



Hertz[®]
Equipment Rental
هيرتز لتأجير المعدات

ADDING VALUE TO EVERY
BUSINESS PARTNERSHIP

800-116-1006

www.hertzequip.com.sa

MESSAGE

The Hertz Corporation (NYSE: HTZ) and its equipment rental subsidiary, Hertz Equipment Rental Corporation (HERC), have entered into a Joint Venture with Saudi Arabia based Dayim Holdings Company Ltd. to set up equipment rental operations in the Kingdom of Saudi Arabia. The joint venture will rent and sell equipment and tools to construction and industrial customers throughout the Kingdom of Saudi Arabia.

Mark P. Frissora, Chairman and Chief Executive Officer, The Hertz Corporation, said *"With an established presence in the Kingdom, HERC will be able to offer a one stop shop for equipment rental and fleet management needs for this important market."*

Dayim's Executive Chairman HRH Prince Khalid bin Bandar bin Sultan said: *"HERC is a global leader in the field of equipment rental, therefore we believe that it is ideally placed to serve the Kingdom's aggressive expansion plans in all relevant sectors."*

HERC VALUE-ADDED FRAMEWORK FOR YOUR SUCCESS

Hertz[®]
Equipment Rental

MISSION
STATEMENT

COMPANY
OVERVIEW

VALUE ADDED
SERVICES

HERC
ADVANTAGES

PROJECT
RESUME



HERC MISSION

At HERC, our mission goes beyond strategic sourcing. Our goal is to build lasting customer relationships and become the equipment rental company of choice in every market we serve.

1. COMPANY OVERVIEW

- Who we are
- Where we are
- The markets we serve
- Customer service
- Commitment to sustainability



Hertz
Equipment Rental
هيرتز لتأجير المعدات

HERC OVERVIEW

The Hertz Equipment Rental Corporation was founded in 1965 upon a commitment to provide the highest quality products and absolute excellence in service.

OUR PROGRAMS

- Short- and Long-Term Rental Packages
- Customized Rental Programs
- Engineered Solutions
- International/National Account Rental Program
- Equipment Delivery and Pick-up
- Maintenance Services
- New and Used Equipment for Sale
- 24/7 Emergency Service
- Rent to Own/Rental Purchase Option Programs
- Small Tools and Supplies for Sale
- Safety and Training Services

OUR VALUE

- Reliable Equipment and Rental Service
- Diverse Fleet Mix to Meet Rental Needs
- Preventive Maintenance Schedules
- Uptime
- Global Footprint
- Specialty Expertise and Knowledgeable Staff
- Technology
 - Manage your business in real-time
- Safety
 - OSHA, CSA, ANSI certifications
 - Training Courses

WORLDWIDE OPERATIONS



A HEALTHY DIVERSITY OF CUSTOMER MARKETS

INDUSTRIAL



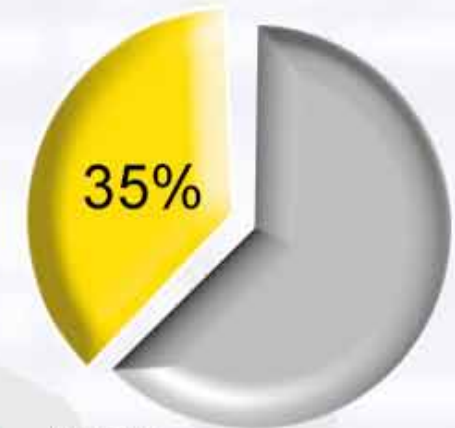
- Alternative Fuel
- Chemical Processing
- Food and Beverage
- Industrial Manufacturing
- Metals and Minerals
- Oil and Gas
- Petroleum Refining
- Power
- Pulp, Paper and Wood
- Terminals

CONSTRUCTION



- Concrete
- Dams/Rivers/Harbors
- Electrical
- Excavation
- Heavy Construction
- Highways/Streets/Bridges
- HVAC
- Masonry
- Nonresidential
- Residential
- Water/Sewer Treatment

