HercRentals®

Shifting Into High Gear



FIRST QUARTER 2022 EARNINGS CONFERENCE CALL

April 21, 2022

Herc Rentals Team & Agenda



Larry Silber
President & Chief Executive Officer



Mark Irion
Senior Vice President & Chief Financial Officer



Aaron Birnbaum
Senior Vice President & Chief Operating Officer



Elizabeth Higashi
Vice President, Investor Relations & Sustainability

Agenda

- Introductions
- Safe Harbor
- Overview
- Operations Review
- Financial Review
- Q&A

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Safe Harbor Statements and Non-GAAP Financial Measures

Forward-Looking Statements

This presentation 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, the impact of and our response to COVID-19, 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.

Information Regarding Non-GAAP Financial Measures

In addition to results calculated according to accounting principles generally accepted in the United States (“GAAP”), the Company has provided certain information in this presentation that is not calculated according to GAAP (“non-GAAP”), such as adjusted net income, adjusted earnings per diluted share, EBITDA, adjusted EBITDA, adjusted EBITDA margin, REBITDA, REBITDA margin, REBITDA flow-through and free cash flow. Management uses these non-GAAP measures to evaluate operating performance and period-over-period performance of our core business without regard to potential distortions, and believes that investors will likewise find these non-GAAP measures useful in evaluating the Company’s performance. These measures are frequently used by security analysts, institutional investors and other interested parties in the evaluation of companies in our industry.

Non-GAAP measures should not be considered in isolation or as a substitute for our reported results prepared in accordance with GAAP and, as calculated, may not be comparable to similarly titled measures of other companies. For the definitions of these terms, further information about management’s use of these measures as well as a reconciliation of these non-GAAP measures to the most comparable GAAP financial measures, please see the appendix that accompanies this presentation.

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Key Takeaways – Shifting Into High Gear



Strong Q1 rental volume and higher YoY rates contributed to record first quarter results

Increased Q1 dollar utilization YoY by 280 bps to 41.4%

Outstanding performance by our sales, operations and field support teams was enhanced by steady demand and a positive operating environment

Completed acquisition of three companies with a total of three locations and opened five new greenfield locations during the quarter

Closed on the acquisition of Cloverdale Equipment Company on April 19

Raised FY 2022 adjusted EBITDA guidance to a range of 31% to 39% over the prior full year

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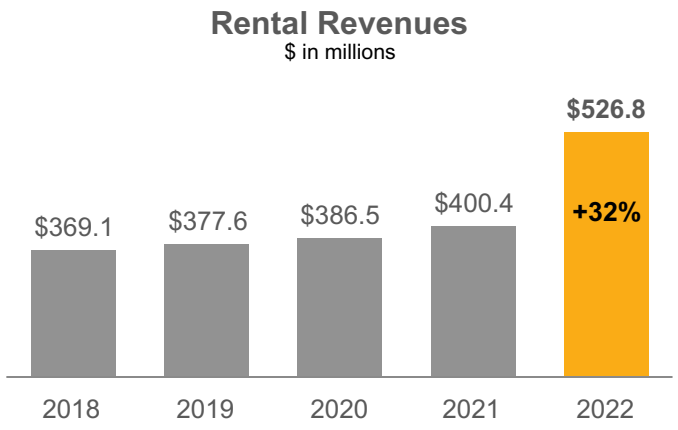
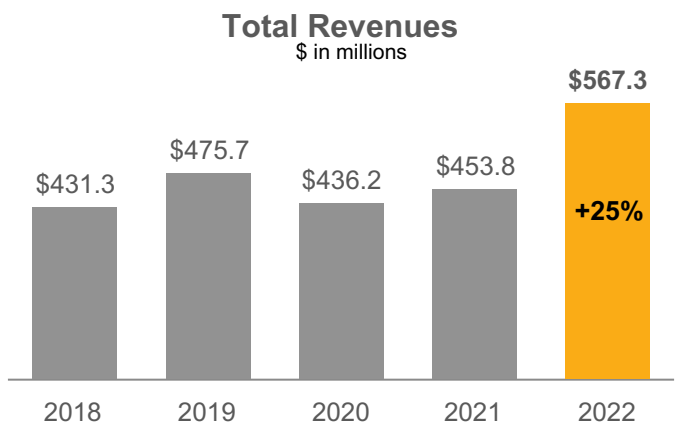
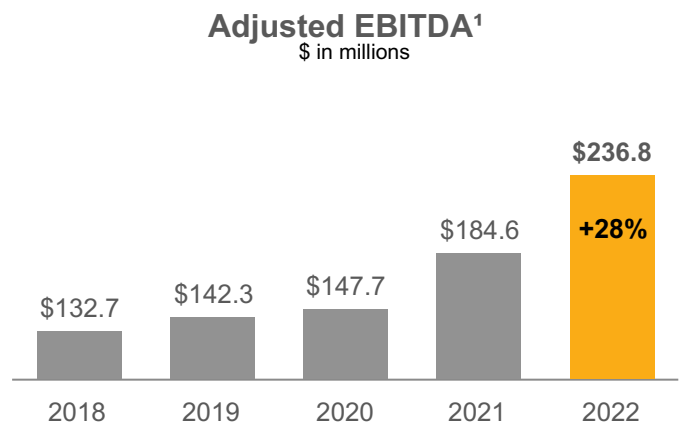
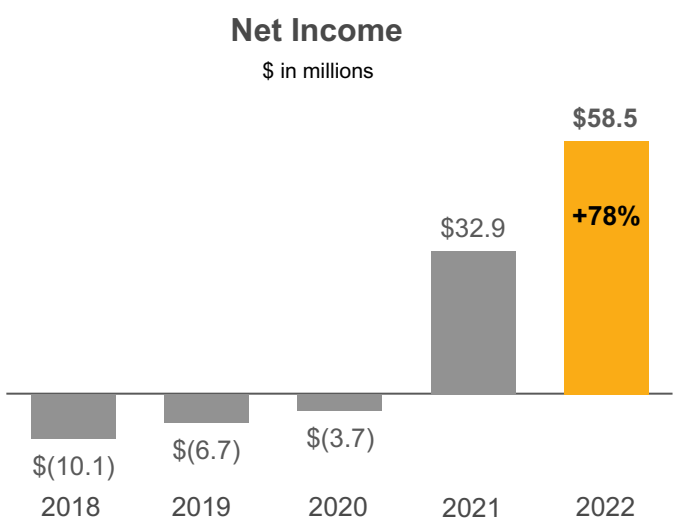
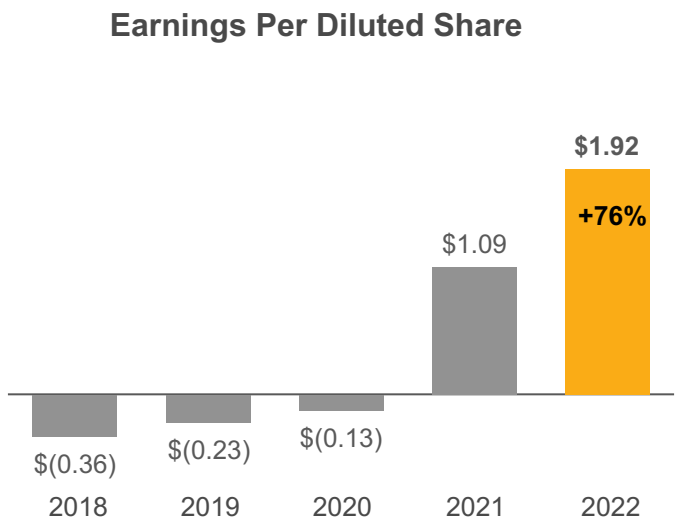
First Quarter Financial Highlights: Accelerating Performance

