment staging
- Automated digital customer damage detection
- Digitized contract management process

Decrease turnaround time and increase customer service



Logistics

- Central dispatch capability for equipment pickup and customer drop off
- Route and truck bed optimization through proprietary FAST tool
- Equipment pickup prioritization algorithm

Maximize productivity and on-time delivery



Service & Maintenance

- Suite of advanced telematics alerts to notify our team of customer equipment issues
- Central field service dispatch and field app for field service customer support
- Remote equipment diagnostic tools

Reduce time to repair and resolution

Using technology to drive greater efficiencies and improve the customer experience

Elevating worksite performance through greater customer control with technology

Proactively Addressing Needs...

...Drives Positive Business Impacts⁽¹⁾



Leveraging Technology to Drive Efficiency Across the Procure-to-Pay Process

(1) YoY as of December 31, 2024

Telematics & FAST

Telematics & Related Technologies

- Internal Benefits:
 - Performance monitoring and service alerts
 - More efficient location and pick-up capabilities
 - Overtime and revenue recovery
- Customer Benefits:
 - Visibility into equipment utilization
 - Ability to more easily locate equipment
 - Billing and account access
 - Fuel alerts

Field Automation Systems & Technologies (FAST)

- Internal Benefits:
 - Increased driver and dispatcher productivity
 - Improved fleet efficiency
 - Reduced fuel consumption
 - Safety benefits
 - Environmental benefits

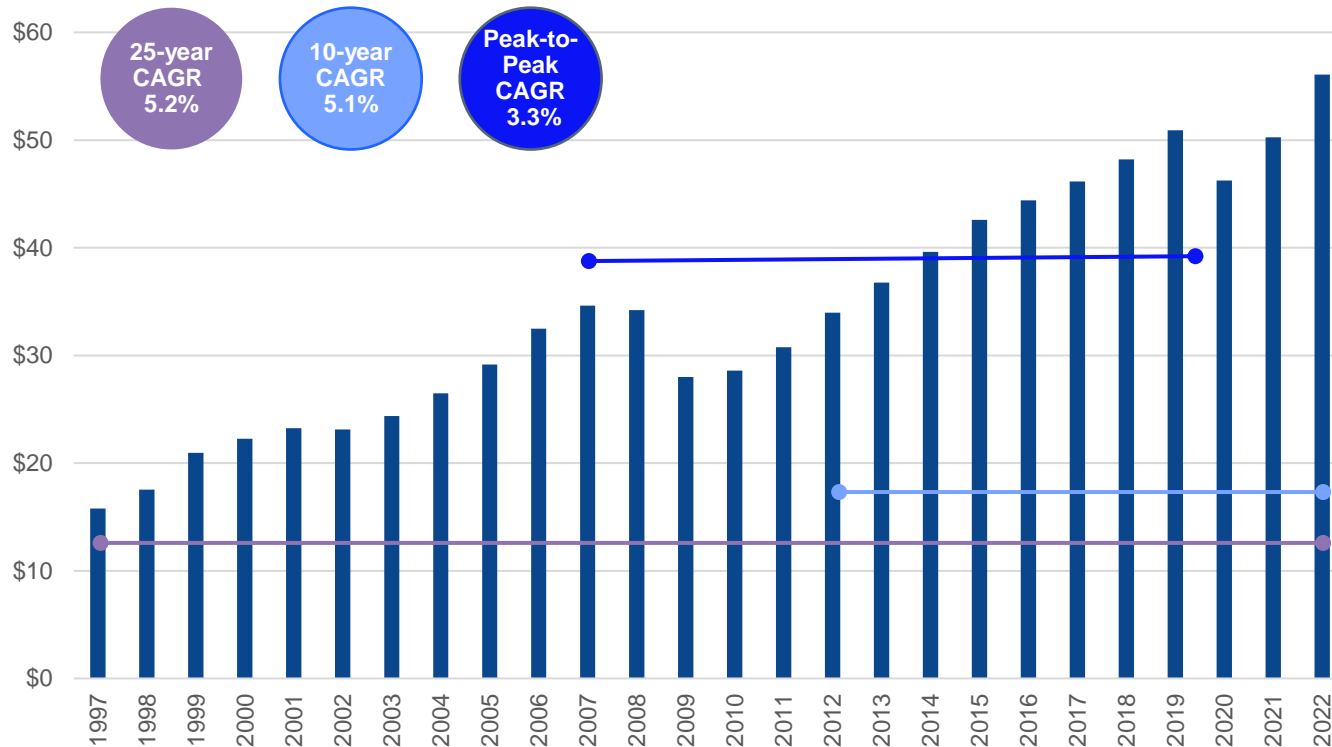
Using technology to drive greater efficiencies and improve customer experience

2 End-market — overview

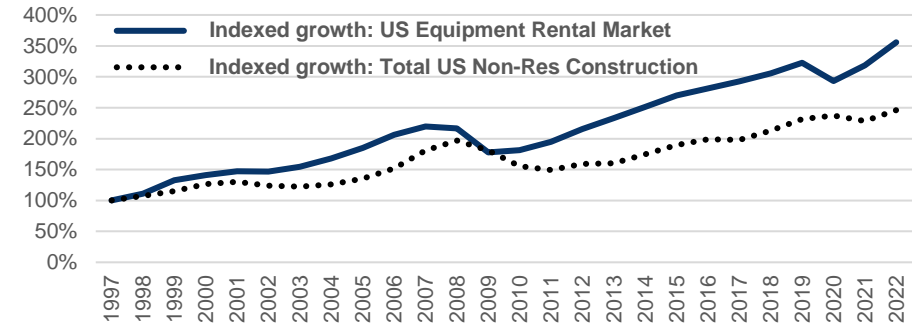


U.S. equipment rental industry historical overview

Combined U.S. General Rental and Construction & Industrial Equipment Rental Market Size (\$bn)

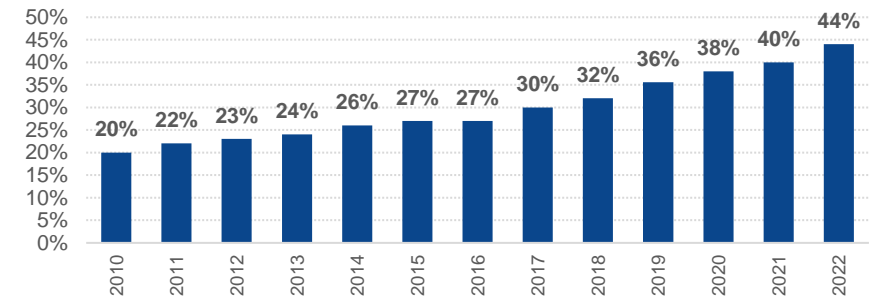


Growth of the U.S. equipment rental market has sharply outpaced underlying total non-res activity



Largest players capturing a growing share of the U.S. equipment rental market

Top 10 U.S. Rental Companies as % of Total Industry Revenues

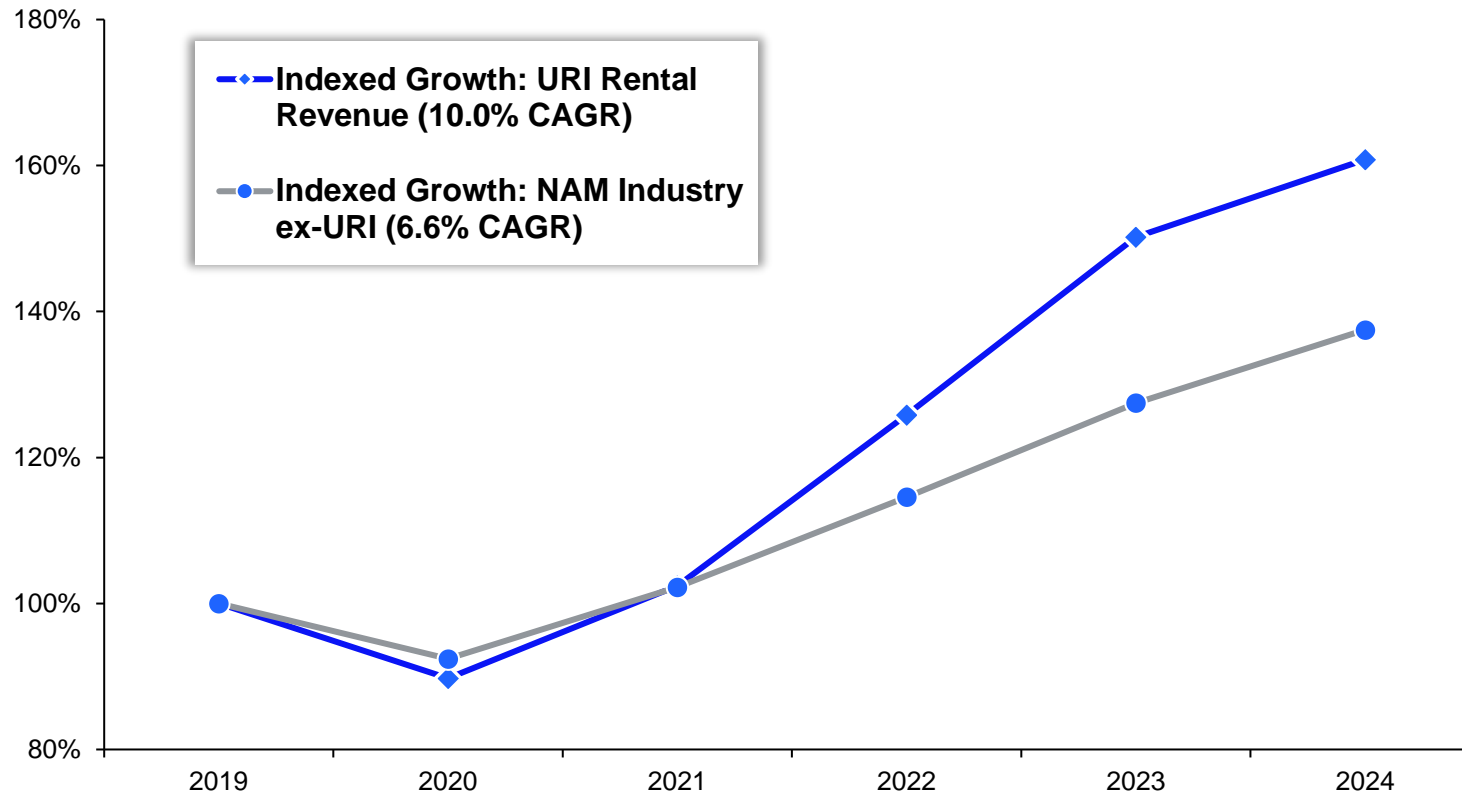


Equipment rental value proposition has driven secular penetration

Sources: Company reports, ARA, RER, and U.S. Census Bureau (based on most current data available)

Reflects data between 1997 and 2022 per previous ARA methodology to provide a broader perspective on market dynamics. Current methodology only restated since 2019.