OTHER CUSTOMER SEGMENTS



- Airports
- Agriculture/Forestry
- Conventions
- Credit and Cash
- Government
- Movie/Film Production
- Railroads
- Shipbuilding

INTERNATIONAL & NATIONAL ACCOUNT PROGRAMS

GLOBAL COVERAGE



SUPPORT

- Dedicated levels of management to support customer portfolio
 - Single point of contact
 - Client-specific coverage
 - Oversees all aspects of agreement and account management
- ~30 years experience in National Accounts
- Longest tenured account managers
- Direct line to Senior Management and Field Representatives

EXPERIENCE

- Longest established program in the industry
- Single point of contact
- Commitment and consistency throughout all levels of program
- Continuous improvement and cost savings throughout the life of program

ADVANTAGES

- Consistent rate structures and equipment specifications at all HERC locations
- Customized discount pricing packages
 - Ability to tailor programs to satisfy client request, locally and nationally
- Defined process, operations and data capture
 - Eliminating errors & creating accuracy

SPECIALTY DIVISIONS

AERIAL

PLANT

ENERGY

SP&C

ENTERTAINMENT

- Wide range of Aerial Services
- OSHA/ANSI – approved training and certification courses for operators
- Reputable manufacturers
- Customized solutions to support various customer operations
- Off-site support, On-site fleet management, mobile tool rooms
- High importance on safety
- Portable power solutions and power distribution products
- State-of-the-art generator technology and equipment
- Capability to oversee power on-site 24/7
- Leader in rental and sales of high-quality pump and compressor equipment
- Application engineering – customizing pump solutions to meet all needs
- Knowledgeable and dedicated staff
- JV with HERTZ Car Rental servicing entertainment and film industries
- Unparalleled Equipment and Vehicle service
- Special fleet available such as hybrids, luxury, and customized vehicles

AERIAL

AERIAL SOLUTIONS

- Source for top name aerial brands and latest models
- Construction, infrastructure and industrial applications
- Indoor aerial projects
- Maintenance projects
- Difficult ground conditions

TRADITIONAL & SPECIALIZED CUSTOMERS

- Refinery Maintenance & Shutdown
- Electrical/Mechanical contractors
- Sheet Metal contractors
- Paint/Drywall contractors
- Fire & Security contractors
- Building contractors
- Industrial
- Film and TV production
- Events



PLANT SERVICES – HPS

EXPERIENCE

- Manufacturing
- Petroleum Refinery
- Paper/Pulp Processing
- Chemical Processing
- Power

SPECIFIC APPLICATIONS

- Turnaround/Shutdown Environments
- Specialized Tools
- On-site Labor, Tool, and Equipment Support
- Higher quality equipment standards
- Safety and Operational

LEVELS OF SUPPORT

On-site w/Management of 3rd Party Rentals

Off-site w/Management of 3rd Party Rentals

On-site Support

Off-site Support

PLANT SERVICES – HPS

MOBILE TOOL ROOMS

- Check in/out function
 - Provides accountability
 - Lost tool reduction
- Speed
 - Reduced wait time due to barcode enabled system
 - Scan employee ID, tool, and go
- Multiple contractors
 - Capable of tracking/utilizing assets for multiple contractors
- Complete system
 - Tracking system, trailer, hardware included in rate



- Expense forecasting
- Historical usage
 - Review tool inventory from prior project
- Manned or unmanned
- Simple point and click system/training available for client personnel
- Certifications
 - All tool certifications up-to-date and in trailer for review

ENERGY SERVICES

APPLICATION ENGINEERING

STATE-OF-THE-ART EQUIPMENT

TEMPORARY POWER PLANNING

- Full line of generators (22kW to 1000 kW) all units containerized
- Most up-to-date generator technology
- Self-contained fuel tanks – mobile power source
- Meet or exceed stringent internal service programs
- Regularly scheduled maintenance
- Load testing
- Preventive maintenance on both standby and prime units
- 24/7 on-site service and logistics