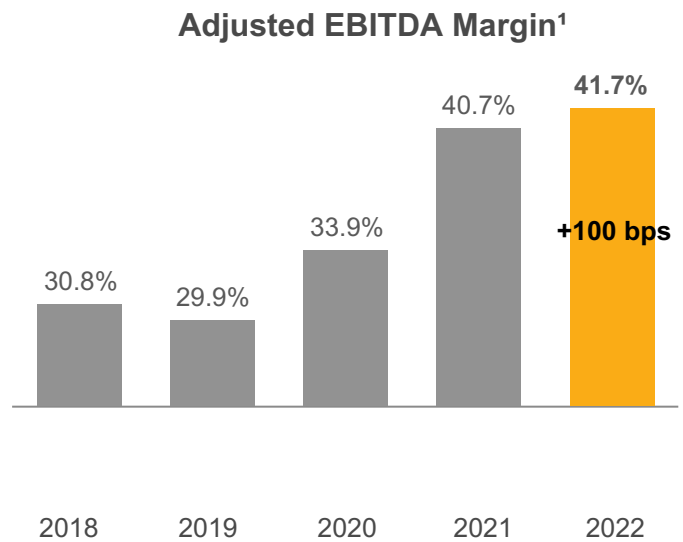












1. For a reconciliation to the most comparable GAAP financial measure, see the Appendix beginning on Slide 20

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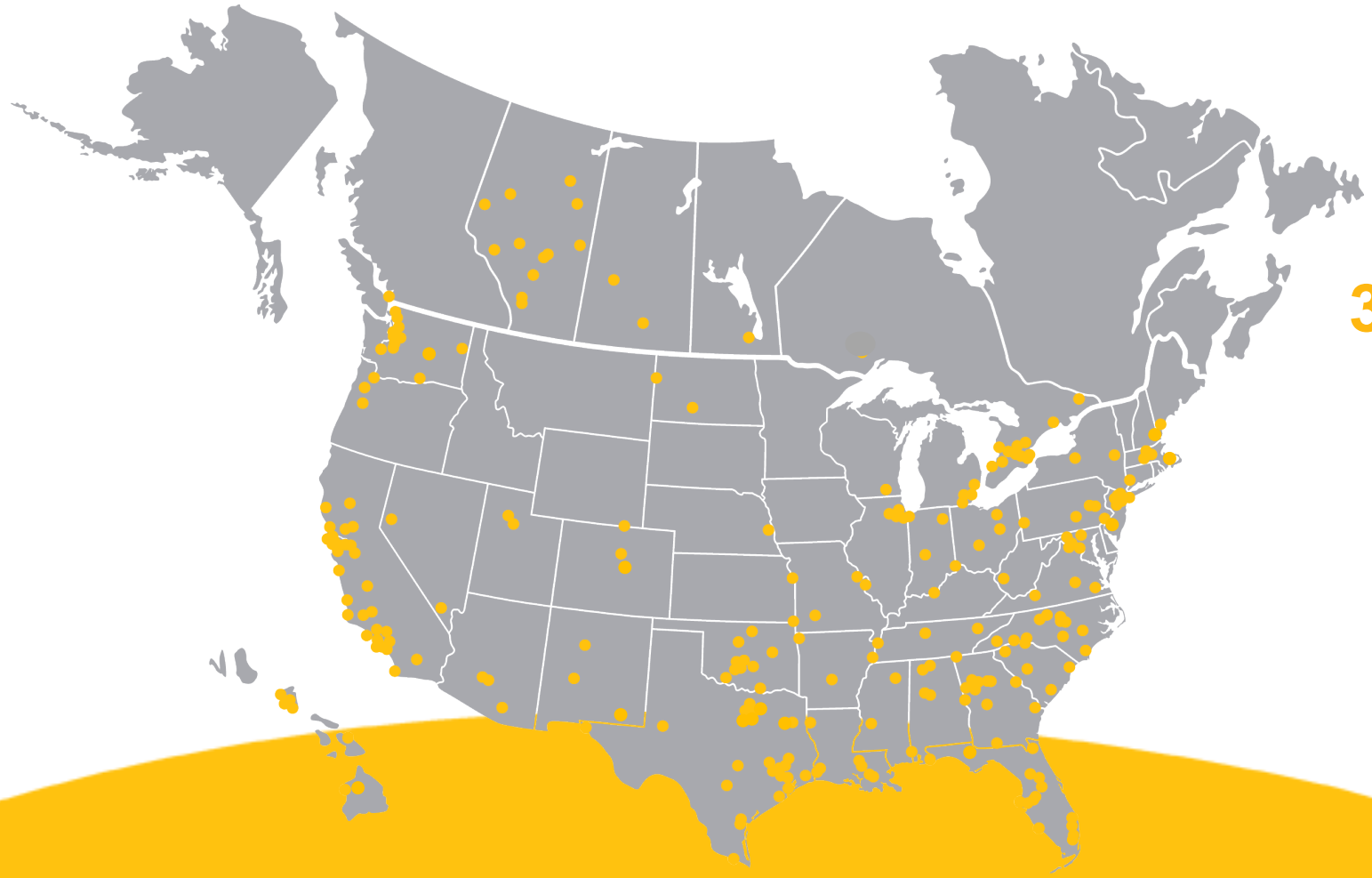
Herc Rentals Today



56 Years serving customers

~2,900 Equipment categories

320 Locations in 40 states and five Canadian provinces[1]

5,700 Employees serving North America

$57 billion addressable market[2]

(1) Location count as of March 31, 2022
(2) ARA estimate of the 2022 North American addressable market as of March 2022

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Shifting Into High Gear

1 Grow the Core

Increasing fleet and locations in urban markets drives revenue, scale and operating leverage

2 Expand Specialty

Accelerating secular shift from ownership to rental and a service driven model leads to higher utilization and returns

3 Elevate Technology

Ongoing investment in technology to improve customer experience and operational effectiveness

4 Integrate ESG

New sustainability goals for 2030 versus 2019 baseline underpin ESG initiatives

5 Allocate Capital

Ability to retain low leverage of 2.0x to 3.0x provides opportunities for significant investment in fleet growth, M&A, dividends and returns to shareholders

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Aaron Birnbaum

Senior Vice President and Chief Operating Officer

Delivering on Growth Strategy

Average fleet at OEC increased 23% in Q1 2022

Equipment rental revenue increased 32% to a record $526.8 million

Business activity is strong and all of our end markets are showing positive momentum

Our core business continues to benefit from solid operating performance in all of our regional operations

Our ProSolutions business continues to expand and is well-positioned to grow market share

