



# The Advantage Flex Equipment Rental Program

An Innovative Revenue Sharing Rental Platform for Equipment Owners

January 2026





# Business Model Highlights.

## Monthly Cash Flow

- Equipment Owners are paid a rental revenue share on a flex platform schedule with a projected net annual rental return of 10-12% + on their capital/equity. Projected rate based off bank interest rates, fees, and financing structure. First ACH deposit net 45-60 Days. First Months revenue share may be pro rated based on entry time of the month.

## Tax Efficient

- The Equipment purchase may qualify for section 179 depreciation or bonus depreciation.
- The depreciation deduction has the potential to offset passive or active income depending on individual owners' business involvement.
- Business owners should always consult their own tax and legal professionals.

## Favorable Loan Terms

- Flexible financing options
- 90% LTV
- 10-year amortization term
- 72 month remarketing agreements to cycle out used equipment.
- Quick Approval through our financial institution partnerships or work with your own local banking institution.

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Even if they're aware of it, business owners normally cannot access the high yield returns possible from the equipment rental business without directly owning and managing assets themselves through a brick-and-mortar location.

EZ Equipment Zone's Advantage Flex rental platform has changed the game



A group of innovators  
are disrupting the  
\$60 billion  
**equipment rental  
industry.**

EZ Equipment Zone's Advantage Flex rental revenue sharing program is providing a platform to allow equipment owners to be a part of this innovation



# DISRUPTING A \$60 BILLION MARKET

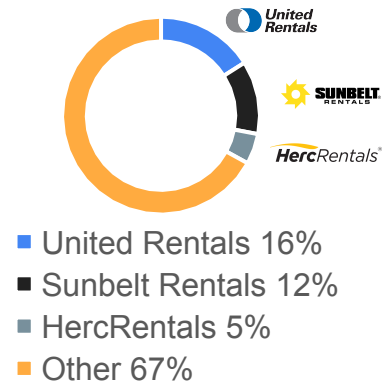
**The U.S. equipment rental market is a large, growing market characterized by high fragmentation and inefficiency.**

Robustly growing market is projected to be worth \$60 billion by 2024.

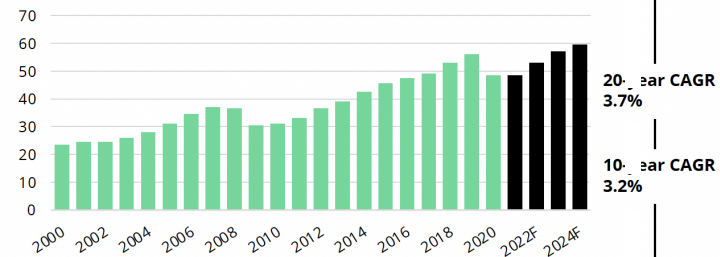
Growth underpinned by industry-wide move towards leasing and strong underlying demand for equipment from construction, infrastructure maintenance and other industries.

Highly fragmented: four major players plus thousands of small local and regional companies.

Equipment rental market share, 2023 estimates



U.S. equipment rental market size from 2000 to 2024 (in billion U.S. dollars)



Source: American Rental Association; IHS Markit; Statista estimates. Accessed at <https://www.statista.com/statistics/248725/us-equipment-rental-market-size/>



# Equipment Share



Learn

More

EquipmentShare helps contractors across the country build better and work smarter with the help of EquipmentShare Track smart jobsite technology. In an industry ripe for disruption and innovation, EquipmentShare offers smart jobsite solutions that help contractors improve productivity and efficiency.