- Customized power generation or distribution specific solutions
- Expertise to design accurate power systems and components

- Solutions to meet a wide range of customer needs

Applications

- ☑ Construction & Jobsites
- ☑ Sporting Events
- ☑ Schools
- ☑ Municipalities
- ☑ Hospitals
- ☑ Entertainment Industry
- ☑ Heavy Industrial Sites
- ☑ Shipyards
- ☑ High-Rise Buildings



Hertz
Equipment Rental
هيرتز لتأجير المعدات

HERTZ ENTERTAINMENT SERVICES (HES)

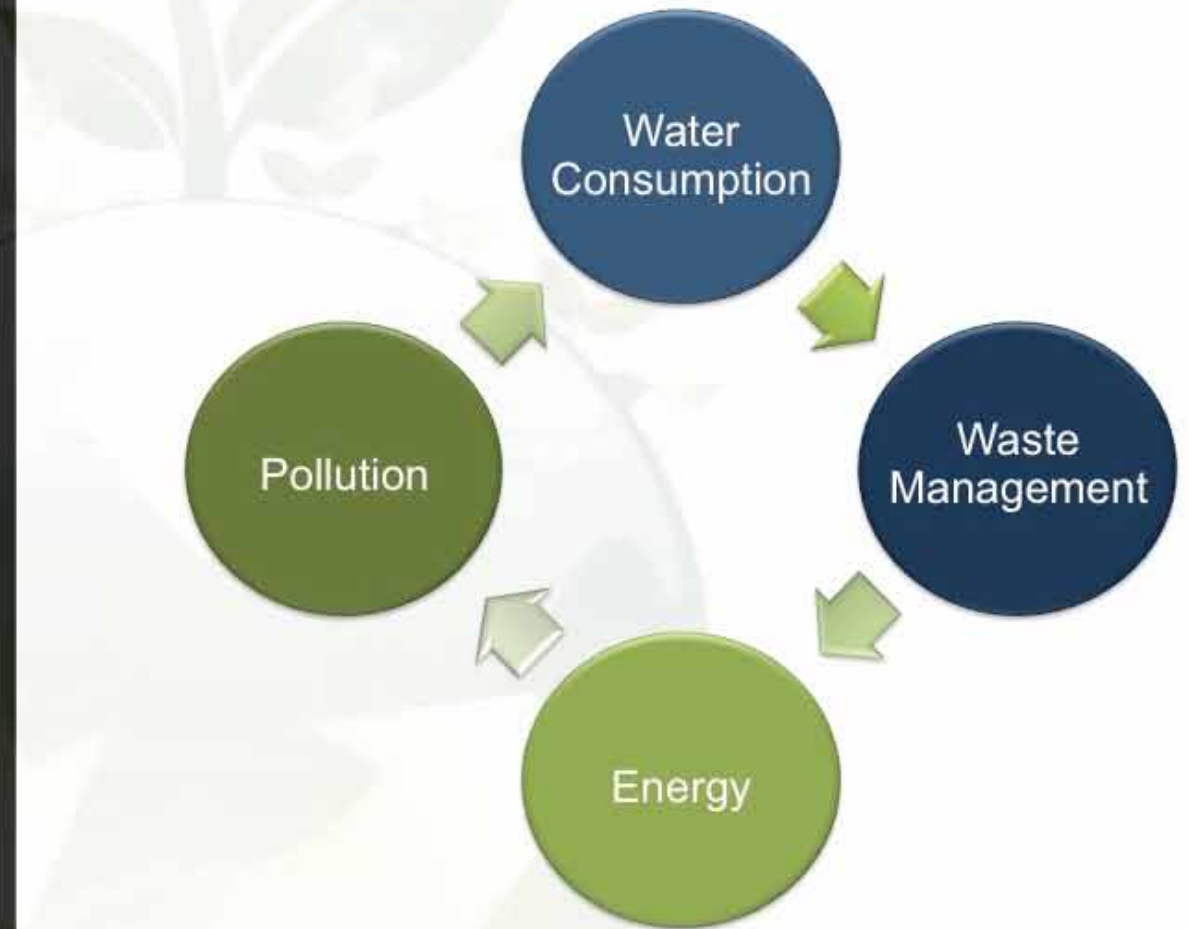
HERTZ Equipment Rental
and Rent-A-Car have joined
to bring you HES