We plan to add $900 million to $1.12 billion of net fleet capital this year



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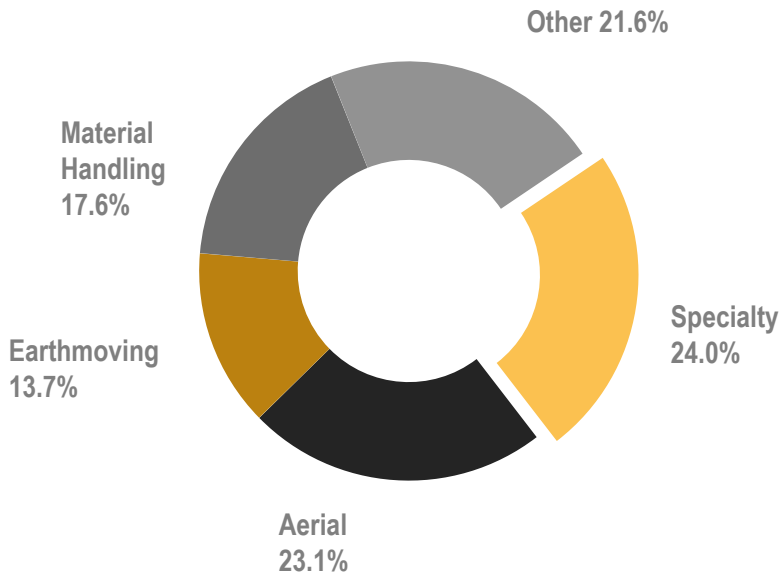
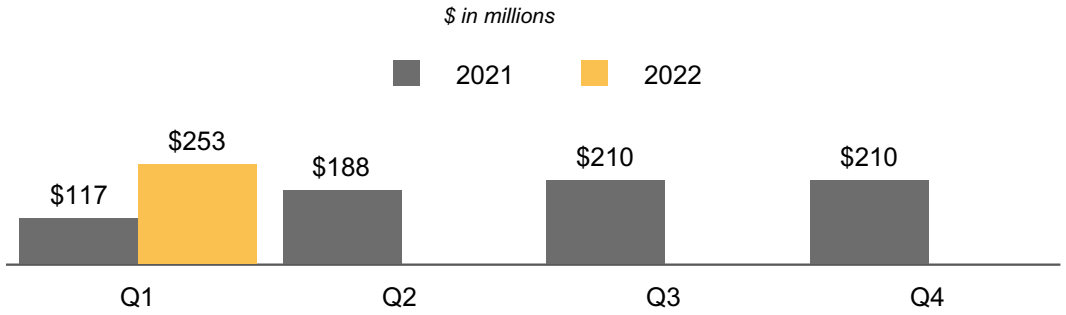
Diversifying Fleet to Enhance Utilization

Fleet Composition
$4.6 billion at OEC[1]

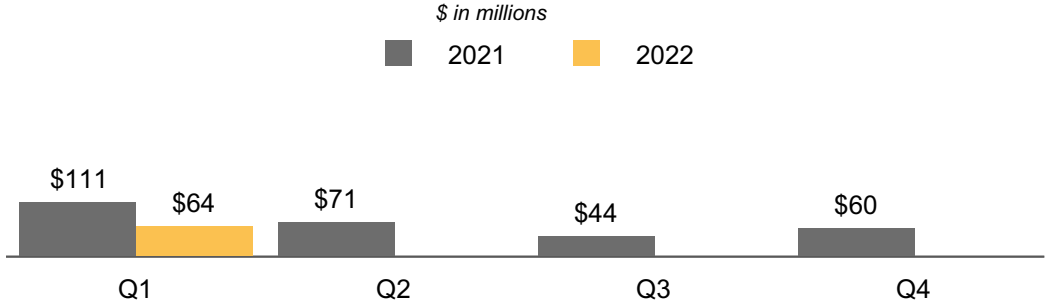


Q1 2022 $ Utilization increased to 41.4%

Fleet Expenditures at OEC[1]



Fleet Disposals at OEC[1]



Fleet disposals at OEC in Q1 2022 were $64 million, generating ~45.0% proceeds as a percent of OEC

Average age of disposals was 90 months in Q1 2022

Average fleet age of 48 months at March 31, 2022

1. Original equipment cost based on ARA guidelines. As of March 31, 2022.

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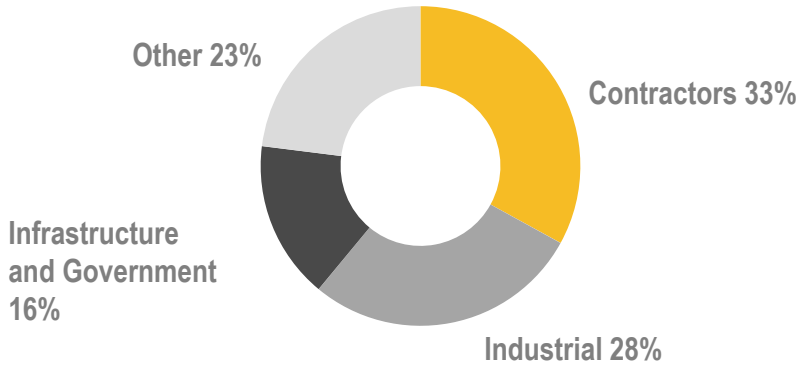
Business Model Driving Growth

Q1 Revenue by Customer[1]



Q1 Local vs National Mix



Diverse customer mix and expanding base of local customers continues to contribute to growth opportunities

Expanding through acquisitions and greenfields in fast-growing urban markets to drive top-line growth

Investments in core and specialty fleet are driving growth

New customer accounts continue to be a solid source of growth

Local as a % of total revenue increased to 57% this quarter compared with 54% in Q1 2021 driven by acquisition integration

1. Refer to our 10-K for description of industries related to each customer classification. Other includes commercial and retail service, hospitality, healthcare, recreation, and entertainment and special events.

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Integrating ESG

Think Safety!

Safety

- All of our branches reported at least 98% Perfect Days in the first quarter. Perfect Days are those with no:
  - OSHA reportable incidents
  - at-fault moving vehicle accidents
  - DOT violations
- Continuing to integrate acquisitions into Herc's safety program

Environmental

- Investing in programs and equipment to reduce Scope 1 and Scope 2 GHG emissions intensity

Community Involvement

- Introduced new initiatives to enhance team involvement in local communities



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Mark Irion

Senior Vice President and Chief Financial Officer

Q1 2022 Results

$ in millions, except per share data	Three Months Ended March 31, 2022	2021	*2022 vs 2021 % Change*
Equipment Rental Revenue	$526.8	$400.4	*31.6%*
Total Revenues	$567.3	$453.8	*25.0%*
Net Income	$58.5	$32.9	*77.8%*
Earnings Per Diluted Share	$1.92	$1.09	*76.1%*
Adjusted Net Income[1]	$59.2	$33.3	*77.8%*
Adjusted Earnings Per Diluted Share[1]	$1.95	$1.10	*77.3%*
Adjusted EBITDA[1]	$236.8	$184.6	*28.3%*
Adjusted EBITDA Margin[1]	41.7%	40.7%	*100 bps*
REBITDA Margin[1,2]	42.3%	43.8%	*(150) bps*
REBITDA YoY Flow-Through[1,2]			37.6%
Average Fleet[3] (YoY)	23.4%	(5.1)%	
Pricing[3] (YoY)	4.3%	(0.3)%	