Growth: Strategy supports meaningful outperformance of industry



URI CAGR over 1.5x the industry from 2019 - 2024

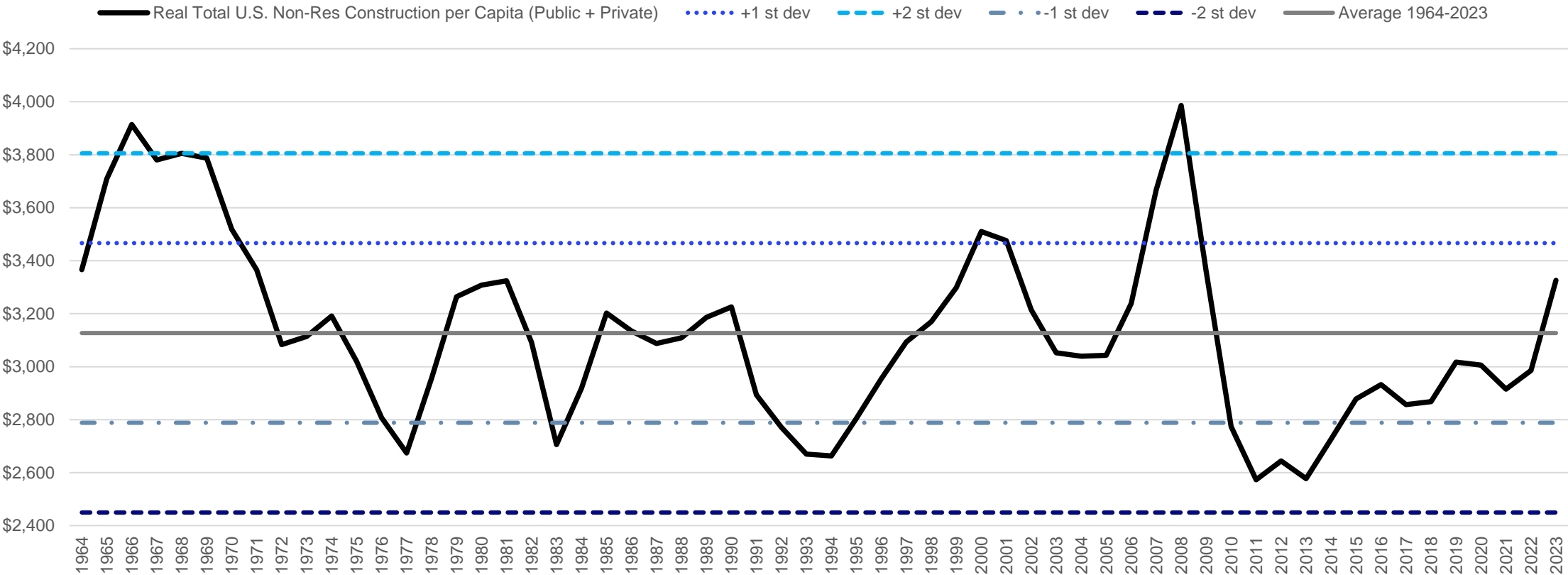
Sources: Company data, American Rental Association (excluding party and event rentals).

Note: Reflects indexed growth for the North American industry ex-URI North America rental revenue based on ARA data vs. URI North America rental revenue.

Growth Drivers

- ✓ Smart M&A
- ✓ Secular shift towards rental over ownership
- ✓ Increased cross-selling to capture wallet share and maximize cyclical growth
- ✓ Evolution of sales strategies and asset base to better serve customers
- ✓ Differentiation through new technologies and accelerated innovation

Real total U.S. non-res construction spend per capita



Adjusted for inflation and population growth, total U.S. non-residential construction investment (public + private) per capita remains less than one standard deviation from historic mean

Sources: U.S. Census Bureau, Engineering News-Record (based on most current data available).

3 Summary of key financial data

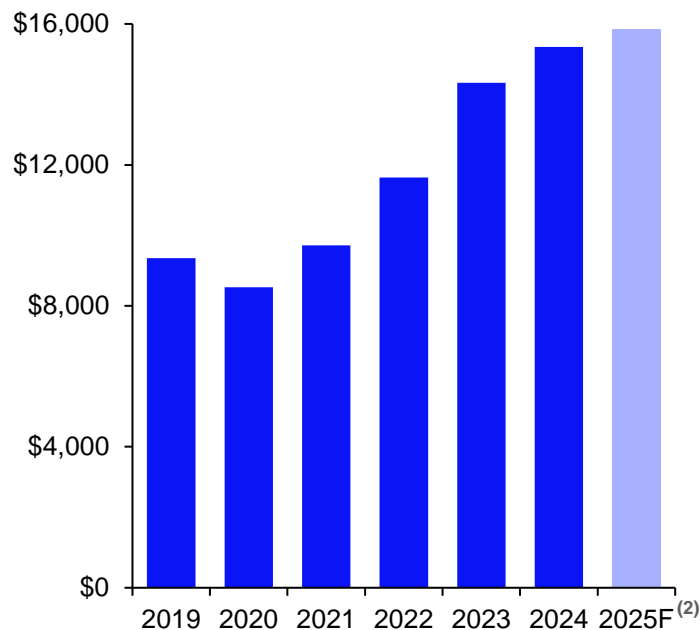


Strong track record of powerful financial performance

Total Revenue (\$M)

+10.4% **+3.3%**

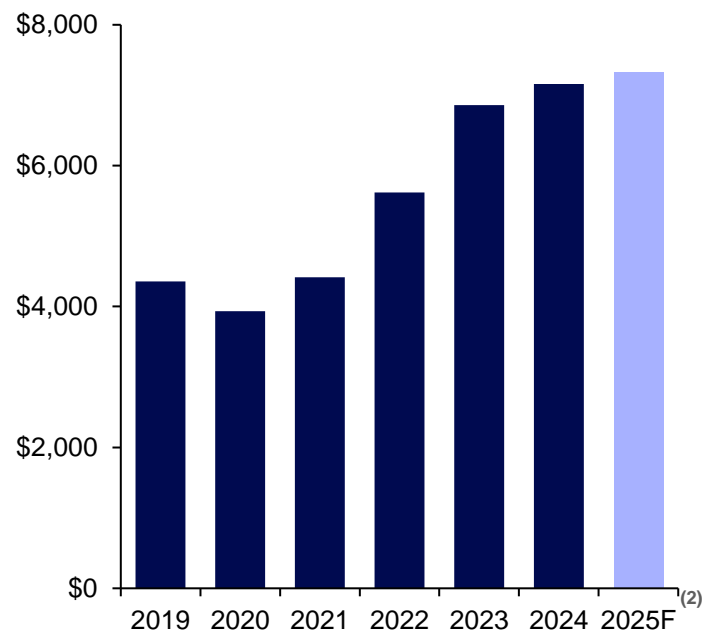
2024 5-Year CAGR 2025 Implied Growth



Adjusted EBITDA⁽¹⁾ (\$M)

+10.5% **+2.3%**

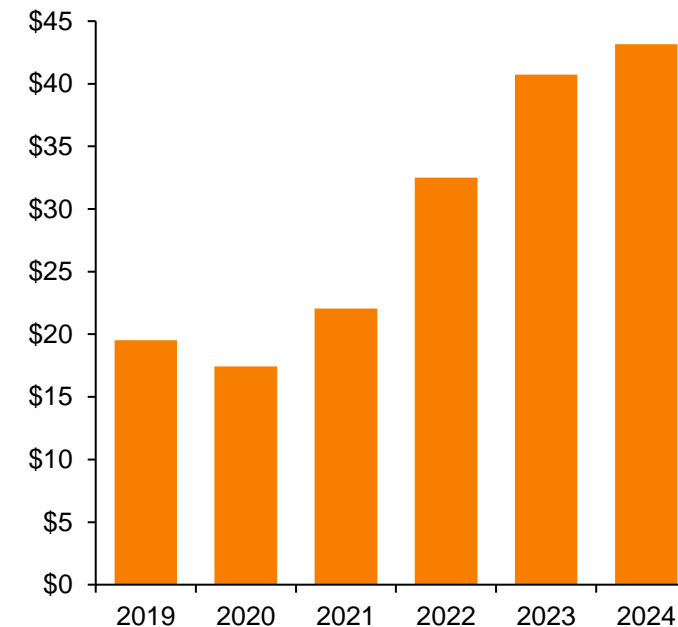
2024 5-Year CAGR 2025 Implied Growth



Adjusted EPS⁽¹⁾

+17.2% **+20.1%**

2024 5-Year CAGR 2024 10-Year CAGR

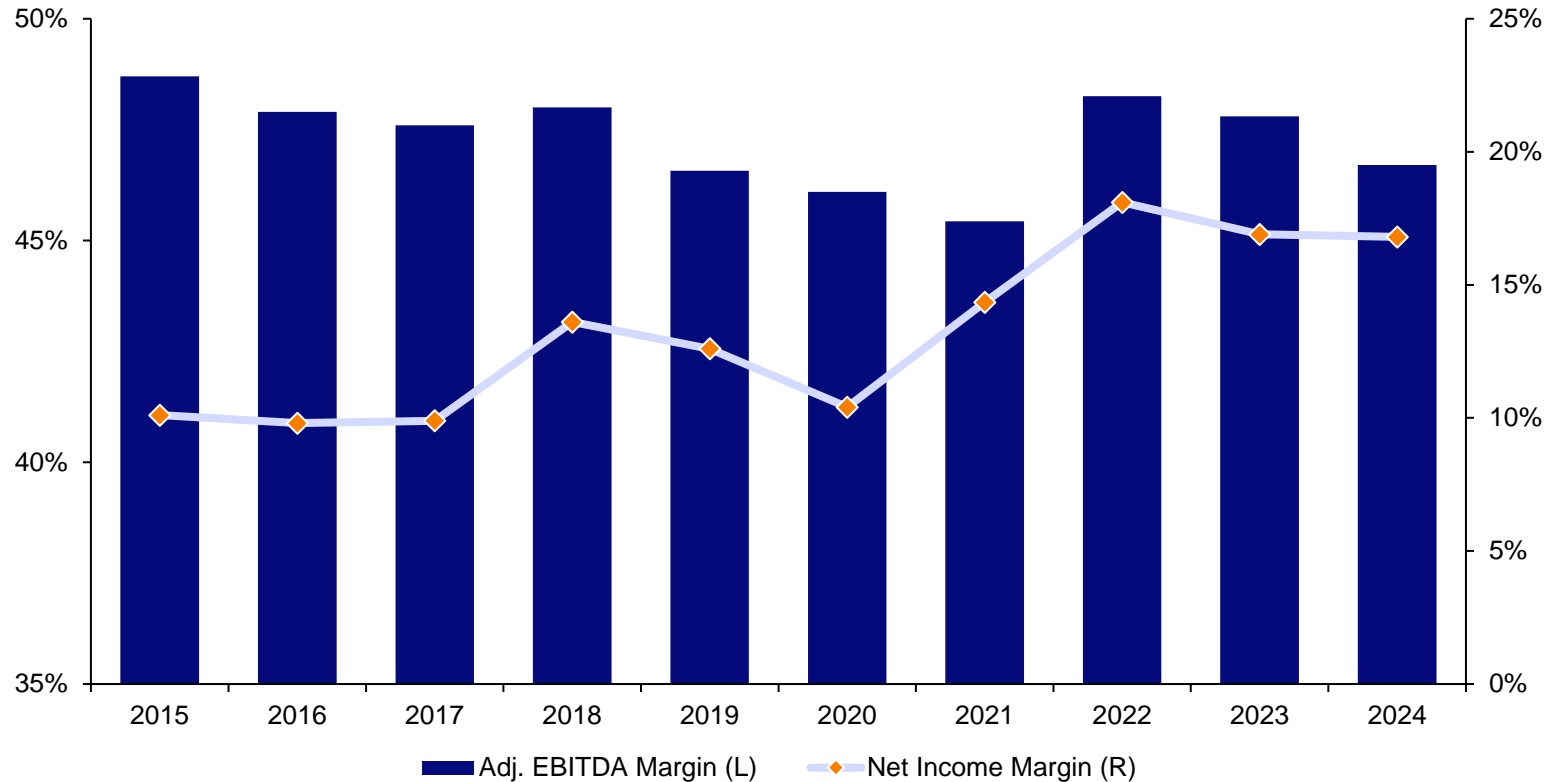


Strong Growth and Margins Have Driven Powerful Earnings Growth

(1) Adjusted EBITDA and Adjusted EPS are non-GAAP measures. See the tables provided elsewhere in this presentation for reconciliations to the most comparable GAAP measures. Adjusted EPS is not forecasted.

