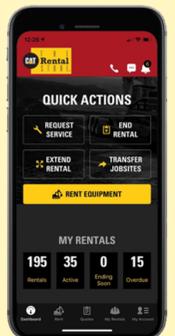


UPPING OUR DIGITAL GAME



It's no secret that most of us spend a lot of time online, including shopping and researching products. Customers worldwide demand easy, convenient desktop and mobile solutions. Combine that with a growing, competitive rental industry, and you get the need for a top-notch online presence. That's where the new CatRentalStore.com and mobile app come in.



THE DIGITAL LANDSCAPE



3.7 billion
mobile users worldwide

More people own cell phones than toothbrushes.



The average person spends more than 3.3 hours on their phone every day.



1 in 4 people
shop online at least once a week

"Your company needs to optimize its online presence for mobile users - it is absolutely vital. It's what will drive customer connectivity, trust and communication. It's what will compel those customers to take action, to connect with you, to make a purchase and to move forward." - Jim Kreyenhagen for Forbes

THE RENTAL LANDSCAPE



Equipment rental revenue opportunity globally is about

\$90B

The rental industry is growing by about

5%

CAGR each year.

"Customers want an easy solution at their fingertips for everything they're doing, including renting through the Cat Rental Store. It's critical that we get this right." - GRUES Director Kurt Norris

RENTING MADE EASY

Major new features of the Cat Rental Store digital experience:

- Customer-specific pricing
- Modifying contracts: call off or extend rentals
- Request on-site service for unexpected events
- Contact your dealer via the messaging feature