**241,000+** Pieces of Equipment Under Management.

**300** Branches in **44** States.

**\$340m+** Capital Raised.

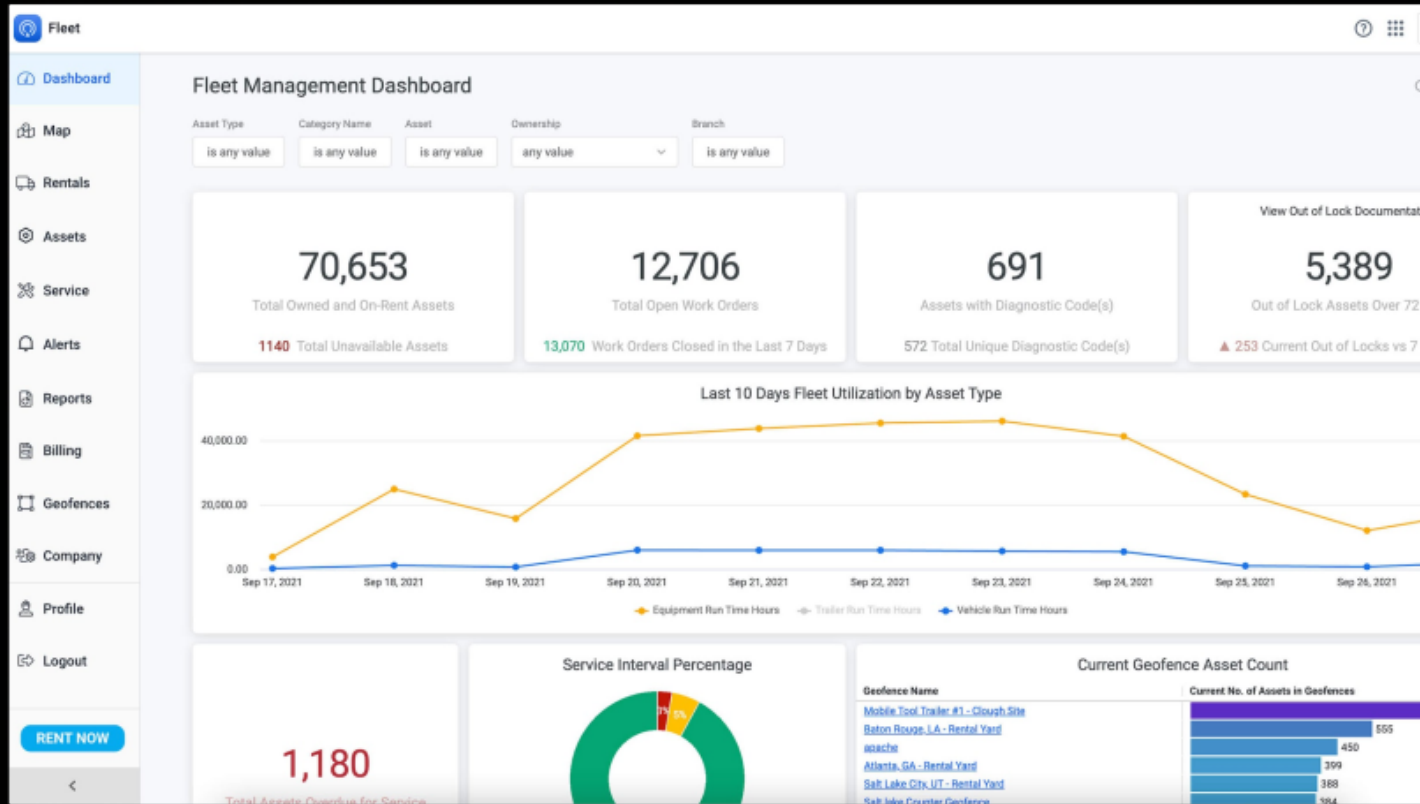
**>6,200+** Employees.

Sources: EquipmentShare website (<https://www.equipmentshare.com/about>).  
Number of employees as of January 2024 . Capital raised as of June 2021.