(2) 2025F reflects the mid-point of guidance.

Profitability: Focused on efficiency to support margins



Industry-Leading Margins Driven by Scale and Focus on Efficiency

Note: Adjusted EBITDA is a non-GAAP measure. Net income margin and adjusted EBITDA margin represent net income or adjusted EBITDA divided by total revenue. See the tables provided elsewhere in this presentation for adjusted EBITDA reconciliations to the most comparable GAAP measures. Note: 2017 net income margin excludes one-time benefit from the Tax Act.

Key Drivers of Industry-Leading Margins

Strong Fixed-Cost Absorption

- Cyclical leverage (e.g., SG&A)
- M&A cost synergies

Increased Operational Efficiency

- Process improvements (e.g., LEAN)
- Technology investments (e.g., logistics, telematics, CORE, etc.)

Improved Mix

- Shift towards higher margin Specialty
- Improved segment/end-market mix
- De-emphasis of low margin/return businesses

Enhanced Used Equipment Strategies

Long-term growth and margin opportunities

Revenue Related

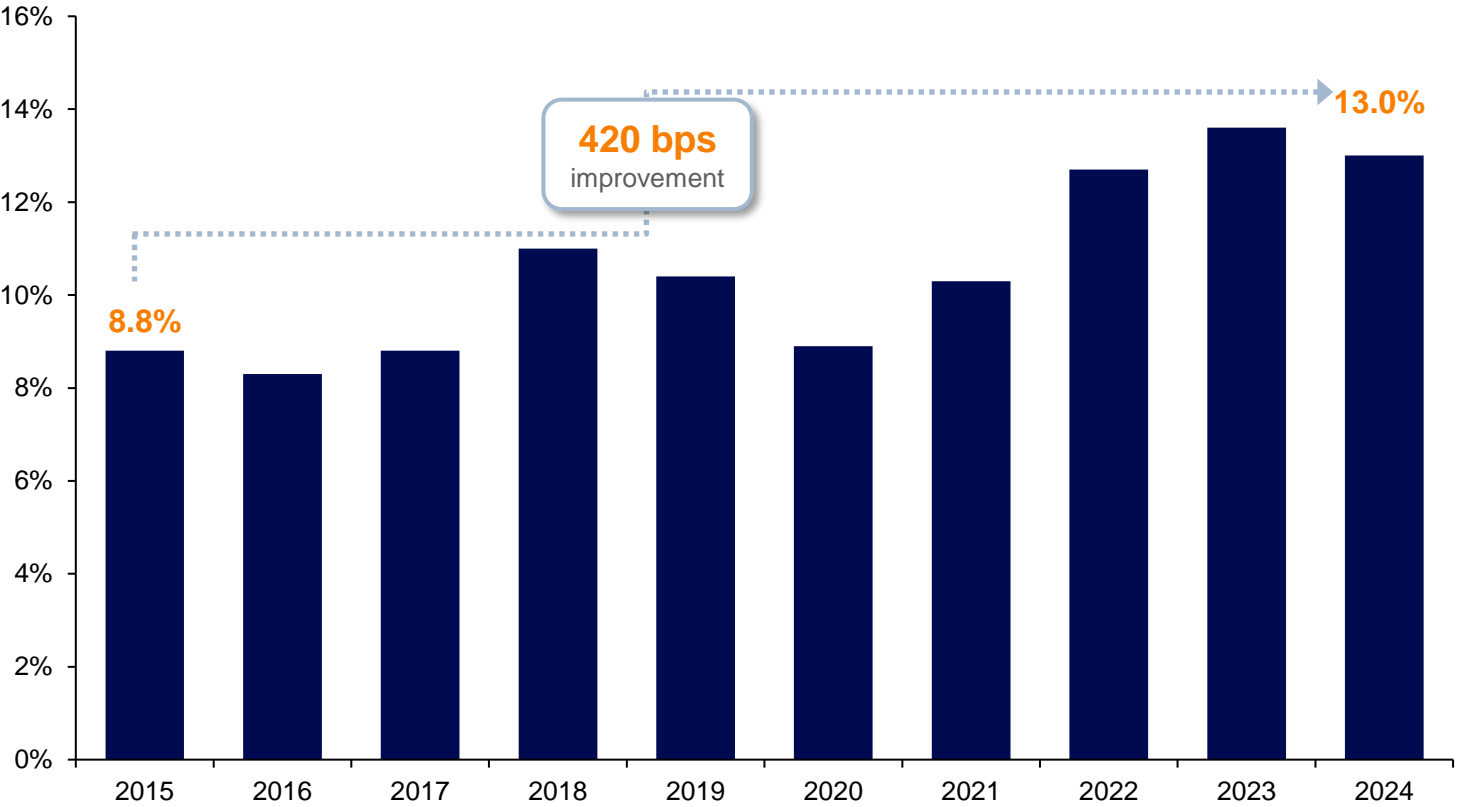
- ✓ Capitalize on ongoing secular shift towards rental over ownership
- ✓ Leverage cross-selling to capture more wallet share and maximize cyclical growth
- ✓ Evolve sales strategies and asset base to better serve customers and capture secular opportunities (infrastructure, digital, etc.)
- ✓ Differentiate services through new technologies and accelerated innovation
- ✓ Smart M&A

Cost and Margin Related

- ✓ Further leveraging of LEAN
 - Optimization of operating costs
 - Continual improvement of labor productivity
- ✓ Fixed cost leverage via organic and M&A growth
- ✓ Mix shift as Specialty outpaces total growth
- ✓ Product and customer mix
- ✓ Further leveraging of technology and systems

Optimizing growth and margins to maximize long-term value creation

Focused on generating strong returns



ROIC Exceeds Cost of Capital

Sources: Company data. ROIC metric uses after-tax operating income for the trailing 12 months divided by average stockholders' equity, debt, and deferred taxes, net of average cash. To mitigate the volatility related to fluctuations in the company's tax rate from period to period, the U.S. federal corporate statutory tax rates of 21% and 35% were used to calculate after-tax operating income for 2018-2024 and 2015-2017, respectively.



Key Return Drivers

- Increased Profitability ✓
- Positive Fleet Productivity ✓
- Aggressive Fleet Management ✓
- Smart Capital Allocation ✓

Cash Flow: Strong and resilient free cash flow⁽¹⁾ generation

Cumulative FCF
Last 5-years⁽²⁾

\$10.1B

Cumulative FCF
Last 10-years⁽³⁾

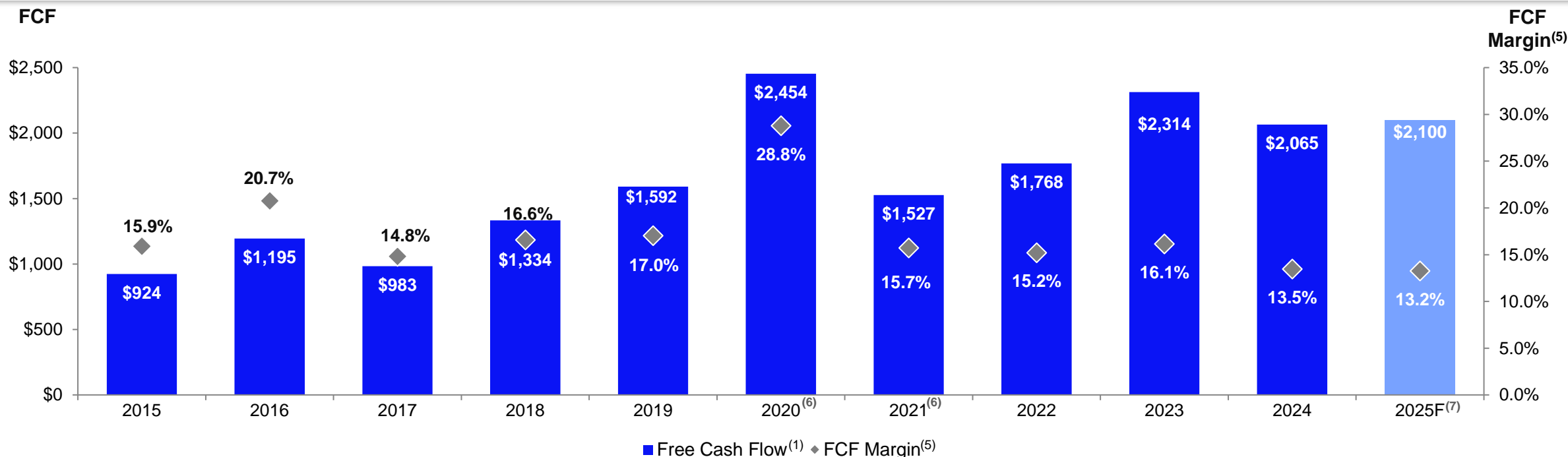
\$16.2B

10-Year Average
Cash Conversion^(3,4)

142.2%

10-Year Average
FCF Margin^(3,5)

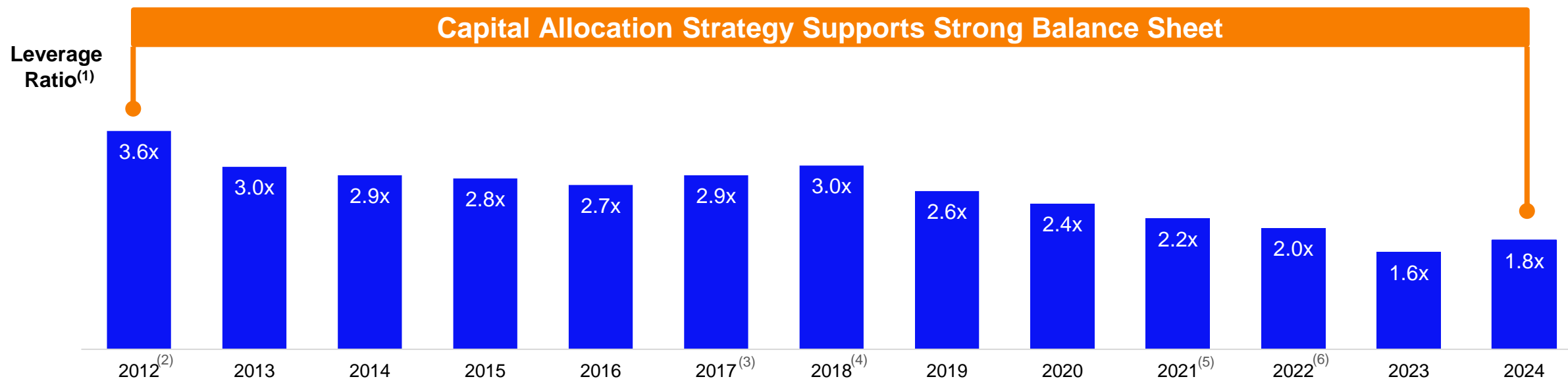
17.4%



Durable Free Cash Flow Provides Significant Financial Flexibility and Optionality for Value Creation

(1) Free cash flow is a non-GAAP financial measure. See reconciliation to the most comparable GAAP measure provided elsewhere. Free cash flow presented on this page excludes the impact of merger and restructuring payments. Cash conversion noted for the 10-year average excludes a one-time tax benefit in 2017. (2) Reflects 5-year period from 2020 to 2024, excluding merger and restructuring related payments. (3) Reflects 10-year period from 2015 to 2024, excluding merger and restructuring related payments. (4) Cash conversion is calculated as free cash flow, excluding merger and restructuring related payments, divided by net income. (5) Free cash flow margin is calculated as free cash flow, excluding merger and restructuring related payments, divided by total revenue. (6) 2020 reflects a ~\$1.2 billion year-over-year decrease in net rental capital expenditures, while 2021 reflects a ~\$1.9 billion year-over-year increase in net rental capital expenditures. (7) 2025F reflects the mid-point of guidance.