Providing Quality and
Experience of the HERTZ
Brand for Equipment and
Vehicle Rentals

- 24/7 unparalleled service offering
- Dedicated sales force
- Global reach
- Simple and quick account set-up, credit lines available
- Customized monthly billing
- Competitive pricing
- Equipment and vehicle delivery
- Special passenger vehicles like hybrids, luxury, and custom vehicles
- Protection packages such as Loss Damage Waiver (zero or partial deductible)
- Access to filming locations, office space, and parking
- On-site operations

SUSTAINABILITY PROGRAM

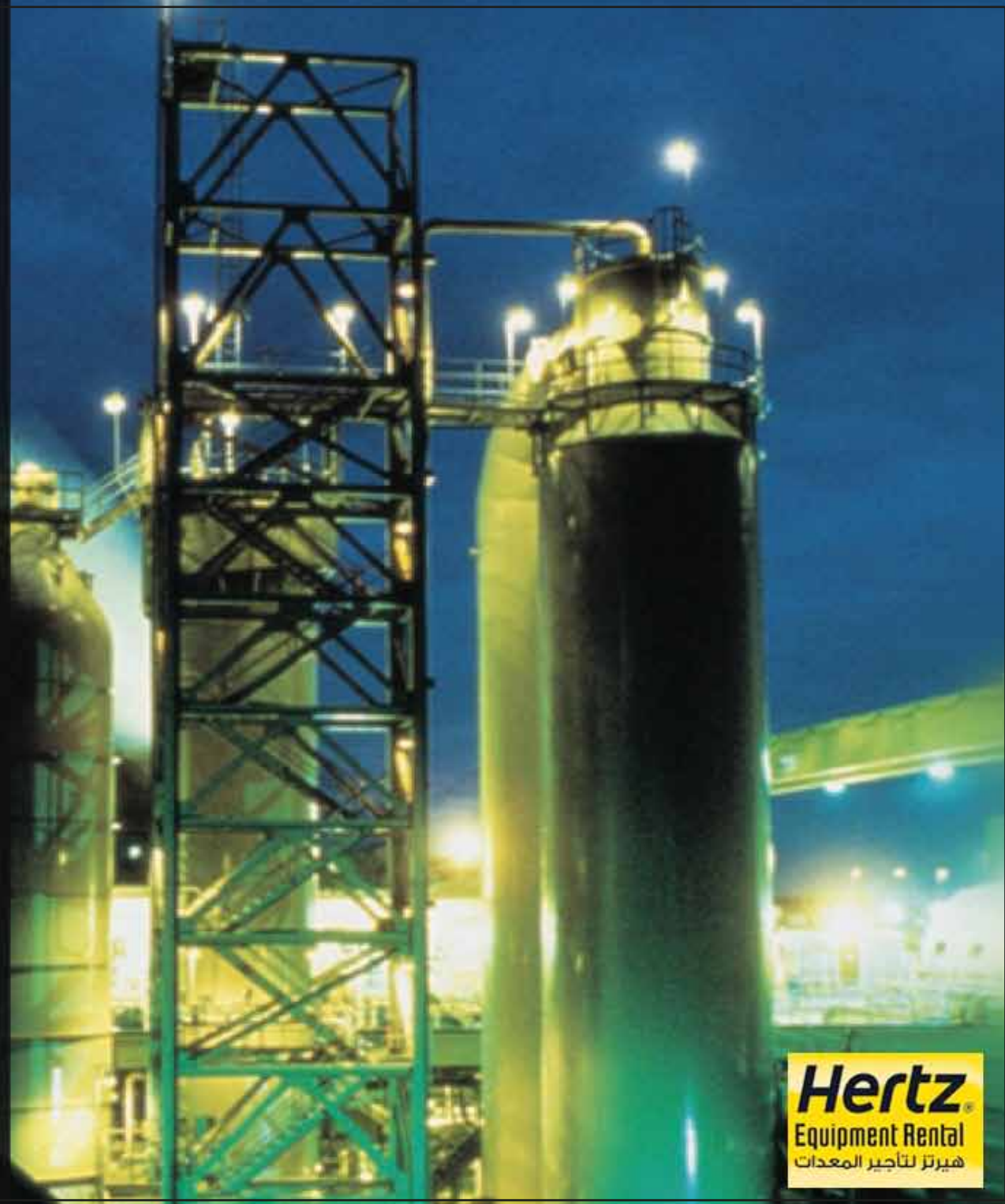
- CEO Endorsement of the CEO Climate Policy Recommendations to G8 Leaders
- Member of the US Green Building Council and supporter of LEED Building Practices
- Use of certified Forestry Stewardship Council print vendors for commercial print work
- Energy Star Partner in the USEPA Energy Management Program. Only Energy Star compliant office equipment is specified for all locations.