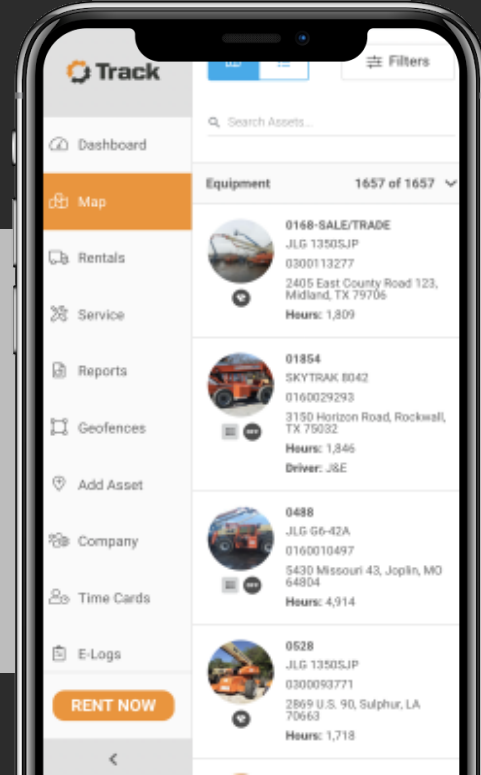
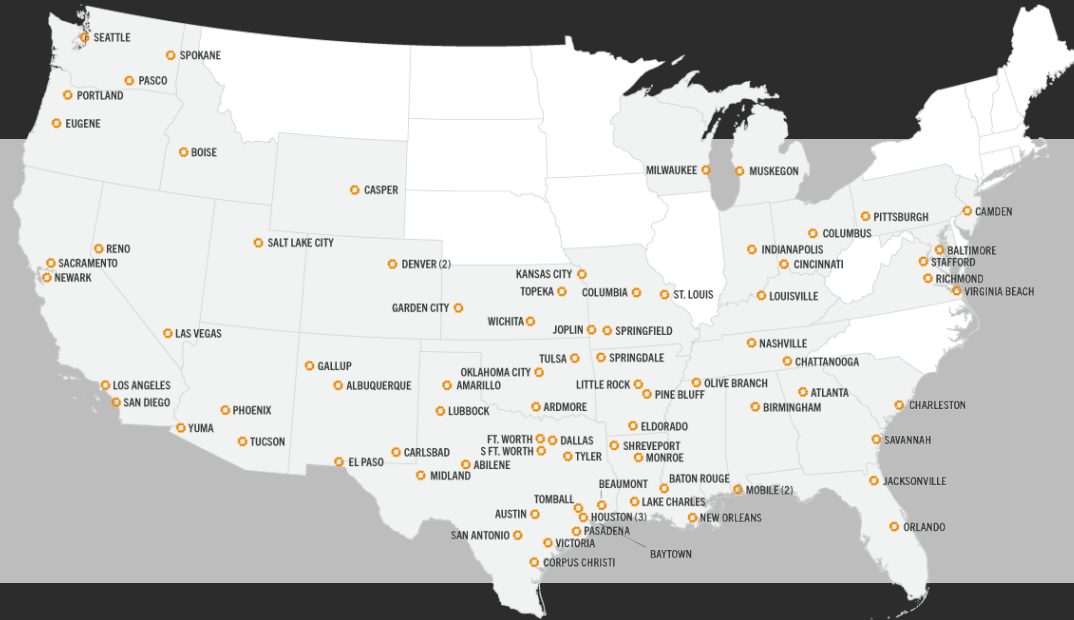
**Fleet Owners:** Get real-time status on your fleet. See detailed summaries of your equipment usage, location, fuel status, battery health, maintenance needs, and more.