Financial strength: Managing the balance sheet



Aggressive Balance Sheet and Liquidity Management

Prudent Financial Leverage

- Targeted full-cycle leverage ratio: 1.5x-2.5x (new as of 2024)
- Ensure access to diverse funding sources
- Support funding needs in all environments

Liquidity and Maturity Management

- Ensure sufficient liquidity to support business
- Manage debt maturities to minimize risks

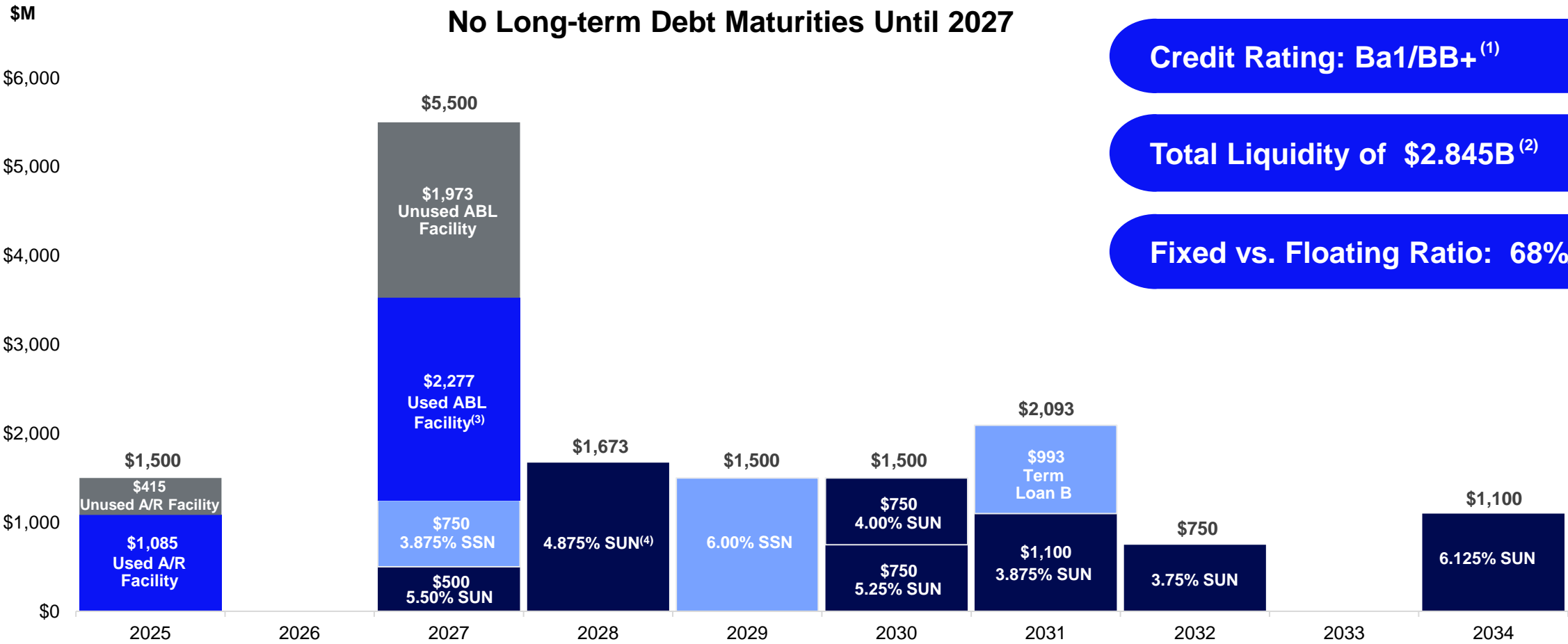
Thoughtful Capital Allocation

- Balance the deployment of excess free cash flow to support shareholder value
- Dividends vs. Repurchases vs. Net Debt

Current Leverage Strategy Provides a Solid Foundation for Capital Deployment and Value Creation

(1) Leverage Ratio calculated as net debt divided by LTM adjusted EBITDA, as of the end of the applicable period. (2) Pro Forma assumes RSC acquisition occurred on January 1, 2012. (3) Reflects leverage as reported, which includes borrowings related to the acquisitions of both NES and Neff without full-year benefits of EBITDA contribution. (4) Reflects leverage as reported, which includes borrowings related to the acquisitions of both Baker and BlueLine without full-year benefits of EBITDA contribution. (5) Reflects leverage as reported, which includes borrowings related to the acquisition of General Finance without full-year benefits of EBITDA contribution. (6) Reflects leverage as reported, which includes borrowings related to the acquisition of Ahern without full-year benefits of EBITDA contribution.

Financial strength: Ensuring flexibility & optionality



Aggressive Management of Long-term Maturity Towers

Note: As of December 31, 2024, unless otherwise noted. Excludes finance leases. SSN = Senior Secured Notes. SUN = Senior Unsecured Notes.
(1) As of January 27, 2025. (2) Includes total cash, cash equivalents and availability under ABL and A/R facilities as of December 31, 2024. (3) Includes \$18M in Letters of Credit. (4) Comprised of two separate 4.875% notes, a note with \$1.669B principal amount and a note with \$4M principal amount.

Prudent capital deployment execution with clear priorities

Invest in Growth

Organic Growth

- Continued investment in GenRent and Specialty to support customers
- Opened 72 specialty⁽²⁾ cold-starts in 2024 vs. 49 in 2023

M&A

- Focus on risk-adjusted returns across both GenRent and Specialty
- Supports our “Grow, Deepen and Expand” strategy
- Balance sheet provides the flexibility to pursue strategic opportunities

Return Excess Cash to Investors

Dividends

- Initiated dividend program in 1Q2023 and paid \$434 million during 2024
- Quarterly dividend per share increased by 10% to \$1.79 in 2025 from \$1.63 in 2024

Share Repurchases

- \$1.25B program: Approved by Board of Directors on October 24, 2022 and completed in 1Q2024
- \$1.5B program: Approved by Board of Directors on January 24, 2024 with \$1.25B repurchased in 2024. Share repurchase program paused due to pending acquisition of H&E and the company's intention to deleverage in 2025 after acquisition closing
- Since 2012, the company has returned \$7.5B of excess cash to shareholders via share repurchases, reducing its outstanding share count by over 40% at an internal rate of return of over 20%⁽¹⁾

Disciplined Capital Allocation Approach Drives Outsized Shareholder Returns

(1) Reflects period from 2012 to December 31, 2024

(2) Specialty cold starts include Tools and Reliable Onsite Services branches that are part of our General Rentals reporting segment

Proven ability to create value through GenRent M&A...



2012



2017



2017



2018



2022

Strategic Value

Positioned URI as **leader in North American rental industry**

Strengthened aerial capabilities; added **two-way cross-sell opportunities**

Introduced new capabilities in infrastructure; added **two-way cross-sell opportunities**

Bolstered NA rental position; increased local and mid-sized presence

Bolstered NA rental position; increased local and mid-sized presence

Financial Benefits

\$200M
of cost synergies

\$40M
of cost synergies,
\$35M
of revenue synergies

\$35M
of cost synergies,
\$15M
of revenue synergies

\$45M
of cost synergies,
\$35M
of revenue synergies

\$40M
of cost synergies,
\$60M
of revenue synergies

Cultural Alignment



M&A is a Core Competency that Benefits Both Customers and Shareholders

Note: Financial benefits are not exhaustive and exclude the net present value of related tax benefits. Cost and revenue synergies reflect targeted levels.

Proven ability to create value through Specialty M&A...



2014

Cummins, Inc.*
Mobile Rental Generator Fleet

2017



2018



2019



2021



2024

Strategic Value

Expanded offerings in **higher margin/return assets**

Expanded Power & HVAC with a focus on **large mobile generator sets**

Expanded offerings in **higher return assets and enabled Fluid Solutions strategy**

Expanded offering in Fluid Solutions; **added pump rentals to one-stop shopping**

Expanded offering; **differentiated ability to provide one-stop shopping**

Expanded offering; **additional one-stop shopping offering**

Financial Benefits

Delivered on growth thesis; capitalize on cross-sell opportunity

Delivered on fleet expansion to ensure greater availability and customer service

\$19M
of cost synergies,
\$60M
of revenue synergies

Expanded Fluid Solutions with leading position in turnkey sewer bypass solutions and wellpoint dewatering

\$17M
of cost synergies,
\$65M
of revenue synergies

\$7M
of cost synergies,
Delivers on growth mandate; offers cross-selling opportunity

Cultural Alignment



M&A is a Core Competency that Benefits Both Customers and Shareholders

*United Rentals acquired certain power equipment assets, primarily mobile rental generator sets, from Cummins, Inc.

Note: Financial benefits are not exhaustive and exclude the net present value of related tax benefits. Cost and revenue synergies reflect targeted levels.

M&A strategy: Disciplined and opportunistic



Strategic

- Proactively supports growth in attractive markets
- Difficult to replicate organically
- Access to new customers
- Enhance cross-selling
- Best practice adoption
- Geographic coverage
- Diversification



Financial

- Invest capital at attractive returns over cycle
 - Revenue growth
 - Margin opportunities
 - Manage leverage
 - Internal Rate of Return
 - ROIC
 - Volatility



Cultural

- Safety
- Talent
- Ethics and integrity
- Management philosophy
- Customer focus
- Community

Proven integration capabilities are a key advantage in realizing greater value from M&A

Fleet productivity: overview

- ✓ *Fleet Productivity* provides greater insight into the interplay and combined impact of key decisions made by managers every day across (a) rental rates, (b) time utilization, and (c) changes in mix on our Owned Equipment Rental Revenue (i.e., the revenue we generate with our owned rental assets).
 - Mix includes impact of changes in customer mix, fleet mix, geographic mix and business mix (i.e., Specialty).
- ✓ *Fleet Productivity* is a metric that better explains how the combined changes in rental rates, time utilization, and mix come together to produce revenue and how management flexes the combination of these factors to drive efficient growth and benefits returns.
- ✓ *Fleet Productivity* is a comprehensive measure that combines the impact of the change in rental rates **plus** the impact of changes in time utilization **plus** the revenue impact from changes in mix in one metric.

