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## **Herc Holdings Inc. Increases Quarterly Dividend by 5% to \$0.70 per share**

**Bonita Springs, Fla., February 4, 2024 – Herc Holdings, Inc.** (NYSE: HRI), one of North America’s leading equipment rental suppliers, today announced that its Board of Directors has increased the Company’s quarterly dividend by \$0.035 per share, or 5%, to \$0.70 per share.

The dividend is payable March 4, 2025, to shareholders of record as of February 18, 2025.

At the new rate, the indicated dividend on an annual basis is \$2.80 per share compared to the previous rate of \$2.66 per share.

“We are pleased to start 2025 with a 5% increase in our quarterly dividend,” said Larry Silber, president and chief executive officer. “We remain confident in our strategy and disciplined approach to growth and our ability to generate sustainable shareholder returns while positioning the Company for future opportunities.”

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### **About Herc Holdings Inc.**

Founded in 1965, Herc Holdings Inc., which operates through its Herc Rentals Inc. subsidiary, is a full-line rental supplier with 439 locations across North America, and 2023 total revenues were approximately \$3.3 billion. We offer products and services aimed at helping customers work more efficiently, effectively, and safely. Our classic fleet includes aerial, earthmoving, material handling, trucks and trailers, air compressors, compaction, and lighting equipment. Our ProSolutions® offering includes industry-specific, solutions-based services in tandem with power generation, climate control, remediation and restoration, pumps, and trench shoring equipment as well as our ProContractor professional grade tools. We employ approximately 7,700 employees, who equip our customers and communities to build a brighter future.

Learn more at [www.HercRentals.com](http://www.HercRentals.com) and follow us on [Instagram](#), [Facebook](#) and [LinkedIn](#).

All references to “Herc Holdings” or the “Company” in this press release refer to Herc Holdings Inc. and its subsidiaries, unless otherwise indicated.

### **Forward-Looking Statements**

This press release includes forward-looking statements as that term is defined by the federal securities laws, including statements concerning our business plans and strategy, projected profitability, performance or cash flows, future capital expenditures, our growth strategy, including our ability to grow organically and through M&A, anticipated financing needs, business trends, our capital allocation strategy, liquidity and capital management, and other information that is not historical information. Forward looking statements are generally

identified by the words "estimates," "expects," "anticipates," "projects," "plans," "intends," "believes," "forecasts," "looks," and future or conditional verbs, such as "will," "should," "could" or "may," as well as variations of such words or similar expressions. All forward-looking statements are based upon our current expectations and various assumptions and, there can be no assurance that our current expectations will be achieved. They are subject to future events, risks and uncertainties - many of which are beyond our control - as well as potentially inaccurate assumptions, that could cause actual results to differ materially from those in the forward-looking statements. Further information on the risks that may affect our business is included in filings we make with the Securities and Exchange Commission from time to time, including our most recent annual report on Form 10-K, subsequent quarterly reports on Form 10-Q, and in our other SEC filings. We undertake no obligation to update or revise forward-looking statements that have been made to reflect events or circumstances that arise after the date made or to reflect the occurrence of unanticipated events.