

London, 20 April 2015

HSS FINANCING PLC

£200,000,000 6.75% SENIOR SECURED NOTES DUE 2019

Annual results for FY14

Hero Acquisitions Limited (“Hero Acquisitions” or “the Group”), the parent company of HSS Financing plc, today announces its full-year financial results for the 52 week period ending 27 December 2014.

Financial Highlights

- 26% increase in revenue to £285m (2013: £227m)
- 27% increase in Adjusted EBITDA to £71m* (2013: £56m*)
- 26% Return on Assets (2013: 30%)

* EBITDA adjusted to remove certain exceptional costs.

Chris Davies, Chief Executive Officer of HSS Hire Group plc, the parent company of Hero Acquisitions commented:

“2014 was a year of excellent progress as we continued to deliver strong growth across both our Core and Specialist businesses. This performance reflects both our focus on the less cyclical and higher value-added ‘maintain’ and ‘operate’ segments of the market and a deliberate customer demand-led approach to investment in our hire fleet.

“We have made an encouraging start to 2015 and trading is in line with our expectations. The roll-out of our Local Branches is continuing to plan, with new branches opening at the rate of one a week, and the customer response continues to be positive.

“Our new equipment refurbishment facility, which opens in Q4 2015, will help us extend the life of our asset base and improve the service we provide to customers, and we are continuing to capitalise on the trend to outsourcing by further developing our larger Key Accounts. In addition, we continue to review a number of potential Specialist acquisition targets.

“Our growth aspirations are based on a disciplined approach, a clear strategy and solid financial foundations. 2015 will see us continue to strengthen the business and create new ways to exceed our customers’ expectations. While the forthcoming UK general election creates an element of short term uncertainty for our customers, Hero Acquisitions is in good shape and we look to the future with confidence.”

Trading and Operational Highlights

- Robust volume growth in both Core and Specialist businesses, with growth significantly ahead of the tool and equipment hire market
- Accelerated roll out of proven Local Branch format, with 23 new branches opened in 2014
- Successful development of larger Key Accounts in the less cyclical ‘maintain’ and ‘operate’ segments of the market enabling capture of greater share of customer spend

- Continued investment in hire fleet driven by customer-led demand, generating industry-leading return on assets of 26%
- Apex, a Scottish specialist generator hire business, and the trade and assets of MTS UK's portable variable messaging sign hire business acquired and integrated in the period; prior year acquisitions continuing to trade strongly

Developments after the reporting period

On 9 February 2015 the ordinary share capital of HSS Hire Group plc, the parent company of Hero Acquisitions and the HSS Hire Group, was admitted to the premium listing segment of the Official List of the UK Listing Authority and to trading on London Stock Exchange's main market for listed securities under the ticker "HSS".

Holders of ordinary share capital in HSS Hire Group plc should refer to the financial results for HSS Hire Group plc located at www.hsshiregroup.com/investor-relations/financial-results/.

Conference call, presentation and Annual Report

A conference call for Senior Secured Notes investors will be held at 14:00hrs BST on Monday 20 April 2015. If you would like to participate in this call, please contact Hannah Jethwani at Fairvue Partners at hss@fairvuepartners.com.

A presentation to accompany the conference call for Senior Secured Notes investors will be made available for download at 13:00hrs BST on Monday 20 April 2015 at www.hsshiregroup.com/investor-relations/senior-secured-notes/.

Hero Acquisitions' 2014 Annual Report will be made available at www.hsshiregroup.com/investor-relations/senior-secured-notes/.

Further information

For further information please visit: www.hsshiregroup.com.

Further enquiries:

HSS Hire Group plc
(ultimate parent of Hero Acquisitions Limited)

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Notes to Editors:

Hero Acquisitions is a wholly owned subsidiary of HSS Hire Group plc. HSS Hire Group plc provides tool and equipment hire and related services in the UK and Ireland through a nationwide network of over 265 locations. Focusing primarily on the maintain and operate segments of the market, over 90% of its revenues come from business customers. HSS Hire Group plc is listed on the Main Market of the London Stock Exchange following its IPO in February 2015. For more information please see www.hsshiregroup.com.

Cautionary statement

The information contained in this release does not constitute investment, legal, accounting, regulatory, taxation or other advice and the information does not take into account your investment objectives or legal, accounting, regulatory, taxation or financial situation or particular needs. You are solely responsible for forming your own opinions and conclusions on such matters and the market and for making your own independent assessment of the information. Investors and prospective investors in the securities of any issuer within the HSS Hire Group should make their own independent investigation and appraisal of the business and financial condition of such issuer and the nature of the securities. Any decision to purchase securities of the HSS Hire Group or any issuer within the HSS Hire Group should be made solely on the basis of your own evaluation of the merits, risks and suitability of such investment based on the information you have, including publicly available information about the HSS Hire Group and its affiliates, without relying on the HSS Hire Group or any other person or on this release.

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Certain statements in this announcement are forward-looking. By their nature, forward-looking statements involve a number of risks, uncertainties and assumptions which could cause actual results or events to differ materially from those expressed or implied by the forward-looking statements. Forward-looking statements contained in this announcement regarding past trends or activities should not be taken as a representation that such trends or activities will continue in the future. The HSS Hire Group nor any issuer within the HSS Hire Group undertakes any obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. You should not place undue reliance on forward-looking statements, which speak only as of the date of this announcement.