Fleet productivity provides better insight into the decisions made to optimize growth and returns

Fleet productivity: historical results

	Actual YoY Change in Average OEC	+	Assumed YoY Impact of OEC Inflation on Rental Revenue	+	Fleet Productivity ⁽¹⁾	=	YoY Change in Owned Equipment Rental Revenue	+	Contribution from Ancillary and Re-Rent	=	Reported YoY Change in Rental Revenue
Q1 2021	(5.7%)		(1.5%)		(0.5%) ⁽³⁾		(7.7%)		1.2%		(6.5%)
Q2 2021 ⁽²⁾	0.2%		(1.5%)		17.8%		16.5%		2.3%		18.8%
Q3 2021	8.7%		(1.5%)		13.5%		20.7%		1.7%		22.4%
Q4 2021	13.3%		(1.5%)		10.3%		22.1%		2.6%		24.7%
Q1 2022	16.4%		(1.5%)		13.0%		27.9%		2.6%		30.5%
Q2 2022	13.6%		(1.5%)		11.3%		23.4%		2.8%		26.2%
Q3 2022	10.6%		(1.5%)		8.9%		18.0%		2.0%		20.0%
Q4 2022 ⁽²⁾	14.2%		(1.5%)		5.9% ⁽⁴⁾		18.6%		0.2%		18.8%
Q1 2023	25.6%		(1.5%)		2.0%		26.1%		(0.1%)		26.0%
Q2 2023	25.5%		(1.5%)		(2.0%)		22.0%		(0.9%)		21.1%
Q3 2023	22.2%		(1.5%)		(2.2%)		18.5%		(0.5%)		18.0%
Q4 2023	15.1%		(1.5%)		0.3%		13.9%		(0.4%)		13.5%
Q1 2024 ⁽²⁾	3.6%		(1.5%)		4.0% ⁽⁵⁾		6.1%		0.8%		6.9%
Q2 2024	2.7%		(1.5%)		4.6% ⁽⁵⁾		5.8%		2.0%		7.8%
Q3 2024	3.8%		(1.5%)		3.5% ⁽⁵⁾		5.8%		1.6%		7.4%
Q4 2024	4.1%		(1.5%)		4.3% ⁽⁵⁾		6.9%		2.8%		9.7%

Q4 2024 fleet productivity at 4.3%

1) Fleet Productivity reflects the combined impact of changes in rental rates, time utilization, and mix that contribute to Owned Equipment Rental revenue (OER).

2) Denotes quarter in which URI closed a notable acquisition (General Finance = 2Q21; Ahern = 4Q22; Yak = 1Q24).

3) The negative fleet productivity above includes the impact of COVID-19.

4) 4Q22 fleet productivity was 6.5% on a standalone basis (i.e. excluding the impact of Ahern in the quarter).

5) Excluding the impact of the Yak acquisition, fleet productivity was 3.7% in 1Q24, 3.0% in 2Q24, 1.9% in 3Q24 and 2.0% in 4Q24.

Q4 2024 Results



Total Revenue

\$4.095 billion (9.8% Y/Y)

Net Income

\$689 million (16.8% margin; -140 bps Y/Y)

Adjusted EBITDA*

\$1.900 billion (46.4% margin; -210 bps Y/Y)

* Adjusted EBITDA is a non-GAAP measure. See the tables provided elsewhere in this presentation for reconciliations to the most comparable GAAP measure.

Full Year 2024 Results



Total Revenue	\$15.345 billion (7.1% Y/Y)
Net Income	\$2.575 billion (16.8% margin; -10 bps Y/Y)
Adjusted EBITDA*	\$7.160 billion (46.7% margin; -110 bps Y/Y)
Net/Gross Rental Capital Expenditures	\$2.235 billion, after gross purchases of \$3.756 billion
Net Cash Provided by Operating Activities	\$4.546 billion
Free Cash Flow*	\$2.065 billion**

* Adjusted EBITDA and Free Cash Flow are non-GAAP measures. See the tables provided elsewhere in this presentation for reconciliations to the most comparable GAAP measures.

** Excludes aggregate merger and restructuring related payments of \$7 million.

2025 Financial Outlook



Total Revenue	\$15.6 billion to \$16.1 billion
Adjusted EBITDA*	\$7.2 billion to \$7.45 billion
Net/Gross Rental Capital Expenditures	\$2.2 billion to \$2.5 billion, after gross purchases of \$3.65 billion to \$3.95 billion
Net Cash Provided by Operating Activities	\$4.5 billion to \$5.1 billion
Free Cash Flow*	\$2.0 billion to \$2.2 billion**

2025 On Track for Another Year of Strong Results Across Growth, Profitability, Free Cash Flow, and Returns

Note: The outlook above does not include the impact of the pending acquisition of H&E.

* Adjusted EBITDA and Free Cash Flow are non-GAAP measures. See the table provided elsewhere in this presentation for a reconciliation of forecasted Free Cash Flow to the most comparable GAAP measure. Information reconciling forecasted adjusted EBITDA to the most comparable GAAP financial measures is unavailable to the company without unreasonable effort, as discussed in the "Introductory Information" slide.

** Excludes aggregate merger and restructuring related payments. FCF outlook assumptions include 2025 cash taxes of \$1.0 billion and cash interest of \$685 million.

2028 aspirational targets



Remain Confident in our Ability to Drive Profitable Growth Long Term

Note: Information reconciling the aspirational target for Adj. EBITDA to the most comparable GAAP financial measures is unavailable to the company without unreasonable effort, as discussed in the "Introductory information" slide. Adj. EBITDA flowthrough is calculated as the YOY change in adjusted EBITDA divided by the YOY change in total revenue. Specialty includes Tools and Reliable Onsite Services that are part of our General Rentals reporting segment.

Key Assumptions

- Continued long-term growth in non-residential construction, including support from key tailwinds across North America infrastructure and reindustrialization and industrial activity.
- Continued end-market outgrowth by URI supported by our competitive advantages, Grow, Deepen, and Expand strategy, vertical strategies and weighting, secular penetration and acquisitions.
- Ongoing margin expansion driven by our focus on operational efficiency with targeted adjusted EBITDA flow-through of 50-60% across the cycle.
- Continued focus on driving healthy fleet productivity and capital efficiency to support higher returns on invested capital and strong free cash generation.

4 Sustainability, Culture and Governance



Differentiation through a focus on sustainability...

Selected Highlights

Emissions

- ✓ Aspirational goal: Reduce greenhouse gas (GHG) emissions intensity by 35% by 2030 vs. 2018 baseline
- ✓ Progress to date includes a 25.6% reduction in GHG emissions intensity in 2023 vs. 2018 baseline
- ✓ Continued to invest in low- and zero-emissions equipment and vehicles for our rental and non-rental fleets, and engage with manufacturers and customers about related opportunities
- ✓ Approximately 31%* of rental fleet is electric or hybrid, with the intent of growing this proportion
- ✓ New Estimated Emissions dashboard in Total Control®, aiding customers in understanding their equipment emissions and facilitating data-driven decision-making

*as of 6/10/24 and based on number of units in classes that are motorized (excludes non-motorized and hand tools)

Energy

- ✓ Aspirational goal: 95%** of North American locations will have lighting retrofit completed by 2025
- ✓ As of 12/31/2023, 84%** of North American locations had lighting retrofits completed
- ✓ Solar panels installed at our Ridgefield Park, New Jersey branch, capable of generating nearly 550 MWh of solar power annually, which is estimated to cover approximately 80-95% of energy consumption at this location

** based on footprint as of 6/30/22, and does not include locations we have acquired since then or may acquire in the future

Waste

- ✓ Aspirational goal: Divert 70% of our waste from landfills by 2025
- ✓ In 2023, 57.4% of waste was diverted from landfills, compared to 56.4% diverted in 2022

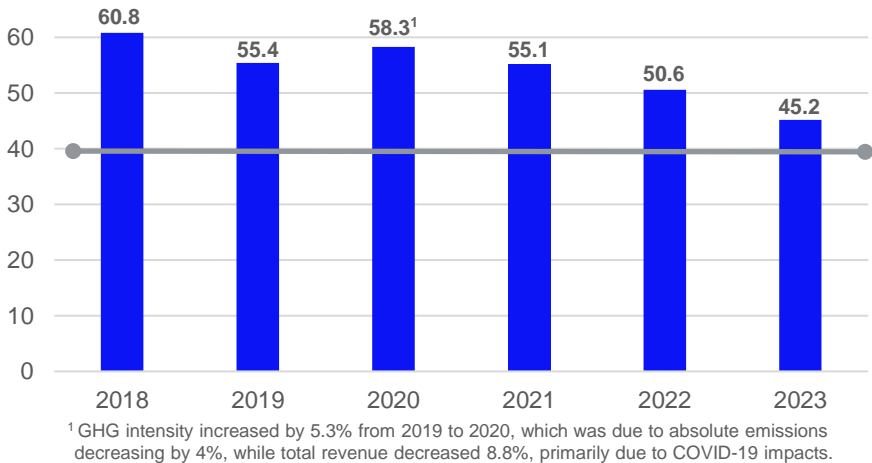
Other

- ✓ Published white paper highlighting learnings and best practices for jobsites with a lower climate impact
- ✓ Partnered with third-party to analyze our rental business and quantify the environmental benefits it brings
- ✓ Conducted monthly Sustainability Steering Committee meetings to drive progress toward our goals
- ✓ Planet United, our sustainability-focused employee resource group, works to foster environmental awareness across the organization
- ✓ LEAN practices/Continuous Improvement have long been part of URI standard operating procedures

GHG Emissions Intensity (MT CO2e/\$M Revenue)

Includes scope 3 emissions from third party haulers in addition to scope 1 and 2 emissions

— 2030 Aspirational Goal: 39.5 MT CO2e/ \$M revenue, a 35% reduction from 2018-base level



Helping build a better future for all stakeholders

For additional information, please see our most recent corporate responsibility report that can be found at www.ur.com.

... safety and people...