# 300 locations and growing.

## All Equipment Rented, Tracked & Managed iReal Time.





# The EZ Equipment Zone Advantage Flex Platform

- Developed by EZ Equipment Zone in partnership with Equipment Share to make ownership of individual rental equipment more efficient and cost effective for business owners.
- Business owners in the platform benefit from economies of scale through contractual agreements negotiated by EZ Equipment Zone with Equipment Share and others
- Business Owners receive a rental return through EZ Equipment Zone's revenue sharing platform agreement with Equipment Share.
- Business owners participating in the platform benefit from reduced costs through master agreements negotiated by EZ Equipment Zone for repairs, tracking, maintenance, and insurance coverages.
- The Advantage Flex Platform is administered by EZ Equipment Zone, LLC
- A 3% Platform fee is charged at time of purchase.



**Ownership Disclosure:** The founders of EZ Equipment Zone, LLC are business owners invested in multiple equipment assets and placed in the EZ Equipment Zone platform with Equipment Share.



# EZ Equipment Zone's Advantage Flex Platform



## The EZ Equipment Platform

# THE STRATEGY DELIVERS

**\*\$2.8B of assets enrolled in the program as of January, 2026**

### DESCRIPTION

- The EZ Equipment Zone Platform represents one of the largest pools of aerial lifts and other heavy equipment offered for rent in the United States
- As of January 1<sup>st</sup>, 2026, more than 41,000+ pieces of equipment, representing more than \$2.8B in assets, were enrolled in the EZ Equipment Zone Platform

### HOW IT WORKS

- Owners form their own rental company, usually an LLC, or an alternative corporate structure appropriate for their purposes, to buy and rent out their equipment, if a pre-existing corporate entity is not already in existence and appropriate for these purposes. Each equipment rental company is owned and managed by the individual owner and has no ownership/management within EZ Equipment Zone or Equipment Share.
- EZ Equipment Zone assists the owner in identifying equipment for purchase, but the final equipment selection is the individual business owner's choice.
- Up to 90% of the equipment purchase price may be financed, and financing is available through Bevel Financial or third-party lenders
- Equipment is rented out by Equipment Share to end users on behalf of individual equipment owners. Equipment owners have managerial control to opt-in or opt-out of any following 7-day rental cycle.
- Equipment owners are paid monthly rental income through EZ Equipment Zone's revenue sharing platform with a projected target rate of 10-12% net annual rental return on their down-payment/equity. Projected rate based off bank interest rates, fees, and financing structure. (Based on program guidelines with a 10-year loan amortization schedule.)

**EquipmentShare**  
Marketing, distribution and maintenance



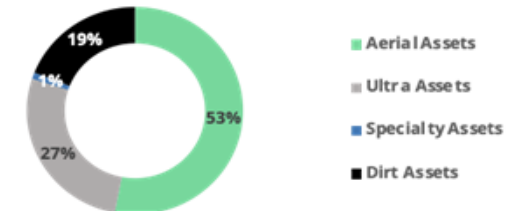
Platform Administrators for tracking, repairs and equipment monitoring. Up to 5% success fee after maintenance and repairs.

Fleet owners - individual LLCs



Projected target rate of 10-12% net annual rental return on down-payment/equity

Equipment Assets on the Platform by equipment type, US\$





# The Advantage Flex Platform

An asset monetization program enabled by a proprietary technology platform on connected construction rental equipment

- Minimum Six-year asset rental program with a projected 10-12% targeted net annual rental return on down payment/equity.
- Long-lived, mobile assets that maintain robust values throughout their rental life
- Resilient industry able to perform and manage risk during downturns
- Accepting program packages from \$400K to \$100MM+





# Program Details

Full turnkey solution that makes monetarization simple

## Participants:

- § Individual Participants may need to meet certain financial requirements and other qualifications if equipment financing is needed to complete equipment purchases.

## Equipment Specifications:

- Most common general rental equipment (Aerial, Material Handling, Earth Moving)
- ES T3 software subscription included
- Telematics tracking devices installed on all program equipment required
- Factory Warranty coverage included for specific time periods

## Insurance:

- Platform participants will be insured as a prepaid individual expense prior to monthly rental disbursements. Each individual owner will be listed as an additional insured on EZ Equipment Zone's Master General liability Policy.
- Platform participants will be insured as a prepaid individual expense prior to monthly rental disbursements. Each individual owner will be listed as an additional insured on EZ Equipment Zone's Master Property and Casualty policy.