NM - Not meaningful

1. For a reconciliation to the most comparable GAAP financial measure, see the Appendix beginning on Slide 20
2. REBITDA measures contribution from our core rental business without impact of sales of equipment, parts and supplies
3. Based on ARA guidelines

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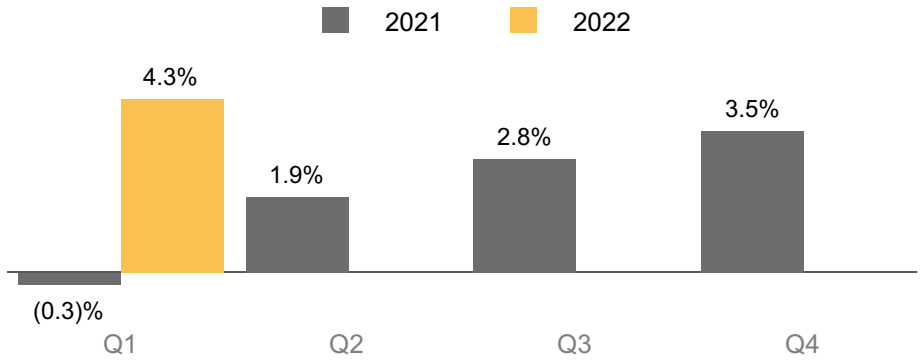
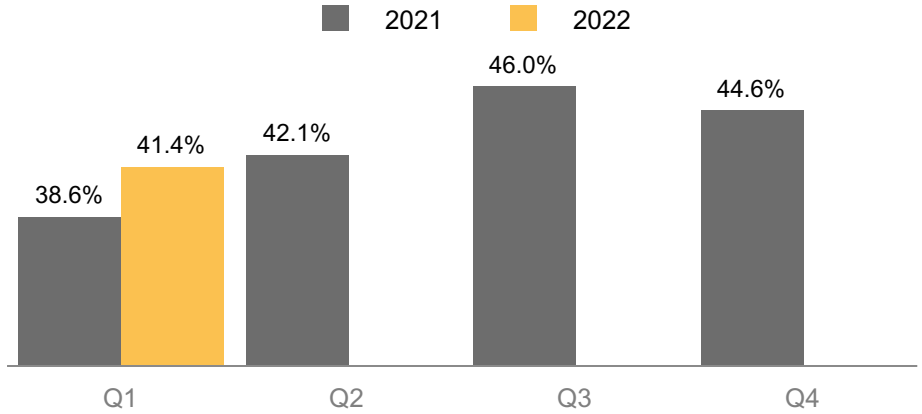
Pricing and Utilization Performance

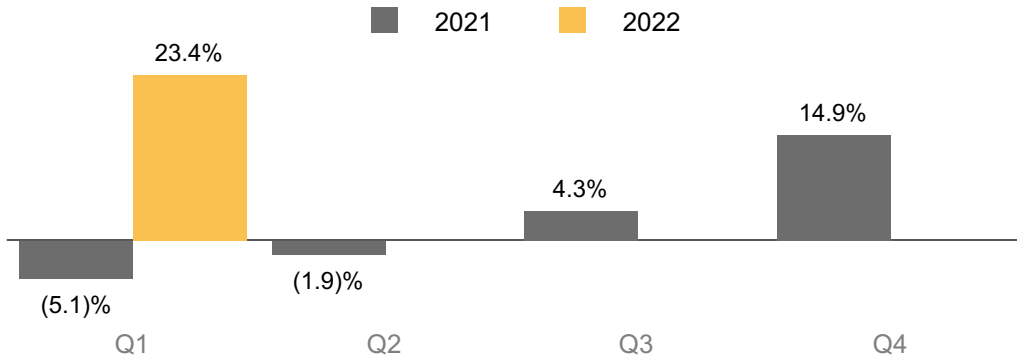
Pricing[1]



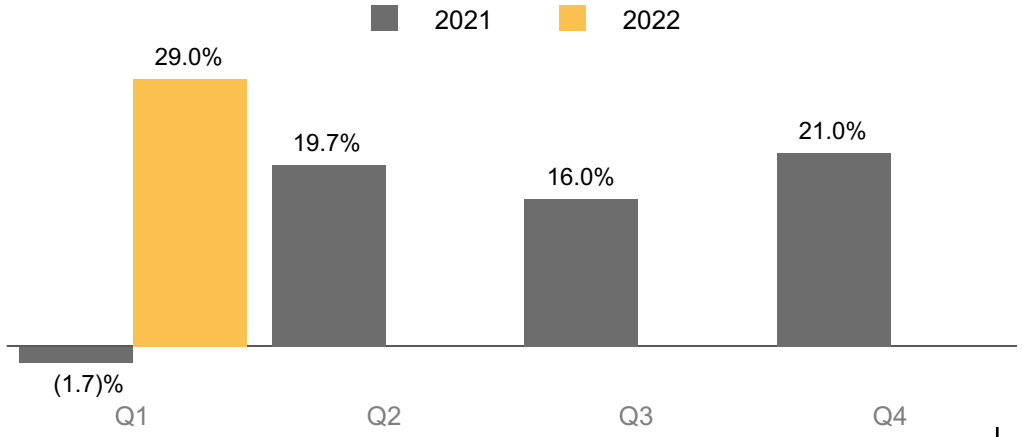
$ Utilization[2]



Average Fleet at OEC[1]



Average Fleet on Rent at OEC[1]



1. YoY Change. Based on ARA guidelines.
2. Based on ARA guidelines

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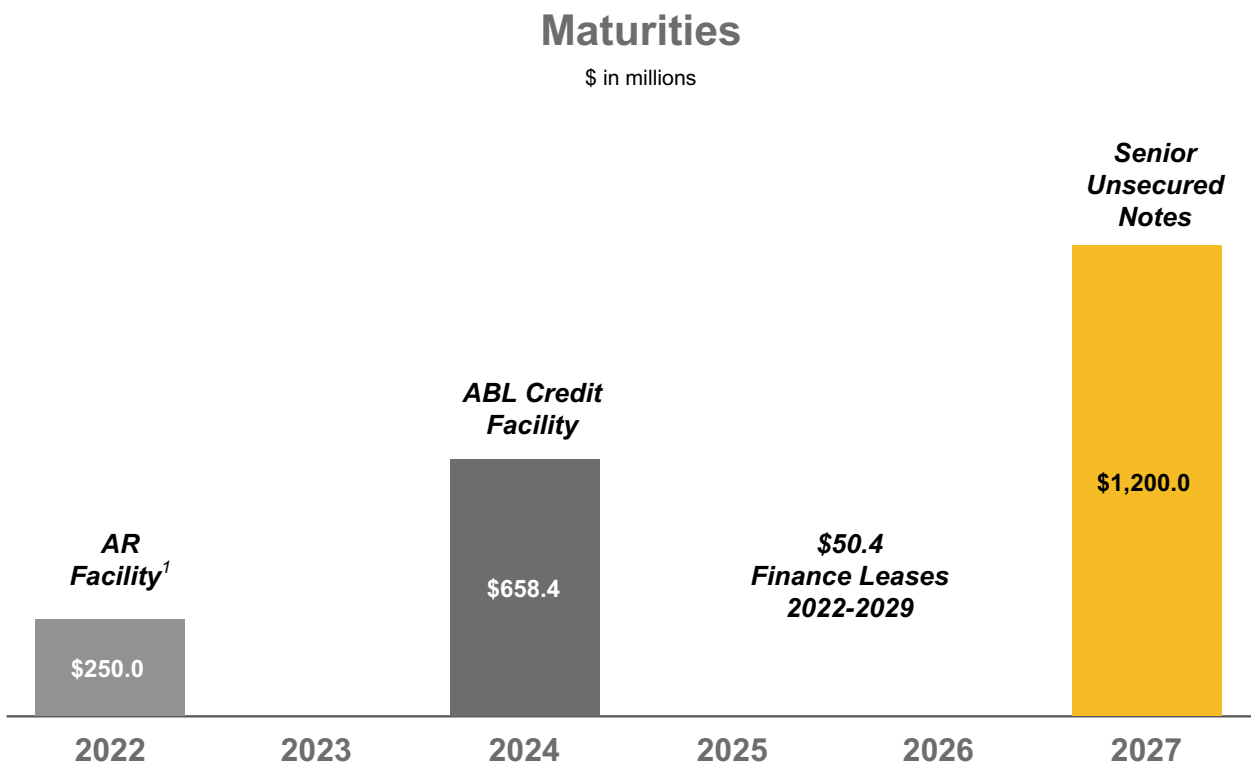
Disciplined Capital Management