Selected Highlights¹

Safety

✓ *Aspirational goal:* On journey to zero injuries, aim to reduce our Total Recordable Incident Rate (TRIR) to 0.40 by 2030

✓ 2024 TRIR of 0.81, which was slightly up from 2023 but still represents strong overall performance

Employee experience and retention

✓ 2024 employee experience survey: strong results with average responses ranging from 8.3 to 9.1 out of 10 in each of our four survey categories; our employee Net Promoter Score places us in the top five percent of the Peakon Benchmark for Commercial and Professional Services Companies for the Engagement category, in the top 10 percent for the Health & Wellbeing category and in the top 25 percent for the Belonging category; there is no external benchmark reference for our fourth category, Safety Commitment

✓ Voluntary employee turnover was 11.9% in 2024, down from 12.4% in 2023

Giving back

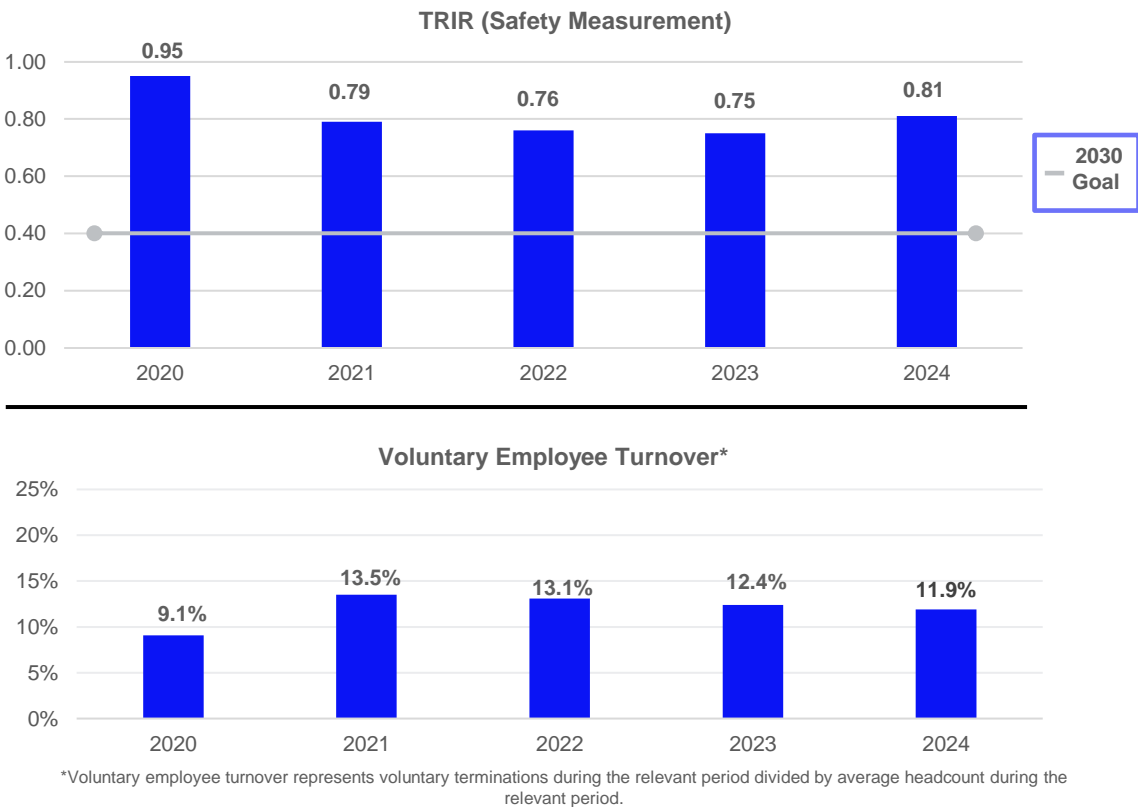
✓ Approximately \$2.2 million distributed to employees-in-need through the United Compassion Fund in 2024, largest annual distribution to date

Other

✓ In 2025, once again recognized as one of America's Best Companies by *Forbes* and one of America's Most Responsible Companies by *Newsweek*

✓ In 2024, once again named one of America's Most Trusted Companies by *Newsweek*, named one of the "Best Managed Companies" by *Wall Street Journal* and listed as one of the Best Industrials and Business Services Companies to Work For by *U.S. News*

✓ Continued recognition for hiring and supporting veterans. In 2024, again received HIRE Vets Medallion Award from the U.S. Department of Labor for initiatives in recruiting, employing and retaining veterans and VETS Indexes Employer 5 Star Employer Award.



Making a difference for our employees, their families, and our communities

¹ During 2024, the Company made the decision to no longer have an aspirational goal for diverse representation in sales and management job groups.
For additional details regarding information presented on this slide, please see our Form 10-K and Corporate Responsibility Report that can be found at www.ur.com.

...and corporate governance

Corporate Governance Highlights

Board Independence and Accountability

- Annual election of all Directors by majority vote
- 9 of 11 Directors are independent
- Lead Independent Director
- Required committees are fully independent
- Separate Chair and CEO

Board Performance

- Risk oversight
- Robust Board evaluations
- Commitment to Board refreshment
- Focus on management succession planning

Other Board Highlights

- No hedging or pledging of company shares
- Robust stock ownership guidelines
- Authority to retain outside advisors
- Director retirement age policy
- Director overboarding policy

Shareholder Rights

- Simple majority voting requirements
- Shareholder right to call special meetings
- Shareholder right to act by written consent
- Proxy access
- No poison pill

Executive Compensation Overview

As shown below, the significant majority of NEO pay was variable for 2023:

CEO

14% Time-Based RSUs
11% Base Salary
17% AICP
58% Performance-Based RSUs
89% Variable Pay

Non-CEO NEO Average
(Excluding those not employed at 12/31/2023)

17% Time-Based RSUs
23% Base Salary
40% Performance-Based RSUs
20% AICP
77% Variable Pay

Note: charts above do not include any one-time grants or awards outside of annual target total direct compensation

2024 Annual Incentive Compensation Plan (AICP)	
Metric:	Adjusted EBITDA
Weighting:	50% of AICP
Metric Focus:	Profitability
Metric:	Economic Profit Improvement (EPI)
Weighting:	50% of AICP
Metric Focus:	Returns
Strategic Factors - Discretionary Adjustment of 90-110% of Funding Based on Performance Against Predetermined Strategic Factors:	<ul style="list-style-type: none">- Environment (GHG emissions intensity reduction)- Customer Sustainability (experience and digital adoption)- Social (employee safety, diversity and retention)- Individual Key Objectives (tied to areas of responsibility)

Long Term Incentive Plan (LTIP)	
Metric:	Total Revenue
Weighting:	50% of LTIP
Metric Focus:	Growth
Metric:	Return on Invested Capital (ROIC)
Weighting:	50% of LTIP
Metric Focus:	Returns

Board of Directors Overview

The strength of our Board is highlighted by our directors' skills and expertise, as illustrated by the following matrix presenting the prioritized Board competencies:

	Brandt	Bruno	De Shon	Flannery	Griffin	Harris Jones	Kelly	Kneeland	Lopez-Balboa	Martore	Singh	Total/Average
Skills and Experience												
Public Company CEO			•	•				•		•		4
P&L Owner	•	•	•	•	•		•	•	•	•		9
Financial Acumen & Capital Market Experience				•	•	•		•	•	•		6
Digital	•		•							•	•	4
Sales & Marketing	•	•	•	•				•		•	•	7
Product Development & Distribution	•	•	•	•	•		•	•		•	•	9
Rental Industry			•	•	•			•				4
Capital Intensive Industry	•		•	•	•	•	•	•	•	•		9
International Experience	•	•	•		•	•	•				•	7

Policies ensure alignment of interests between management and investors

For additional details, including definitions for each prioritized Board competency and individual director nominee demographic information, see our 2024 Proxy Statement that can be found at www.ur.com. Information above reflects current Board members.

United Rentals®

Work United®

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5 Appendix

Adjusted Earnings Per Share GAAP Reconciliation

We define “earnings per share – adjusted” as the sum of earnings per share – GAAP, as reported plus the impact of the following special items: merger related intangible asset amortization, impact on depreciation related to acquired fleet and property and equipment, impact of the fair value mark-up of acquired fleet, restructuring charge, asset impairment charge and loss on repurchase/redemption/amendment of debt. See below for further detail on the special items. Management believes that earnings per share - adjusted provides useful information concerning future profitability. However, earnings per share - adjusted is not a measure of financial performance under GAAP. Accordingly, earnings per share - adjusted should not be considered an alternative to GAAP earnings per share. The table below provides a reconciliation between earnings per share – GAAP, as reported, and earnings per share – adjusted.

	Three Months Ended		Year Ended	
	December 31,		December 31,	
	2024	2023	2024	2023
Earnings per share - GAAP, as reported	\$10.47	\$ 10.01	\$ 38.69	\$ 35.28
After-tax (1) impact of:				
Merger related intangible asset amortization (2)	0.55	0.52	2.14	2.33
Impact on depreciation related to acquired fleet and property and equipment (3)	0.36	0.44	1.53	1.65
Impact of the fair value mark-up of acquired fleet (4)	0.19	0.25	0.71	1.17
Restructuring charge (5)	0.01	0.04	0.04	0.31
Asset impairment charge (6)	0.01	—	0.05	—
Loss on repurchase/redemption/amendment of debt	—	—	0.01	—
Earnings per share - adjusted	\$11.59	\$11.26	\$43.17	\$ 40.74
Tax rate applied to above adjustments (1)	25.4 %	25.2 %	25.3 %	25.3 %

- 1) The tax rates applied to the adjustments reflect the statutory rates in the applicable entities.
- 2) Reflects the amortization of the intangible assets acquired in the major acquisitions completed since 2012 that significantly impact our operations (the "major acquisitions," each of which had annual revenues of over \$200 million prior to acquisition).
- 3) Reflects the impact of extending the useful lives of equipment acquired in certain major acquisitions, net of the impact of additional depreciation associated with the fair value mark-up of such equipment.
- 4) Reflects additional costs recorded in cost of rental equipment sales associated with the fair value mark-up of rental equipment acquired in certain major acquisitions and subsequently sold. The decrease for the full-year 2024 primarily reflects decreased sales of rental equipment acquired in the Ahern Rentals acquisition.
- 5) Primarily reflects severance and branch closure charges associated with our restructuring programs. We only include such costs that are part of a restructuring program as restructuring charges. The designated restructuring programs generally involve the closure of a large number of branches over a short period of time, often in periods following a major acquisition, and result in significant costs that we would not normally incur absent a major acquisition or other triggering event that results in the initiation of a restructuring program. The amounts above primarily reflect charges associated with the restructuring program initiated following the closing of the Ahern Rentals acquisition. Since the first such restructuring program was initiated in 2008, we have completed seven restructuring programs and have cumulatively incurred total restructuring charges of \$383 million under our restructuring programs. We currently have no open restructuring programs.
- 6) Reflects write-offs of leasehold improvements and other fixed assets.

EBITDA and Adjusted EBITDA GAAP Reconciliations

EBITDA represents the sum of net income, provision for income taxes, interest expense, net, depreciation of rental equipment, and non-rental depreciation and amortization. Adjusted EBITDA represents EBITDA plus the sum of the restructuring charges, stock compensation expense, net, and the impact of the fair value mark-up of acquired fleet. See below for further detail on each adjusting item. These items are excluded from adjusted EBITDA internally when evaluating our operating performance and for strategic planning and forecasting purposes, and allow investors to make a more meaningful comparison between our core business operating results over different periods of time, as well as with those of other similar companies. The net income and adjusted EBITDA margins represent net income or adjusted EBITDA divided by total revenue. Management believes that EBITDA and adjusted EBITDA, when viewed with the company's results under GAAP and the accompanying reconciliation, provide useful information about operating performance and period-over-period growth, and provide additional information that is useful for evaluating the operating performance of our core business without regard to potential distortions. Additionally, management believes that EBITDA and adjusted EBITDA help investors gain an understanding of the factors and trends affecting our ongoing cash earnings, from which capital investments are made and debt is serviced.

The table below provides a reconciliation between net income and EBITDA and adjusted EBITDA.