## Taxes:

- Equipment Share to collect sales and use taxes on behalf of retail rental customers.
- Individual Equipment Owners maintain responsibility for state or Federal tax compliance, including applicable permits, certificates, and exemptions. (Must consult your own tax and legal professionals.)

## Maintenance:

- Maintenance and repairs are performed by Equipment Share during the term of the program through the negotiated maintenance contracts. Equipment Owners are billed a monthly maintenance contract fee prior to monthly rental disbursements

## Remarketing Program:

- Program Participants enter into a Remarketing Agreement, which gives Equipment Share the exclusive right to resell the individual owner's equipment at the end of the program term for a preset minimum floor price in order to cycle used equipment out of the rental fleet.



# Prevent Downtime → Make More Money

Because our rental fleet is connected by T3, we can predict when a machine needs to be serviced or when it's experiencing issues and then correct it before it becomes a major problem.



From using data science to prevent future breakdowns, service alerts to notify operators of an issue, and GPS to easily track down machines needing maintenance, T3 is always working in the background to make sure your owned equipment is earning you money.

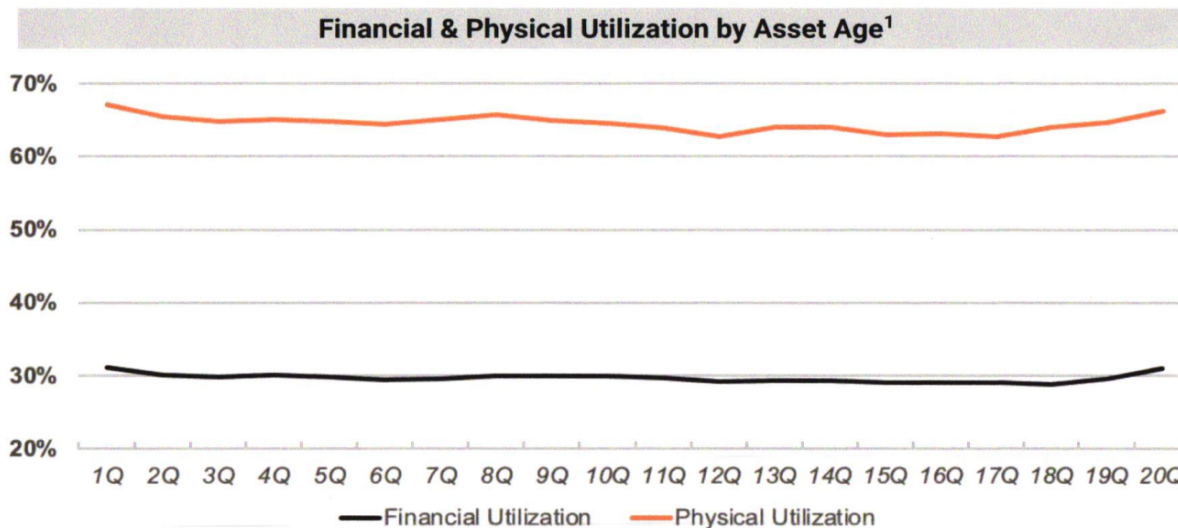
- T3 Work Orders solution streamlines and simplifies your machine's ongoing service needs into one centralized hub.
- T3 Alerts features in T3 provides our team with real-time updates on everything – from fuel levels dipping too low or its coolant temperature spiking too high.
- We capture and digest rich machine data on breakdowns, and our data scientists use that information to build preventive models. We then incorporate that knowledge into our system and let our service team know if we see similar symptoms taking place on an asset – even if it goes unnoticed by the instruments or the operator.