Credit Ratings: Moody's CFR Ba3
S&P BB-/Stable

No near-term maturities and ample liquidity[2] of $1.0 billion provide financial flexibility

Net capital expenditures outpaced cash flow from operations resulting in negative free cash flow of $131 million in Q1 2022

Net debt of $2.2 billion as of March 31, 2022, was up by approximately $240 million from December 31, 2021 after funding net capital expenditures of $258.0 million and acquisition activity of $73.0 million

Net leverage[3] of 2.3x, compared with 2.2x in December 2021, is currently within **our target range of 2.0x to 3.0x**

Quarterly dividend increased 15% to $0.575 to shareholders of record as of February 23, 2022, paid March 10, 2022

1. The AR Facility is excluded from current maturities of long-term debt as the Company has the intent and ability to consummate refinancing and extend the term of the agreement
2. Total liquidity includes cash and cash equivalents and the unused commitments under the ABL Credit Facility and AR Facility
3. For a definition and calculation, see the Appendix beginning on Slide 20

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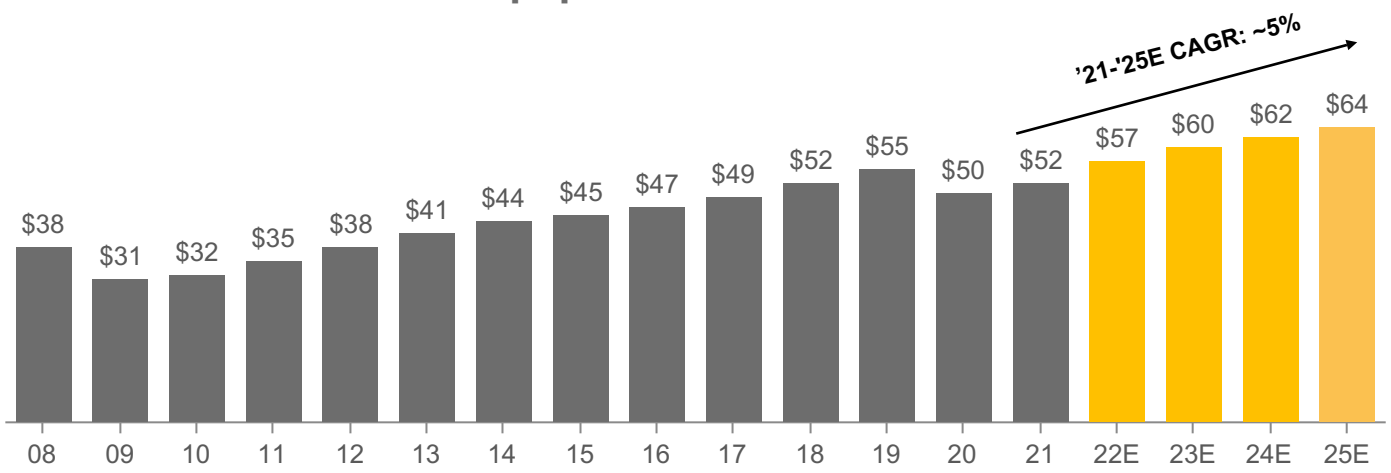
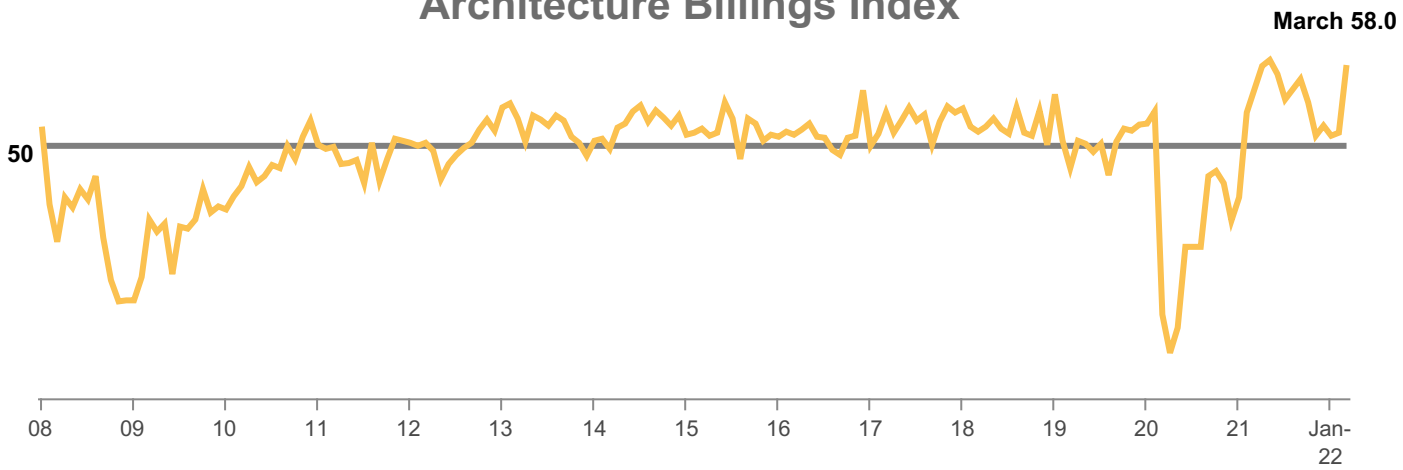
A New Cycle in the Making

N.A. Equipment Rental Market[1]



Architecture Billings Index[3]



Select Market Forecasts[2]

U.S. Nonresidental Building Starts

	Actual	Forecast			
	2021	2022	2023	2024	2025
YOY Growth	+14%	+13%	+8%	+5%	+3%

Sectors with Tailwinds

	Actual	Forecast			
	2021	2022	2023	2024	2025
Healthcare	+6%	+14%	+17%	+8%	+4%
Warehouse	+34%	+18%	(14)%	(13)%	(5)%
Infrastructure	+2%	+3%	+12%	+8%	+5%