\$ millions	Three Months Ended		Year Ended	
	December 31,		December 31,	
	2024	2023	2024	2023
Net income	\$ 689	\$ 679	\$ 2,575	\$ 2,424
Provision for income taxes	220	223	813	787
Interest expense, net	180	161	691	635
Depreciation of rental equipment	647	595	2,466	2,350
Non-rental depreciation and amortization	115	102	437	431
EBITDA	\$ 1,851	\$ 1,760	\$ 6,982	\$ 6,627
Restructuring charge (1)	—	4	3	28
Stock compensation expense, net (2)	33	22	112	94
Impact of the fair value mark-up of acquired fleet (3)	16	23	63	108
Adjusted EBITDA	\$ 1,900	\$ 1,809	\$ 7,160	\$ 6,857
<i>Net income margin</i>	16.8 %	18.2 %	16.8 %	16.9 %
<i>Adjusted EBITDA margin</i>	46.4 %	48.5 %	46.7 %	47.8 %

- 1) Primarily reflects severance and branch closure charges associated with our restructuring programs. We only include such costs that are part of a restructuring program as restructuring charges. The designated restructuring programs generally involve the closure of a large number of branches over a short period of time, often in periods following a major acquisition, and result in significant costs that we would not normally incur absent a major acquisition or other triggering event that results in the initiation of a restructuring program. The amounts above primarily reflect charges associated with the restructuring program initiated following the closing of the Ahern Rentals acquisition. Since the first such restructuring program was initiated in 2008, we have completed seven restructuring programs and have cumulatively incurred total restructuring charges of \$383 million under our restructuring programs. We currently have no open restructuring programs.
- 2) Represents non-cash, share-based payments associated with the granting of equity instruments.
- 3) Reflects additional costs recorded in cost of rental equipment sales associated with the fair value mark-up of rental equipment acquired in certain major acquisitions and subsequently sold. The decrease for the full-year 2024 primarily reflects decreased sales of rental equipment acquired in the Ahern Rentals acquisition.

EBITDA and Adjusted EBITDA GAAP Reconciliations (cont'd)

The table below provides a reconciliation between net cash provided by operating activities and EBITDA and adjusted EBITDA.

\$ millions	Three Months Ended		Year Ended	
	December 31,		December 31,	
	2024	2023	2024	2023
Net cash provided by operating activities	\$ 1,048	\$ 1,414	\$ 4,546	\$ 4,704
Adjustments for items included in net cash provided by operating activities but excluded from the calculation of EBITDA:				
Amortization of deferred financing costs and original issue discounts	(4)	(3)	(15)	(14)
Gain on sales of rental equipment	205	219	710	786
Gain on sales of non-rental equipment	4	5	17	21
Insurance proceeds from damaged equipment	13	8	51	38
Restructuring charge (1)	—	(4)	(3)	(28)
Stock compensation expense, net (2)	(33)	(22)	(112)	(94)
Loss on repurchase/redemption/amendment of debt	—	—	(1)	—
Changes in assets and liabilities	306	(80)	121	107
Cash paid for interest	130	119	674	614
Cash paid for income taxes, net	182	104	994	493
EBITDA	\$ 1,851	\$ 1,760	\$ 6,982	\$ 6,627
Add back:				
Restructuring charge (1)	—	4	3	28
Stock compensation expense, net (2)	33	22	112	94
Impact of the fair value mark-up of acquired fleet (3)	16	23	63	108
Adjusted EBITDA	\$ 1,900	\$ 1,809	\$ 7,160	\$ 6,857

- 1) Primarily reflects severance and branch closure charges associated with our restructuring programs. We only include such costs that are part of a restructuring program as restructuring charges. The designated restructuring programs generally involve the closure of a large number of branches over a short period of time, often in periods following a major acquisition, and result in significant costs that we would not normally incur absent a major acquisition or other triggering event that results in the initiation of a restructuring program. The amounts above primarily reflect charges associated with the restructuring program initiated following the closing of the Ahern Rentals acquisition. Since the first such restructuring program was initiated in 2008, we have completed seven restructuring programs and have cumulatively incurred total restructuring charges of \$383 million under our restructuring programs. We currently have no open restructuring programs.
- 2) Represents non-cash, share-based payments associated with the granting of equity instruments.
- 3) Reflects additional costs recorded in cost of rental equipment sales associated with the fair value mark-up of rental equipment acquired in certain major acquisitions and subsequently sold. The decrease for the full-year 2024 primarily reflects decreased sales of rental equipment acquired in the Ahern Rentals acquisition.

Free Cash Flow GAAP Reconciliation

(In millions, except footnotes)

We define “free cash flow” as net cash provided by operating activities less payments for purchases of, and plus proceeds from, equipment and intangible assets. The equipment and intangible asset items are included in cash flows from investing activities. Management believes that free cash flow provides useful additional information concerning cash flow available to meet future debt service obligations and working capital requirements. However, free cash flow is not a measure of financial performance or liquidity under GAAP. Accordingly, free cash flow should not be considered an alternative to net income or cash flow from operating activities as an indicator of operating performance or liquidity. The table below provides a reconciliation between net cash provided by operating activities and free cash flow.

	Three Months Ended December 31,		Year Ended December 31,	
	2024	2023	2024	2023
Net cash provided by operating activities	\$ 1,048	\$ 1,414	\$ 4,546	\$ 4,704
Payments for purchases of rental equipment	(575)	(636)	(3,753)	(3,714)
Payments for purchases of non-rental equipment and intangible assets	(108)	(89)	(374)	(356)
Proceeds from sales of rental equipment	452	438	1,521	1,574
Proceeds from sales of non-rental equipment	17	14	67	60
Insurance proceeds from damaged equipment	13	8	51	38
Free cash flow (1)	\$ 847	\$ 1,149	\$ 2,058	\$ 2,306

1) Free cash flow included aggregate merger and restructuring related payments of \$2 million for both the three months ended December 31, 2024 and 2023, and \$7 million and \$8 million for the years ended December 31, 2024 and 2023, respectively.

The table below provides a reconciliation between 2025 forecasted net cash provided by operating activities and free cash flow.

Net cash provided by operating activities	\$4,500-\$5,100
Payments for purchases of rental equipment	\$(3,550)-\$(4,050)
Proceeds from sales of rental equipment	\$1,350-\$1,550
Payments for purchases of non-rental equipment and intangible assets, net of proceeds from sales and insurance proceeds from damaged equipment	\$(300)-\$(400)
Free cash flow excluding merger and restructuring related payments	\$2,000- \$2,200

Historical Adjusted Earnings Per Share GAAP Reconciliation

Adjusted EPS (earnings per share) is a non-GAAP measure that reflects diluted earnings per share-GAAP, excluding the impact of the special items described below. Management believes that adjusted EPS provides useful information concerning future profitability. However, adjusted EPS is not a measure of financial performance under GAAP. Accordingly, adjusted EPS should not be considered an alternative to GAAP earnings per share. The table below provides a reconciliation between diluted earnings (loss) per share and adjusted EPS.

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Diluted earnings per share (EPS)-GAAP	\$5.15	\$6.07	\$6.45	\$15.73	\$13.12	\$15.11	\$12.20	\$19.04	\$29.65	\$35.28	\$38.69
EPS adjustments (after-tax):											
Merger related costs (1)	0.06	(0.17)	--	0.36	0.32	0.01	--	0.03	--	--	--
Merger related intangible asset amortization (2)	1.10	1.15	1.12	1.15	1.76	2.48	2.22	1.98	1.79	2.33	2.14
Impact on depreciation related to acquired fleet and property and equipment (3)	(0.03)	(0.02)	--	0.05	0.19	0.39	0.08	0.16	0.56	1.65	1.53
Impact of the fair value mark-up of acquired fleet (4)	0.21	0.19	0.25	0.59	0.59	0.72	0.51	0.38	0.29	1.17	0.71
Impact on interest expense related to fair value adjustment of acquired RSC indebtedness (5)	(0.03)	(0.02)	(0.01)	--	--	--	--	--	--	--	--
Restructuring charge (6)	(0.01)	0.04	0.11	0.36	0.28	0.18	0.18	0.02	--	0.31	0.04
Asset impairment charge (7)	--	--	0.03	0.01	--	0.05	0.37	0.14	0.03	--	0.05
Loss on repurchase/redemption/amendment of debt (8)	0.46	0.78	0.70	0.39	--	0.58	1.88	0.31	0.18	--	0.01
Total EPS adjustments	\$1.76	\$1.95	\$2.20	\$2.91	\$3.14	\$4.41	\$5.24	\$3.02	\$2.85	\$5.46	\$4.48
Adjusted EPS	\$6.91	\$8.02	\$8.65	\$18.64	\$16.26	\$19.52	\$17.44	\$22.06	\$32.50	\$40.74	\$43.17
2017 Tax Act impact (9)				\$8.05							
Total revenues (\$M) (10)	\$5,685	\$5,817	\$5,762	\$6,641	\$8,047	\$9,351	\$8,530	\$9,716	\$11,642	\$14,332	\$15,345

Historical Adjusted Earnings Per Share GAAP Reconciliation (cont'd)

- (1) We have made a number of acquisitions in the past and may continue to make acquisitions in the future. Merger related costs only include costs associated with major acquisitions that significantly impacted our operations (the "major acquisitions," each of which had annual revenues of over \$200 million prior to acquisition).
- (2) Reflects the amortization of the intangible assets acquired in the major acquisitions.
- (3) Reflects the impact of extending the useful lives of equipment acquired in certain major acquisitions, net of the impact of additional depreciation associated with the fair value mark-up of such equipment.
- (4) Reflects additional costs recorded in cost of rental equipment sales associated with the fair value mark-up of rental equipment acquired in certain major acquisitions and subsequently sold.
- (5) Reflects a reduction of interest expense associated with the fair value mark-up of debt acquired in the RSC acquisition.
- (6) Primarily reflects severance and branch closure charges associated with our restructuring programs. We only include such costs that are part of a restructuring program as restructuring charges. The designated restructuring programs generally involve the closure of a large number of branches over a short period of time, often in periods following a major acquisition, and result in significant costs that we would not normally incur absent a major acquisition or other triggering event that results in the initiation of a restructuring program. Since the first such restructuring program was initiated in 2008, we have completed seven restructuring programs. As of December 31, 2024, there were no open restructuring programs. We have cumulatively incurred total restructuring charges of \$383 million under our restructuring programs.
- (7) Primarily reflects write-offs of leasehold improvements and other fixed assets.
- (8) This primarily reflects the difference between the net carrying amount and the total purchase price of the redeemed notes.
- (9) The Tax Cuts and Jobs Act (the "Tax Act"), which was enacted in December 2017, reduced the U.S. federal corporate statutory tax rate from 35% to 21%. The benefit in 2017 reflects an aggregate benefit of \$689 million, or \$8.05 per diluted share, reflecting 1) a one-time non-cash tax benefit reflecting the revaluation of our net deferred tax liability using a U.S. federal corporate statutory tax rate of 21% and 2) a one-time transition tax on our unremitted foreign earnings and profits. Periods subsequent to 2017 reflect the lower 21% U. S. federal corporate statutory tax rate.
- (10) Total revenue is provided for context.

Historical EBITDA and Adjusted EBITDA GAAP Reconciliations (\$M)

EBITDA represents the sum of net income, provision (benefit) for income taxes, interest expense, net, interest expense, subordinated convertible debentures, net, depreciation of rental equipment, and non-rental depreciation and amortization. Adjusted EBITDA represents EBITDA plus the adjusting items (determined at the time of the historic reporting) discussed below. These items are excluded from adjusted EBITDA internally when evaluating our operating performance and for strategic planning and forecasting purposes, and allow investors to make a more meaningful comparison between our core business operating results over different periods of time, as well as with those of other similar companies. The net income and adjusted EBITDA margins represent net income or adjusted EBITDA divided by total revenue. Management believes that EBITDA and adjusted EBITDA, when viewed with the Company's results under GAAP and the accompanying reconciliations, provide useful information about operating performance and period-over-period growth, and provide additional information that is useful for evaluating the operating performance of our core business without regard to potential distortions. Additionally, management believes that EBITDA and adjusted EBITDA help investors gain an understanding of the factors and trends affecting our ongoing cash earnings, from which capital investments are made and debt is serviced. The tables below provide 1) a reconciliation between net income and EBITDA and adjusted EBITDA and 2) a reconciliation between net cash provided by operating activities and EBITDA and adjusted EBITDA.