# Utilization constant as assets age

Equipment rental utilization remains level as assets age. Rental customers prefer reliability and service over getting the latest model equipment.

- Physical utilization is steady throughout the life
  - Well maintained equipment retains its uptime and is consistently able to be on rent and generating revenue
- Financial utilization remains consistent
  - Rental rates continue to pace with the market as aging equipment is not required to be rented at discounted rates



1) Source: Internal Data; As of August 31, 2022  
2) Sample size includes 47,000 assets totaling \$1.98 billion in OEC



# Differentiated T3 Offering

Proprietary, cloud-based front-end platform that provides contractors with unmatched visibility and control over day-to-day operations.

## Overview

- T3 is the only proprietary telematics solution purpose-built for contractors in the construction industry and the foundation of EquipmentShare's digital suite
  - 120+ in-house programmers, software engineers, and data scientists
- T3 provides contractors with the connectivity and software applications needed to improve the workforce productivity and save money
  - T3 connectivity enhances visibility, control costs, and increase s productivity for all assets
- The industry-unique integrated platform gives customers real-time intelligence on the usage, performance and cost of their equipment, and lets customers control how, and by whom their equipment is used
- EquipmentShare leverages data collected to improve its services, lower both its own and customer's costs, predict servicing needs, and find opportunities to increase sales
- T3 provides significant cross-selling opportunities, enhances customer loyalty, and strengthens the company's competitive position in the market



### Fleet

Track heavy equipment, vehicles and trailers in one platform for simplified mixed fleet management.



### Time Cards

Manage employee schedules and overtime, accurately bill for labor time, and increase team productivity.



### E-Logs

Meet ELD compliance and ensure driver safety with on-demand, accessible digital reports.



### Analytics

Create customized reports on utilization, job costs and more to make data-empowered decisions.



### Cost Capture\*

Track, manage and monitor expenses for all of your jobs and invoices in one place.



### Work Orders

Create digital work orders to reduce diagnostic time and cut down on downtime.



### Rent Ops\*

Manage both your rentals & machines you rent to subs



### Rent

Manage, schedule and off-rent equipment rental reservations from your mobile device.



### CRM\*

Manage your bids, client contact information and more in our CRM tool.



### Inventory\*

Stay ahead of your customer's needs by streamlining intake and parts order workflows with a complete inventory view.



# Asset Monetization in the Market

**Turo, Coop by Ryder, and Airbnb have similar structures to EquipmentShare's OWN program.**

EZ Equipment Zone's Advantage Flex platform enhances equipment owners' ability to participate in Equipment Share's OWN program.



- Largest peer-to-peer car sharing company that allows private car owners to rent out their vehicles
- Connects local vehicle owners with people who are looking to rent a car in their area



- A vehicle-sharing platform that connects businesses who have idle trucks, tractors, and trailers with other trusted companies that need to rent commercial vehicles.



- Online marketplace that connects people who want to rent out their homes with people who are looking for accommodations in specific locales



- A technology platform that monitors and tracks construction equipment on the jobsite
- Enables EquipmentShare to rent equipment owners assets to other trusted companies that need construction equipment





# Superior Collateral

	Commercial Vehicle	Commercial Property	Ag Equipment	Construction Equipment	Equipment Share Assets
Low level of seasonality	⚙️	⚙️		⚙️	⚙️
Not directly tied to a commodity market	⚙️	⚙️		⚙️	⚙️
Mobile (Asset can be moved to generate maximum revenue/National Footprint)	⚙️	⚙️		⚙️	⚙️
Long useful life		⚙️	⚙️	⚙️	⚙️
High utilization		⚙️			⚙️
Asset tracked 24/7 to reduce theft and damage risks					⚙️
Asset only used by trained/qualified personnel (Keypad sign in required to operate)					⚙️
Asset maintained by certified service personnel					⚙️
Asset health monitored 24/7 (Maintained & repaired proactively to increase useful life)					⚙️
Industry expected to grow by 5% per year through 2030 (PWC Report)				⚙️	⚙️
Infrastructure spend in recession				⚙️	⚙️
Remote and real-time auditing					⚙️