Equipment rental market forecast to grow from about $57 billion in 2022 to $64 billion in 2025

Secular trends favor rental versus ownership

Healthcare, warehouse and infrastructure sectors reflect strong growth

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1. Source: ARA / IHS Global Insights as of March 2022
2. Source: Dodge Analytics U.S. as of March 2022
3. Source: The American Institute of Architects (AIA) as of April 2022

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Raising Guidance

- Record 2022 adjusted EBITDA of $237 million was up 28% compared with 2021
- Raising 2022 adjusted EBITDA guidance to reflect strong first quarter momentum in business
- Raised and narrowed net fleet capital expenditures guidance range

Metric	2021 Actual	Previous 2022 Guidance	New 2022 Guidance	% Chg. over 2021
Adjusted EBITDA	$894.7 million	$1,075 to $1,175 million	$1,175 to $1,245 million	Increase of 31% to 39%
Net Fleet Capital Expenditures	$486.9 million	$820 to $1,120 million	$900 to $1,120 million	Increase of 85% to 130%

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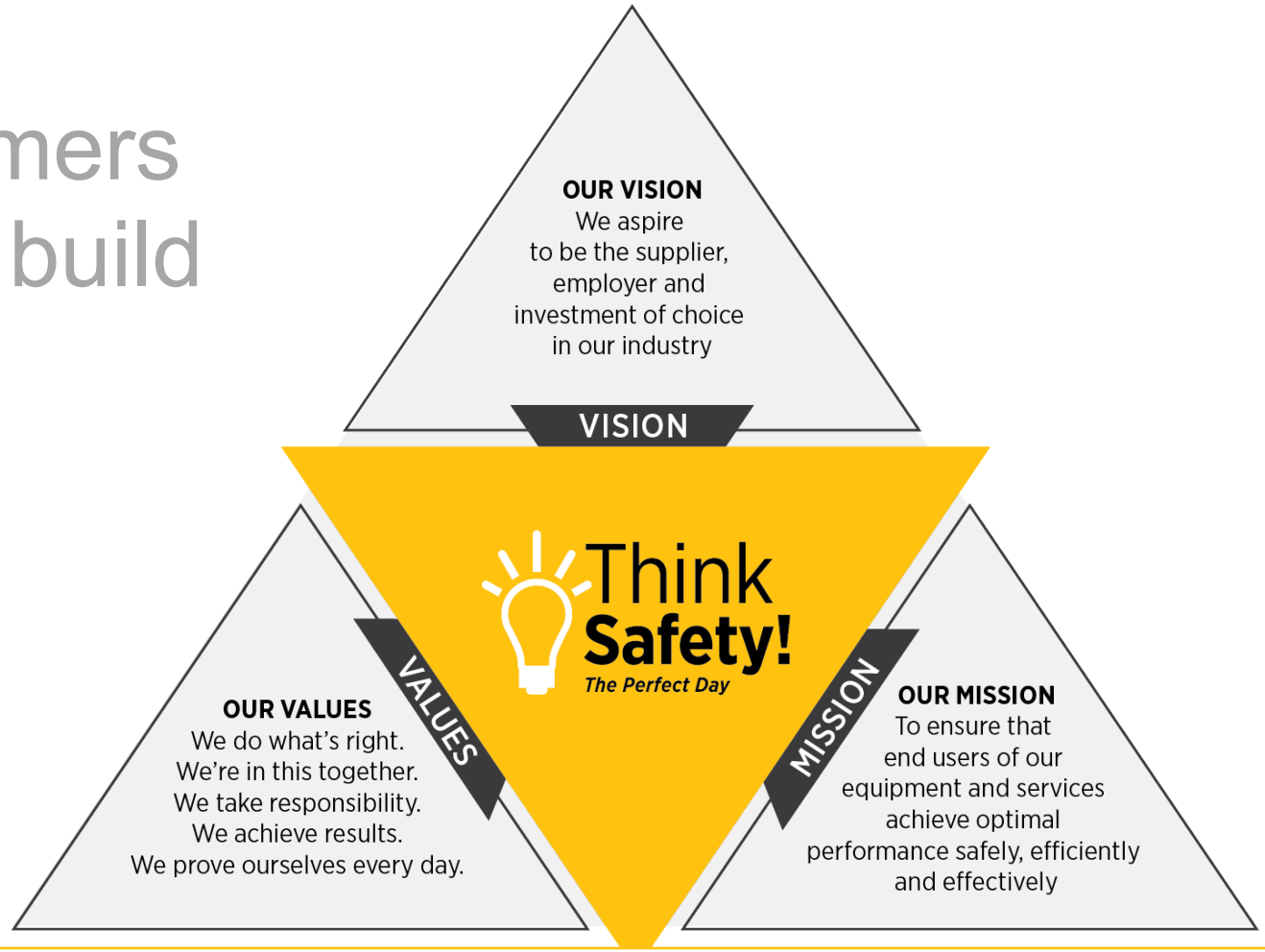
Purpose, Vision, Mission and Values

We equip our customers and communities to build a brighter future



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Appendix

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Glossary of Terms Commonly Used in the Industry

OEC: Original Equipment Cost which is an operating measure based on the guidelines of the American Rental Association (ARA), which is calculated as the cost of the asset at the time it was first purchased plus additional capitalized refurbishment costs (with the basis of refurbished assets reset at the refurbishment date).

Fleet Age: The OEC weighted age of the entire fleet, based on ARA guidelines.

Net Fleet Capital Expenditures: Capital expenditures of rental equipment minus the proceeds from disposal of rental equipment.

Dollar Utilization ($ UT): Dollar utilization is an operating measure calculated by dividing equipment rental revenue (excluding re-rent, delivery, pick-up and other ancillary revenue) by the average OEC of the equipment fleet for the relevant time period, based on ARA guidelines.

Pricing: Change in pure pricing achieved in one period versus another period. This is applied both to year-over-year and sequential comparisons. Rental rates are based on ARA guidelines and are calculated based on the category class rate variance achieved either year-over-year or sequentially for any fleet that qualifies for the fleet base and weighted by the prior year revenue mix.

Return on Invested Capital (ROIC): is defined as adjusted earnings before interest divided by net assets. Adjusted earnings before interest is the sum of earnings before interest plus the sum of merger and acquisition related costs, restructuring and restructuring related charges, spin-off costs, non-cash stock-based compensation charges, loss on extinguishment of debt and impairment charges. Net assets is total assets less intangible assets, current liabilities and deferred taxes.