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Net income	\$75	\$387	\$540	\$585	\$566	\$1,346	\$1,096	\$1,174	\$890	\$1,386	\$2,105	\$2,424	\$2,575
Provision (benefit) for income taxes	13	218	310	378	343	(298)	380	340	249	460	697	787	813
Interest expense, net	512	475	555	567	511	464	481	648	669	424	445	635	691
Interest expense-subordinated convertible debentures, net (1)	4	3	--	--	--	--	--	--	--	--	--	--	--
Depreciation of rental equipment	699	852	921	976	990	1,124	1,363	1,631	1,601	1,611	1,853	2,350	2,466
Non-rental depreciation and amortization	198	246	273	268	255	259	308	407	387	372	364	431	437
EBITDA	1,501	2,181	2,599	2,774	2,665	2,895	3,628	4,200	3,796	4,253	5,464	6,627	6,982
Merger related costs (2)	111	9	11	(26)	--	50	36	1	--	3	--	--	--
Restructuring charge (3)	99	12	(1)	6	14	50	31	18	17	2	--	28	3
Impact of the fair value mark-up of acquired fleet (4)	37	44	35	29	35	82	66	75	49	37	27	108	63
(Gain) loss on sale of software subsidiary (5)	(8)	1	--	--	--	--	--	--	--	--	--	--	--
Stock compensation expense, net (6)	32	46	74	49	45	87	102	61	70	119	127	94	112
Adjusted EBITDA	\$1,772	\$2,293	\$2,718	\$2,832	\$2,759	\$3,164	\$3,863	\$4,355	\$3,932	\$4,414	\$5,618	\$6,857	\$7,160
Net income (loss) margin	1.8%	7.8%	9.5%	10.1%	9.8%	20.3%	13.6%	12.6%	10.4%	14.3%	18.1%	16.9%	16.8%
Adjusted EBITDA margin	43.0%	46.3%	47.8%	48.7%	47.9%	47.6%	48.0%	46.6%	46.1%	45.4%	48.3%	47.8%	46.7%

Historical EBITDA and Adjusted EBITDA GAAP Reconciliations (\$M) (cont'd)

	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Net cash provided by operating activities	\$721	\$1,551	\$1,801	\$1,987	\$1,941	\$2,209	\$2,853	\$3,024	\$2,658	\$3,689	\$4,433	\$4,704	\$4,546
Adjustments for items included in net cash provided by operating activities but excluded from the calculation of EBITDA:													
Amortization of deferred financing costs and original issue discounts	(23)	(21)	(17)	(10)	(9)	(9)	(12)	(15)	(14)	(13)	(13)	(14)	(15)
Gain on sales of rental equipment	125	176	229	227	204	220	278	313	332	431	566	786	710
Gain on sales of non-rental equipment	2	6	11	8	4	4	6	6	8	10	9	21	17
Insurance proceeds on damaged equipment (7)	--	--	--	8	12	21	22	24	40	25	32	38	51
Gain (loss) on sale of software subsidiary (5)	8	(1)	--	--	--	--	--	--	--	--	--	--	--
Merger related costs (2)	(111)	(9)	(11)	26	--	(50)	(36)	(1)	--	(3)	--	--	--
Restructuring charge (3)	(99)	(12)	1	(6)	(14)	(50)	(31)	(18)	(17)	(2)	--	(28)	(3)
Stock compensation expense, net (6)	(32)	(46)	(74)	(49)	(45)	(87)	(102)	(61)	(70)	(119)	(127)	(94)	(112)
Gain (loss) on extinguishment of debt securities, and amendments of debt facilities	(72)	(1)	(80)	(123)	(101)	(54)	--	(61)	(183)	(30)	(17)	--	(1)
Loss on retirement of subordinated convertible debentures (1)	--	(2)	--	--	--	--	--	--	--	--	--	--	--
Excess tax benefits from share-based payment arrangements (8)	--	--	--	5	58	--	--	--	--	--	--	--	--
Changes in assets and liabilities	571	31	182	194	101	129	124	170	241	(328)	(151)	107	121
Cash paid for interest, including subordinated convertible debentures (1)	371	461	457	447	415	357	455	581	483	391	406	614	674
Cash paid (received) for income taxes, net	40	48	100	60	99	205	71	238	318	202	326	493	994
EBITDA	1,501	2,181	2,599	2,774	2,665	2,895	3,628	4,200	3,796	4,253	5,464	6,627	6,982
Add back:													
Merger related costs (2)	111	9	11	(26)	--	50	36	1	--	3	--	--	--
Restructuring charge (3)	99	12	(1)	6	14	50	31	18	17	2	--	28	3
Stock compensation expense, net (6)	32	46	74	49	45	87	102	61	70	119	127	94	112
Impact of the fair value mark-up of acquired fleet (4)	37	44	35	29	35	82	66	75	49	37	27	108	63
(Gain) loss on sale of software subsidiary (5)	(8)	1	--	--	--	--	--	--	--	--	--	--	--
Adjusted EBITDA	\$1,772	\$2,293	\$2,718	\$2,832	\$2,759	\$3,164	\$3,863	\$4,355	\$3,932	\$4,414	\$5,618	\$6,857	\$7,160

Historical EBITDA and Adjusted EBITDA GAAP Reconciliations (\$M) (cont'd)

- (1) In 2013, we retired all outstanding subordinated convertible debentures.
- (2) We have made a number of acquisitions in the past and may continue to make acquisitions in the future. Merger related costs only include costs associated with the major acquisitions that significantly impacted our operations (the "major acquisitions," each of which had annual revenues of over \$200 million prior to acquisition).
- (3) Primarily reflects severance and branch closure charges associated with our restructuring programs. We only include such costs that are part of a restructuring program as restructuring charges. The designated restructuring programs generally involve the closure of a large number of branches over a short period of time, often in periods following a major acquisition, and result in significant costs that we would not normally incur absent a major acquisition or other triggering event that results in the initiation of a restructuring program. Since the first such restructuring program was initiated in 2008, we have completed seven restructuring programs and have incurred total restructuring charges of \$383 million. We currently have no open restructuring programs.
- (4) Reflects additional costs recorded in cost of rental equipment sales associated with the fair value mark-up of rental equipment acquired in certain major acquisitions and subsequently sold.
- (5) Reflects a gain recognized upon the sale of a former subsidiary that developed and marketed software.
- (6) Represents non-cash, share-based payments associated with the granting of equity instruments.
- (7) In 2018, we adopted accounting guidance that addressed the cash flow presentation for proceeds from the settlement of insurance claims. Adoption of this guidance decreased net cash provided by operating activities, relative to previously reported amounts, but did not change EBITDA or adjusted EBITDA for 2017, 2016 and 2015 in the table above. The information required to determine the amount of insurance proceeds for periods prior to 2015 is unavailable without unreasonable effort. The insurance proceeds do not impact EBITDA or adjusted EBITDA.
- (8) The excess tax benefits from share-based payment arrangements result from stock-based compensation windfall deductions in excess of the amounts reported for financial reporting purposes. We adopted accounting guidance in 2017 that changed the cash flow presentation of excess tax benefits from share-based payment arrangements. In the table above, the excess tax benefits from share-based payment arrangements for periods after 2016 are presented as a component of net cash provided by operating activities, while, for 2015 and 2016, they are presented as a separate line item.

Historical Free Cash Flow GAAP Reconciliation (\$M)

We define “free cash flow” as net cash provided by operating activities less payments for purchases of, and plus proceeds from, equipment and intangible assets, and plus excess tax benefits from share-based payment arrangements. The equipment and intangible asset items are included in cash flows from investing activities. Management believes that free cash flow provides useful additional information concerning cash flow available to meet future debt service obligations and working capital requirements. However, free cash flow is not a measure of financial performance or liquidity under GAAP. Accordingly, free cash flow should not be considered an alternative to net income or cash flow from operating activities as an indicator of operating performance or liquidity. The table below provides a reconciliation between net cash provided by operating activities and free cash flow.

	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024
Net cash provided by operating activities	\$1,801	\$1,987	\$1,941	\$2,209	\$2,853	\$3,024	\$2,658	\$3,689	\$4,433	\$4,704	\$4,546
Payments for purchases of rental equipment	(1,701)	(1,534)	(1,246)	(1,769)	(2,106)	(2,132)	(961)	(2,998)	(3,436)	(3,714)	(3,753)
Payments for purchases of non-rental equipment and intangible assets	(120)	(102)	(93)	(120)	(185)	(218)	(197)	(200)	(254)	(356)	(374)
Proceeds from sales of rental equipment	544	538	496	550	664	831	858	968	965	1,574	1,521
Proceeds from sales of non-rental equipment	33	17	14	16	23	37	42	30	24	60	67
Insurance proceeds from damaged equipment ⁽¹⁾	--	8	12	21	22	24	40	25	32	38	51
Excess tax benefits from share-based payment arrangements ⁽²⁾	--	5	58	--	--	--	--	--	--	--	--
Free cash flow	\$557	\$919	\$1,182	\$907	\$1,271	\$1,566	\$2,440	\$1,514	\$1,764	\$2,306	\$2,058
Merger and restructuring related payments included in free cash flow	17	5	13	76	63	26	14	13	4	8	7
Free cash flow excluding merger and restructuring related payments	\$574	\$924	\$1,195	\$983	\$1,334	\$1,592	\$2,454	\$1,527	\$1,768	\$2,314	\$2,065
Net cash provided by operating activities margin ⁽³⁾	31.7%	34.2%	33.7%	33.3%	35.5%	32.3%	31.2%	38.0%	38.1%	32.8%	29.6%
Free cash flow margin ⁽⁴⁾	10.1%	15.9%	20.7%	14.8%	16.6%	17.0%	28.8%	15.7%	15.2%	16.1%	13.5%

(1) In 2018, we adopted accounting guidance that addressed the cash flow presentation for proceeds from the settlement of insurance claims. Adoption of this guidance decreased net cash provided by operating activities, relative to previously reported amounts, but did not change free cash flow, for 2017, 2016 and 2015 in the table above. The information required to determine the amount of insurance proceeds for 2014 is unavailable without unreasonable effort. The adoption of this accounting guidance did not impact free cash flow, as the reduction to net cash provided by operating activities was offset by the increase in insurance proceeds from damaged equipment.

(2) The excess tax benefits from share-based payment arrangements result from stock-based compensation windfall deductions in excess of the amounts reported for financial reporting purposes. We adopted accounting guidance in 2017 that changed the cash flow presentation of excess tax benefits from share-based payment arrangements. In the table above, the excess tax benefits from share-based payment arrangements for periods after 2016 are presented as a component of net cash provided by operating activities, while, for 2016 and prior, they are presented as a separate line item. Because we historically included the excess tax benefits from share based payment arrangements in the free cash flow calculation, the adoption of this guidance did not change the calculation of free cash flow.

(3) Net cash provided by operating activities margin represents net cash provided by operating activities, excluding merger and restructuring payments, divided by total revenue.

(4) Free cash flow margin represents free cash flow, excluding merger and restructuring payments, divided by total revenue.