



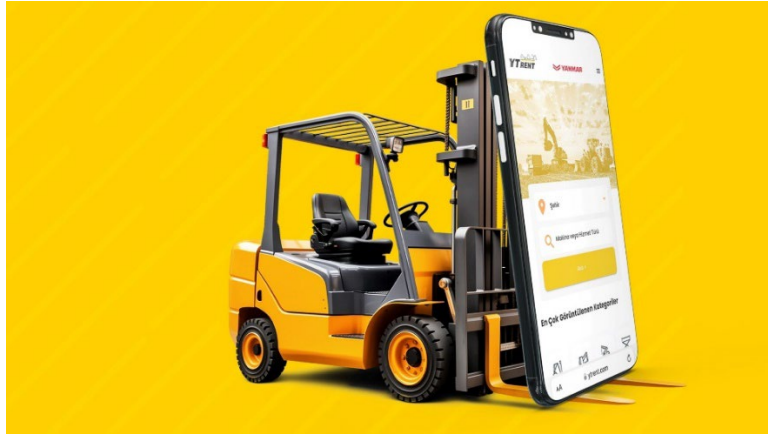
YANMAR

News Release

July 23, 2024

Yanmar Holdings Co., Ltd.

Yanmar E-Commerce Platform Rebrands to YTRent as Solution Partner in Machine Rentals



Yanmar has rebranded its Makenagetir e-commerce solutions platform as YTRent.

Istanbul, Turkey (July 23, 2024) - YANMAR TURKEY MAKINE A.S., a subsidiary of Yanmar Holdings, has rebranded its e-commerce solutions platform Makenagetir as YTRent. The platform which was established in 2016, has facilitated over 12,000 rental transactions in Turkey, and aims to expand its services and identity, positioning itself as a comprehensive solution partner in the sector.

Makenagetir was one of Yanmar's first forays into the sharing economy and allowed private owners and businesses to make money from their underused construction equipment assets while offering users the opportunity to access a wide range of industrial equipment. The newly named YTRent has recently added agricultural machinery and equipment to its offerings, enhancing its scope. This allows YTRent to provide tailored rental options to meet sector-specific needs, benefiting both machine renters and owners. The platform has pioneered the digitization of the equipment rental industry, with over 4,000 users, 7,000 registered machines, and more than 12,000 completed transactions. As a business model globally piloted by Yanmar, YTRent seeks to go beyond traditional online equipment rentals by embracing the vision of becoming a solution partner in the industry.

"We aim to lead the digitalization of the machine rental sector and develop online processes in line with customer needs," said Can Vapurcu, Digital Systems and E-commerce Business Line

Manager of YANMAR TURKEY MAKINE A.S.. "With the innovations we plan to introduce in 2024, we hope to expand this business model beyond Turkey, promoting the online machine rental model in other markets."



YTRent's journey began in Turkey's Aegean region in 2016 and expanded to the Marmara region in 2022, followed by Central Anatolia. This expansion led to a 2.5-fold increase in website visitors and project requests, as well as a 65% increase in business results. Post-pandemic, YTRent has seen a resurgence in growth, marked by significant increases in registered suppliers and equipment rental requests. As part of its growth strategy, the platform has recently incorporated agricultural machinery and equipment into its services. By 2024, YTRent aims to provide comprehensive solutions, advantageous promotions, and intermediary services for obtaining TÜRKAK and ISO certificates.

With its expert team, customer-focused approach, and superior technological infrastructure, YTRent promises a complete rental experience. The platform's mobile application further enhances customer engagement and aims to lead the industry in customer experience.

About Yanmar

With beginnings in Osaka, Japan, in 1912, Yanmar was the first ever to succeed in making a compact diesel engine of a practical size in 1933. A pioneer in diesel engine technology, Yanmar is a global innovator in a wide range of industrial equipment, from small and large engines, agricultural machinery and facilities, construction equipment, energy systems, marine, to machine tools, and components — Yanmar's global business operations span seven domains. On land, at sea, and in the city, Yanmar provides advanced solutions to the challenges customers face, towards realizing A Sustainable Future. For more details, please visit the official website of Yanmar Holdings Co., Ltd.

<https://www.yanmar.com/global/about/>

Note: Information contained in the news release is valid at the time of publication and may differ from the most recently available information.

Inquiries

Corporate Communications, Yanmar

newsroom@yanmar.com