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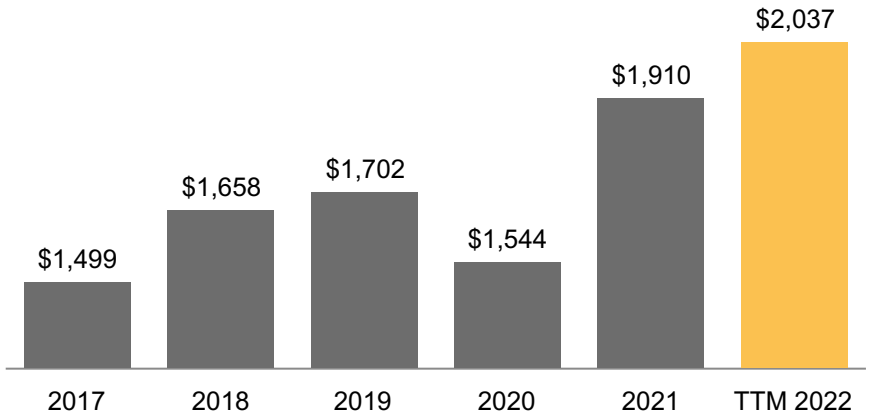
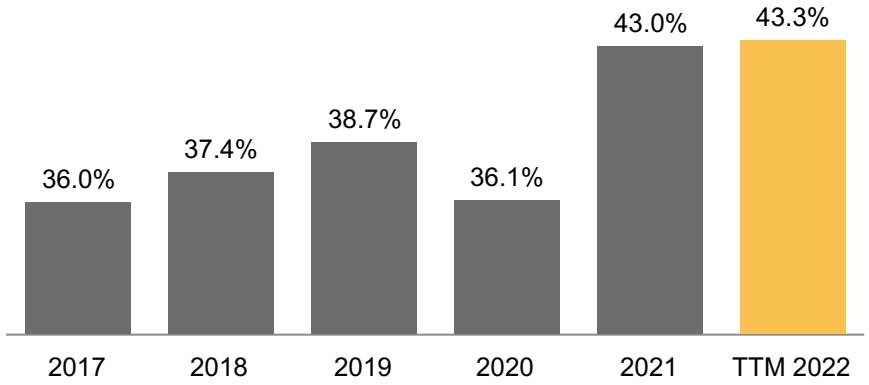
Our Strategy is Delivering Results

Equipment Rental Revenue

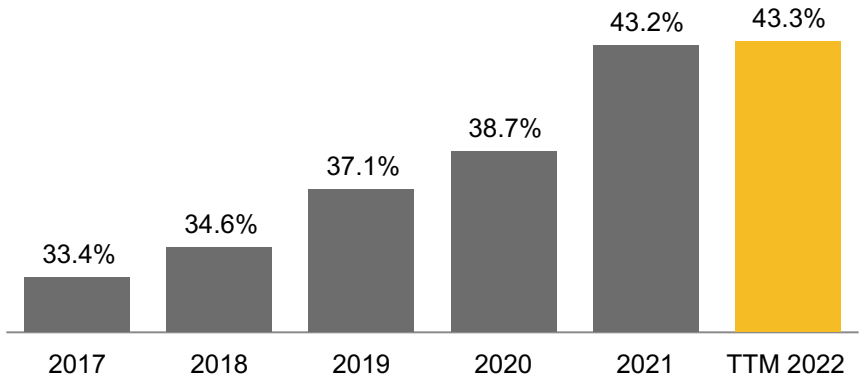
$ in millions



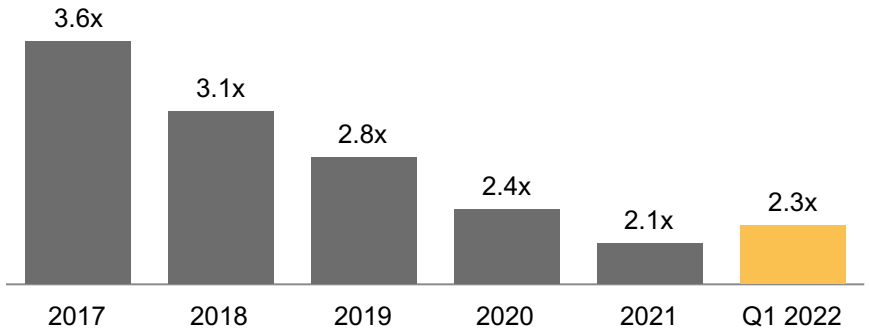
$ Utilization[1]



Adjusted EBITDA Margin[1]



Net Leverage[2]



1. For a definition and reconciliation to the most comparable GAAP financial measure, see slides 21, 24 and 25 and previously filed presentations
2. For a definition and calculation, see slide 27

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Reconciliation of Net Income and Adjusted Earnings Per Diluted Share

Adjusted Net Income and Adjusted Earnings Per Diluted Share - Adjusted Net Income represents the sum of net income (loss), restructuring and restructuring related charges, spin-off costs, loss on extinguishment of debt, impairment charges, gain (loss) on the disposal of a business and certain other items. Adjusted Earnings per Diluted Share represents Adjusted Net Income divided by diluted shares outstanding. Adjusted Net Income and Adjusted Earnings Per Diluted Share are important measures to evaluate our results of operations between periods on a more comparable basis and to help investors analyze underlying trends in our business, evaluate the performance of our business both on an absolute basis and relative to our peers and the broader market, provide useful information to both management and investors by excluding certain items that may not be indicative of our core operating results and operational strength of our business.

	Three Months Ended March 31,	
	2022	**2021**
Net income	$58.5	$32.9
Other[(1)]	1.0	0.6
Tax impact of adjustments[(2)]	(0.3)	(0.2)
Adjusted net income	**$59.2**	**$33.3**
Diluted common shares	**30.4**	**30.2**
Adjusted earnings per diluted share	**$1.95**	**$1.10**

(1) Merger and acquisition related and spin-off costs are included in Other
(2) The tax rate applied for adjustments is 25.7% and reflects the statutory rates in the applicable entities

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Reconciliation of Net Income to Adj. EBITDA and Adj. EBITDA Margin, Rental Adj. EBITDA (REBITDA), REBITDA Margin and Flow-Through

EBITDA, Adjusted EBITDA, and REBITDA - EBITDA represents the sum of net income (loss), provision (benefit) for income taxes, interest expense, net, depreciation of rental equipment and non-rental depreciation and amortization. Adjusted EBITDA represents EBITDA plus the sum of merger and acquisition related costs, restructuring and restructuring related charges, spin-off costs, non-cash stock based compensation charges, loss on extinguishment of debt (which is included in interest expense, net), impairment charges, gain (loss) on disposal of a business and certain other items. REBITDA represents Adjusted EBITDA excluding the gain (loss) on sales of rental equipment and new equipment, parts and supplies. EBITDA, Adjusted EBITDA and REBITDA do not purport to be alternatives to net income as an indicator of operating performance. Additionally, none of these measures purports to be an alternative to cash flows from operating activities as a measure of liquidity, as they do not consider certain cash requirements such as interest payments and tax payments.

Adjusted EBITDA Margin, REBITDA Margin and REBITDA Flow-Through - Adjusted EBITDA Margin (Adjusted EBITDA / Total Revenues) is a commonly used profitability ratio. REBITDA Margin (REBITDA / Equipment rental, service and other revenues) and REBITDA Flow-Through (the year-over-year change in REBITDA/the year-over-year change in Equipment rental, service, and other revenues) are useful operating profitability ratios to management and investors.