2. VALUE ADDED SERVICES

OUR APPROACH TO...

- Strategic supplier alliances
- Fleet mix
- Fleet management
- HERTZ Improvement Process



HERC PARTNERS WITH ESTABLISHED SUPPLIERS

STRATEGY

- Purchasing new fleet to align with demand
- Disposing of existing older fleet
- Reducing fleet age = commitment to providing safe and reliable equipment

ADVANTAGES

- Direct relationships with all the major equipment manufacturers
- New Fleet = Reduced down time
- Shorter lead times meeting customer demands



FLEET MIX

AERIAL

- Scissor lifts, electric/rough terrain
- Articulating boom lifts, telescopic boom lifts
- Personnel lifts, manual/self-propelled
- Bucket trucks

GENERATORS

- Generators-from 25KW through 1MW
- IPP Power stations to 20MW and beyond
- Fuel tanks, transformers and load banks available

MATERIAL HANDLING

- Construction forklifts,
- High reach forklifts, industrial forklifts
- Cranes-Truck mounted, All Terrain & Rough Terrain

AIR COMPRESSORS AND TOOLS

- Air compressors
- Pavement breakers, chipping hammers, rock drills
- Tampers
- General air tools

EARTHMOVING

- Wheel loaders, landscape loaders
- Excavators, mini excavators
- Skid steer loaders/attachments
- Trenchers
- Backhoes
- Dozers

PUMPS

- Centrifugal
- Diaphragm
- Submersible
- Trash

COMPACTION

- Rammers /Plate compactors
- Compaction and paving rollers, drum rollers, single/double

ELECTRICAL

- Light towers
- Pressure washers
- Utility vehicles
- Welders
- General tool and supplies

FLEET MANAGEMENT - HERTZ Fleet Solutions (HFS)

HFS Services – Job Planning

- Alternative Modeling: Buy versus rent?
 - Survey to include customer owned fleet
 - Competitively bid rental items – multiple vendors
 - Source purchase pricing – leveraging HERC purchasing power
- Financial Analysis
 - Traditional and EVA based modeling - **taking into account cost of capital**
- Procurement Recommendations and Assistance
 - HERC to provide procurement assistance for required fleet
 - Establish hierarchy of rental vendors based on service, availability and cost