## Favorable Timing & Economic Climate.

1. Stable interest rates
2. Favorable tax code. (Section 179 & Bonus Depreciation through deductions. Must consult your own individual tax and legal professionals.)
3. Anticipated growth in government infrastructure spending.
4. Industry-wide shift from owning to renting.
5. Fragmented market with >70% market share split by small regional players.
6. EquipmentShare's strong growth in market share
7. EZ Equipment Zone's track record of market success and consistent Equipment rental returns due to the innovative Advantage Flex revenue sharing platform.



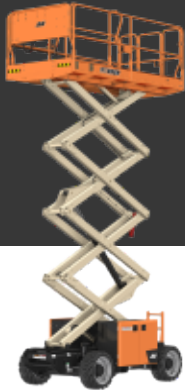


# Multiple Asset Classes To Choose From

All Equipment classes are eligible to be placed on the Advantage Flex Platform

## Aerial.

- Forklifts
- Scissor Lifts
- Small Booms
- Telehandlers



## Ultra Aerial.

- Large Telehandlers
- Large Boom Lifts



## Dirt work.

- Wheel Loaders
- Bulldozers
- Drum Rollers
- Excavators
- Skid steers



## Specialty.

- Generators
- Sweepers
- Lighting
- Other





# Detailed Equipment Owner Roadmap.

## 1. Intro call with EZ Equipment Zone

Introduction Call with EZ Equipment Zone Rep

-Rental equipment business introduction.

## 2. EZ Equipment Zone Info

Information Package from EZ Equipment Zone. Includes all documents to be signed once an LLC has been formed.

## 3. Form LLC

Form LLC or another form of a business entity. Requires an operating agreement. Business owners should always consult their own tax and legal professionals.

## 4. Execute EZ Equipment Zone Agreement

Review and execute EZ Equipment Zone's Advantage Flex Platform Rental Agreement, W9 Form (tax purposes), EIN number and bank ACH form.

## 5. Bank Intro

Begin financing application with a financing institution. Normally Requires 2 years of tax returns and a signed personal financial statement. If paying cash for purchase, then skip this step in the process.

## 6. Select Equipment

Work with an EZ Equipment Zone rep to select equipment. A 10% down payment required to hold the selected equipment. Down payment refundable if not approved for financing.

## 7. Complete Loan

Fund remaining down-payment pending loan approval. Completed loan payment goes to EZ Equipment Zone. Pay 3% Platform fee invoice.

## 8. First Payment

Receive your first ACH payment between the 20<sup>th</sup> -25<sup>th</sup> of the month following the date of funding. First months equipment rent can be prorated based on funding date.

## 9. Enjoy the



Life



**\$1 Million**

Illustrative Equipment Purchase Analysis



# \$1M equipment purchase cash flow projection.

( Net after all expenses including ES Track fee, service contracts, and insurance fees.)

## 10% Down-payment Projection

**Total Purchase Amount:** \$1,000,000.00

**Down Payment Amount:** \$100,000.00

**Interest Rate:** 6.75%

**Loan Payment Amount:** \$10,334  
(Based on a 10yr amortization.)

**6 Year Remarketing Target:** \$560,000.00  
(based on the remarketing floor-price)

**Net Monthly Rent after Insurance, Maintenance Contract, and T3 subscription fees:** \$11,050

**Net Monthly Return after Debt Service:** \$716.00  
(Net rental return on downpayment/equity after insurance cost)

**Difference of Loan payoff and 6 Year Hurdle Price:** \$127,634  
(Down payment amount \$100,000 back plus \$27,634. Please note that this amount may vary depending on loan fees, platform fees, interest rates and specific loan structure.)

# Disclaimer

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