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Reconciliation of Net Income to Adj. EBITDA and Adj. EBITDA Margin, Rental Adj. EBITDA (REBITDA), REBITDA Margin and Flow-Through

$ in millions	Three Months Ended March 31, 2022	2021
Net income	**$58.5**	**$32.9**
Income tax provision	8.6	8.2
Interest expense, net	22.5	21.4
Depreciation of rental equipment	119.3	100.4
Non-rental depreciation and amortization	20.7	15.8
EBITDA	**229.6**	**178.7**
Non-cash stock-based compensation charges	6.2	5.3
Other[(1)]	1.0	0.6
Adjusted EBITDA	**236.8**	**184.6**
Less: Gain (loss) on sales of rental equipment	9.2	5.8
Less: Gain (loss) on sales of new equipment, parts and supplies	2.4	1.9
Rental Adjusted EBITDA (REBITDA)	**$225.2**	**$176.9**
Total Revenues	$567.3	$453.8
Less: Sales of rental equipment	27.7	44.2
Less: Sales of new equipment, parts and supplies	7.7	6.1
Equipment rental, service and other revenues	**$531.9**	**$403.5**
Total Revenues	$567.3	$453.8
Adjusted EBITDA	$236.8	$184.6
Adjusted EBITDA Margin	**41.7 %**	**40.7 %**
Equipment rental, service and other revenues	$531.9	$403.5
REBITDA	$225.2	$176.9
REBITDA Margin	**42.3 %**	**43.8 %**
YOY Change in REBITDA	$48.3	
YOY Change in Equipment rental, service and other revenues	$128.4	
YOY REBITDA Flow-Through	**37.6 %**	

(1) Merger and acquisition related and spin-off costs are included in Other.

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REBITDA Margin Trend

$ in millions	Q1 2021	Q2 2021	Q3 2021	Q4 2021	FY 2021	Q1 2022
Total Revenues	**$453.8**	**$490.9**	**$550.4**	**$578.0**	**$2,073.1**	**$567.3**
Less: Sales of rental equipment	44.2	30.3	16.6	22.0	113.1	27.7
Less: Sales of new equipment, parts and supplies	6.1	7.8	8.6	7.6	30.1	7.7
Equipment rental, service and other revenues	**$403.5**	**$452.8**	**$525.2**	**$548.4**	**$1,929.9**	**$531.9**
Net income (loss)	**$32.9**	**$47.1**	**$72.3**	**$71.8**	**$224.1**	**$58.5**
Income tax provision (benefit)	8.2	14.7	23.8	19.6	66.3	8.6
Interest expense, net	21.4	21.0	21.4	22.5	86.3	22.5
Depreciation of rental equipment	100.4	101.1	105.4	113.8	420.7	119.3
Non-rental depreciation and amortization	15.8	16.0	17.0	19.2	68.0	20.7
EBITDA	**$178.7**	**$199.9**	**$239.9**	**$246.9**	**$865.4**	**$229.6**
Non-cash stock-based compensation charges	5.3	7.1	5.5	5.4	23.3	6.2
Impairment	—	0.4	—	2.8	3.2	—
Other[(1)]	0.6	0.3	0.5	1.4	2.8	1.0
Adjusted EBITDA	**$184.6**	**$207.7**	**$245.9**	**$256.5**	**$894.7**	**$236.8**
Less: Gain (loss) on sales of rental equipment	5.8	5.6	2.9	5.5	19.8	9.2
Less: Gain on sales of new equipment, parts and supplies	1.9	2.9	2.1	2.9	9.8	2.4
Rental Adjusted EBITDA (REBITDA)	**$176.9**	**$199.2**	**$240.9**	**$248.1**	**$865.1**	**$225.2**
REBITDA Margin	**43.8 %**	**44.0 %**	**45.9 %**	**45.2 %**	**44.8 %**	**42.3 %**
YOY REBITDA Flow-Through	**200.7 %**	**43.4 %**	**37.5 %**	**43.4 %**	**47.5 %**	**37.6 %**

(1) Merger and acquisition related and spin-off costs are included in Other.

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Calculation of Net Leverage Ratio

Net Leverage Ratio –The Company has defined its net leverage ratio as net debt, as calculated below, divided by adjusted EBITDA for the trailing twelve-month period. This measure should be considered supplemental to and not a substitute for financial information prepared in accordance with GAAP. The Company's definition of this measure may differ from similarly titled measures used by other companies.

$ in millions	Q1 2022	Q4 2021	Q1 2021
Long-Term Debt, Net	$2,142.1	$1,916.1	$1,585.2
(Plus) Current maturities of long-term debt	10.8	11.4	11.7
(Plus) Unamortized debt issuance costs	5.9	6.1	6.8
(Less) Cash and Cash Equivalents	(22.8)	(35.1)	(32.9)
Net Debt	**$2,136.0**	**$1,898.5**	**$1,570.8**
Trailing Twelve-Month Adjusted EBITDA	$946.9	$894.7	$726.3
Net Leverage	**2.3x**	**2.1x**	**2.2x**

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Reconciliation of Free Cash Flow

Free cash flow is not a recognized term under GAAP and should not be considered in isolation or as a substitute for our reported results prepared in accordance with GAAP. Further, since all companies do not use identical calculations, our definition and presentation of this measure may not be comparable to similarly titled measures reported by other companies.

Free cash flow represents net cash provided by (used in) operating activities less rental equipment expenditures and non-rental capital expenditures, plus proceeds from disposal of rental equipment, proceeds from disposal of property and equipment, and other investing activities. Free cash flow is used by management in analyzing the Company's ability to service and repay its debt, fund potential acquisitions and to forecast future periods. However, this measure does not represent funds available for investment or other discretionary uses since it does not deduct cash used to service debt or for other non-discretionary expenditures.

$ in millions	Three Months Ended March 31,	Years Ended December 31,			
	2022	2021	2020	2019	2018
Net cash provided by operating activities	**$143.0**	**$744.0**	**$610.9**	**$635.6**	**$559.1**
Rental equipment expenditures	(286.8)	(593.8)	(344.1)	(638.4)	(771.4)
Proceeds from disposal of rental equipment	28.8	106.9	192.5	224.2	272.3
Net Fleet Capital Expenditures	**(258.0)**	**(486.9)**	**(151.6)**	**(414.2)**	**(499.1)**
Non-rental capital expenditures	(12.9)	(48.0)	(41.4)	(56.9)	(77.6)
Proceeds from disposal of property and equipment	2.2	4.6	6.6	7.7	9.7
Other	(5.0)	—	—	4.0	—
Free Cash Flow	**(130.7)**	**213.7**	**424.5**	**176.2**	**(7.9)**
Acquisitions, net of cash acquired	(73.0)	(431.0)	(45.6)	(4.2)	—
Proceeds from disposal of business	—	—	24.5	—	—
(Increase) decrease in Net Debt	**($203.7)**	**($217.3)**	**$403.4**	**$172.0**	**($7.9)**

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Historical Fleet at OEC[1]

$ in millions	FY 2017	FY 2018	FY 2019	FY 2020	FY 2021	Q1 2022
Beginning Balance	$3,556	$3,651	$3,777	$3,822	$3,589	$4,381
Expenditures	$524	$774	$627	$349	$725	$253
Disposals	($442)	($607)	($593)	($551)	($286)	($64)
Foreign Currency / Other[(2)]	$13	($41)	$11	($31)	$353	$23
Ending Balance	**$3,651**	**$3,777**	**$3,822**	**$3,589**	**$4,381**	**$4,593**
Proceeds as a percent of OEC	**39.8 %**	**37.8 %**	**40.9 %**	**37.0 %**	**41.8 %**	**45.0 %**

(1) Original equipment cost based on ARA guidelines
(2) Other includes acquisitions and divestitures of businesses

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