HFS Services – Construction Phase

- Comprehensive *On Site Fleet Management Solutions*
 - HFS will manage customer, third party and HERC owned fleet
 - HERC office trailer and yard - at your jobsite
 - Fenced and secured lay - down yard
 - Full time HFS staff on site
- Services
 - Management of equipment related logistics needs
 - Maintenance and repair (24/7)
 - Dedicated Field Service Technicians manages customer, third party and HERC fleet maintenance
 - Parts supply and management
 - Testing & equipment inspections
- Access to HERC Safety Program.
- HERC “ESOT” Safe Operator Training Program

HERTZ IMPROVEMENT PROCESS



The Hertz Improvement Processes (HIP) includes the use of several powerful techniques that will help us examine the way we conduct our business, finding ways to deliver the right products and services to our customers faster and at a lower cost

DRIVING CHANGE FROM WITHIN

Lighthouse

- Set Best Practices
- Management / Frontline Operations
- Improve customer/employee experience

Six Sigma

- Business excellence
- Increase productivity
- Create efficiency

Hoshin

- Globally used
- Strategic/operational planning

Lean

- ┆ Improving core processes
 - Kaizen Events
 - 8D problem solving
- ┆ Eliminating waste

HERC ADVANTAGES

PARTNERSHIP

- Operate nationally as well as internationally in the equipment and car rental industry
- Taking advantage of numerous business opportunities and enhancements by renting off the Hertz Brand. A partnership unmatched by our competition.

GLOBAL FOOTPRINT

- Only true full line global equipment rental company
- North America, Europe, China, and the Middle East

SPECIALTY DIVISIONS

- Hertz Entertainment Services: A JV between HERC and RAC
- Full-line Specialty Divisions: SP&C, Plant Services, Energy Services, General Rental

FLEET

- Largest fleet mix in the industry: ~13,000 types of equipment
- Hertz Plant Services Division has its own dedicated fleet inventory

CUSTOMER BASE

- Longest and strongest tenured National Account program
- Balanced customer portfolio serving all markets

FINANCIAL

- Best-in-class financial controls
- Lowest and most flexible cost structures

PROJECT RESUME/REFERENCES

United States

- Onsite locations – Major Refineries
 - Citgo Petroleum– National Contract-On-site
 - Lyondell Basell Houston Refining - On-site
 - Occidental Chemical- National Contract
 - Marathon Oil- National Contract
 - Valero – National Contract-Multi site
 - BP PLC
 - Conoco Philips– Multi-Site
 - Nucor
 - Tesoro

Europe

- On site locations – Major Refineries
 - Total in Nantes (West)
 - Total in Le Havre (North West)
 - Esso in Marseilles
- Other key projects
 - Energy provided to more than 90 Cell coverage points (antennas) (Vodafone/Wind/Telecom Italy)
 - Moto GP. Hertz Energy Services supplies energy and climate control to all Grand Prix races in Europe.

China

- Shanghai Expo-2010
- Ship Building Industry
- Aviation Industry
- Shanghai Hongqiao Hub
- Shanghai World Auto Show-2009
- Beijing Auto Show-2010
- Chengdu Earthquake relief projects
- Asian Games 2010-Guangzhou



