PRESS RELEASE

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Herc Rentals Publishes 2026 Corporate Citizenship Report

BONITA SPRINGS, Fla. — [Aug. 20, 2026] — Herc Holdings Inc. (NYSE: HRI), one of North America's leading equipment rental suppliers operating through Herc Rentals Inc. ("Herc Holdings," "Herc Rentals" or the "Company"), released its 2026 Corporate Citizenship Report, highlighting the Company's progress across key sustainability initiatives throughout 2025 and early 2026, and reinforcing its commitment to helping customers and communities build a brighter future.

"2025 was a transformative year for Herc Rentals, marked by the largest acquisition in our industry's history with the addition of H&E Equipment Services," said Herc Rentals Chief Executive Officer Larry Silber. "As the Company grows, so does the opportunity and responsibility to support our team members and the communities we serve. To advance this commitment, we have established a new set of sustainability goals that will guide our efforts and strengthen our positive impact for years to come."

The 2035 sustainability targets reflect Herc Rentals' expanded footprint and long-term priorities, including reducing Total Recordable Incident Rate (TRIR) to 0.60, engaging team members in 100,000 hours of volunteerism, and reducing Scope 1, 2 and select Scope 3 emissions intensity by 30%. The report further details the Company's roadmap for achieving these goals and advancing its sustainability journey.

Along with announcing forward-looking sustainability objectives, highlights from Herc Rentals' 2026 Corporate Citizenship Report include:

- Named one of Newsweek's Most Responsible Companies for the fifth consecutive year; earned Great Place to Work® certification for the third time; received an EcoVadis Bronze Medal for sustainability management; and designated as a Military Friendly® Employer for the 11th time, earning Top 10 Gold employer for the first time.
- Achieved a TRIR of 0.93, outperforming industry benchmarks, while strengthening safety through a new framework that reinforces critical safe behaviors and accountability, and deploying an AI-enabled safe-driving program for company-operated vehicles.
- Enabled smarter, more digitally connected jobsites with 78% of fleet connected through telematics via ProControl by Herc Rentals™, while expanding hybrid, electric and alternative-fuel equipment to 45% of fleet to support greater energy efficiency.
- Invested in workforce development with approximately 486,000 hours of training, with average training hours per employee exceeding external benchmarks.
- Contributed approximately 4,300 hours of team member volunteerism through Volunteer Time Off (VTO) and our Community Ambassadors program, which organizes team-based volunteer and service initiatives across the branch network.
- Established a multi-year, in-kind partnership with Habitat for Humanity International, providing equipment rentals, safety training and volunteer support that helped 18 families across North America secure safe, affordable housing.

To view Herc Rentals' 2026 Corporate Citizenship Report and learn more about the Company's sustainability strategy, visit https://ir.HercRentals.com/Sustainability/.

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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 607 locations across North America and 2025 total revenues were approximately $4.4 billion. We offer products, services and technologies aimed at helping customers work more efficiently, effectively and safely. Our classic fleet includes aerial, earthmoving, material handling, trucks and trailers, air compressors, and compaction. Our Herc Rentals 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 Herc Rentals ProContractor® professional grade tools. Our ProControl by Herc Rentals™ digital platform combines a seamless e-commerce experience with integrated project and fleet management tools, leveraging telematics and real-time analytics to help customers optimize productivity across their operations. We employ approximately 10,000 employees, who equip our customers and communities to build a brighter future. Learn more at 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 within the meaning of Section 21E of the Securities Exchange Act, as amended, and the Private Securities Litigation Reform Act of 1995. 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. You should not place undue reliance on the forward-looking statements. 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. Factors that could cause actual results to differ materially from those projected include, but are not limited to, the following: (1) the cyclical nature of our industry and our dependence on the levels of capital investment and maintenance expenditures by our customers; (2) the competitiveness of our industry, including the potential downward pricing pressures or the inability to increase prices; (3) our dependence on relationships with key suppliers; (4) our heavy reliance on communication networks, centralized information technology systems and third party technology and services and our ability to maintain, upgrade or replace our information technology systems; (5) our ability to respond adequately to changes in technology and customer demands; (6) our ability to attract and retain key management, sales and trades talent; (7) our rental fleet is subject to residual value risk upon disposition; (8) the impact of climate change and the legal and regulatory responses to such change; (9) our ability to execute our strategy to grow through strategic transactions; (10) our significant indebtedness; and (11) our ability to realize all the anticipated benefits of the acquisition of H&E Equipment Services, Inc. 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.

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