Hertz
Equipment Rental
هيرتز لتأجير المعدات

COMMERCIAL REGISTRATION

المملكة العربية السعودية
وزارة التجارة والصناعة

شهادة تسجيل شركة

الرقم: ٢٠٥١-٤٣٣٢-
التاريخ: ١٤٣١/٠٧/٢٣

الاسم التجاري للشركة: شركة هيرتز دايم لتأجير المعدات

نوعها: ذات مسؤولية محدودة مختلطة جنسياتها: سعودية

مدة الشركة: ٩٩ سنة تبتدأ من: ١٤٣١/٠٧/٢٣ وتنتهي في: ١٥٣٠/٠٧/٢٣

مركزها الرئيسي: الحبر

ص.ب: ٢١٩٠٩ الرمز البريدي: ٢١٩٥٢ هاتف: ٨٩٦٩٦٤١ توكس: فاكس: ٨٩٦٩٦٢٨

النشاط: تأجير المعدات الثقيلة بدون مشغل بموجب ترخيص الهيئة العامة للاستثمار

رقم (٥٧٦٤٥-٠٥٢٠٣١-١٠) وتاريخ ١٤٣١/٥/٦

رأس المال: ٢٠٠٠٠٠٠٠٠٠٠٠٠ ريال سعودي

المديرون: ١ - لأمير خالد بن بندر بن سلطان بن عبد الحزب - جيرالد بلاشينا

٣ - ميشيل تاريدي ٤ - ديفيد دي الجبلو

٥ - نورتي تيمون ٦ - رضا حسن سعيد

٧ - ديفيد جون لندر ٨ -

٩ - ١٠ - ١١ - ١٢ -

سلطات المدير / المديرون حسب ما نص عليه عقد الشركة

يشهد مكتب السجل التجاري بمدينة الرياض بأنه تم تسجيل الشركة آتفة الذكر بسجل مدينة الحبر

وتنتهي صلاحية الشهادة في ٢٣/٧/١٤٣٣ بموالتا رقم ٣٠٠٧٠ وتاريخ ٢٣/٧/١٤٣١

مدير السجل التجاري، الاسم: محمد علي الجيات

التوقيع:



اسم الله الرحمن الرحيم

رقم: ١٠٢٠٣١٠٥٧٦٤٥

تاريخ: ١٤٣١ / ٠٥ / ٠٦ هـ

الهيئة العامة للاستثمار
SAGIA

ترخيص استثمار خدمة
Service Investment License

نوع الترخيص: جديد

اسم المشروع: شركة هيرتز دايم لتأجير المعدات (٦١٦١١٨)

رأس المال : ٢ مليون ريال

الفاكس : ٨٩٦٩٦٢٨

الهاتف : ٨٣٩٣٢٥٠

الرمز البريدي : ٣١٩٥٢

الكيان القانوني : شركة ذات مسؤولية محدودة

المدينة : الخبر

الموقع : الخبر

ص. ب : ٣٣١٢

اسم صاحب / أصحاب الترخيص	الجنسية	الحصة	اسم صاحب / أصحاب الترخيص	الجنسية	الحصة	اسم صاحب / أصحاب الترخيص	الجنسية	الحصة
شركة هيرتز القابضة لتأجير المعدات، هولندا	هولندا	٩٩ %	شركة دايم القابضة	السعودية	١ %	اسم صاحب / أصحاب الترخيص	الجنسية	الحصة
HERTZ EQUIPMENT RENTAL COMPANY HOLDINGS NETHERLANDS B.V.								

التشاطر : تأجير المعدات الثقيلة بدون مشغل.

صلاحية الترخيص

من تاريخ: ١٤٣٢ / ٠٥ / ٠٦ هـ إلى تاريخ: ١٤٣٣ / ٠٥ / ٠٥ هـ



مدير مجلس إدارة الهيئة
عنه
بدر عبدالعزيز الفوزان

2 - 02538

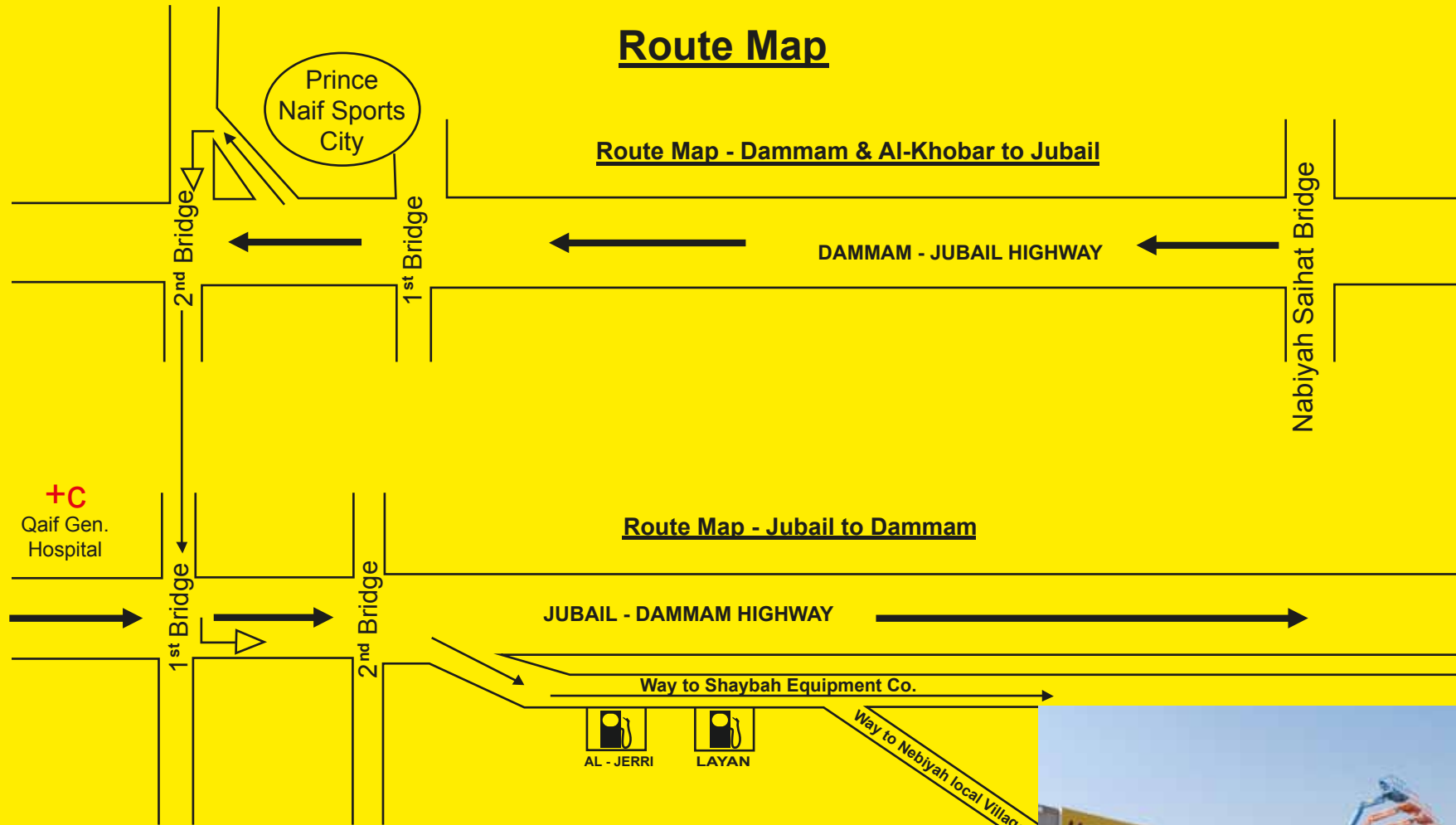
هذا الترخيص يصدر بموجب رسم قدره ٢٠٠٠٠ ريال سعودي
This investment license is issued against a fee of SR2,000

هيئة العامة للاستثمار - الرياض
SAGIA - Riyadh

Hertz Dayim Equipment Rental Co.

PO Box 3312, Al-Khobar 31952, Saudi Arabia

Route Map



Hertz®

Equipment Rental

the right plan

the right resources

the right people

the right values

Experience You Can Build On

800-116-1006

www.hertzequip.com.sa

شركة هيرتز دايم لتأجير المعدات - طريق الدمام الجبيل السريع - حي النابية، ص.ب 3312 - الخبر 31952، المملكة العربية السعودية، تلفون : +966 3 839 3250، فاكس : +966 3 839 1029
Hertz Dayim Equipment Rental Corporation , Dammam - Jubail Highway, Al-Nabiyah Area, PO Box 3312, Khobar 31952, Kingdom of Saudi Arabia, Tel. : +966 3 839 3250, Fax : +966 3 839 1029