

## Alta Equipment Group Inc.

### Executive and Director Stock Ownership Policy

Purpose. The purpose of the Alta Equipment Group Inc. Executive and Director Stock Ownership Policy is to align the interests of executives and non-employee directors with shareholders by ensuring that executives and non-employee directors acquire and retain a targeted level of share ownership.

Covered Persons. The Policy applies to all non-employee directors and the following tiers of executives:

Tier 1	Chief Executive Officer
Tier 2	Chief Financial Officer
Tier 3	Other Section 16 Officers

#### Stock Ownership Targets.

Under the Policy, Covered Persons shall be expected to acquire a targeted level of share ownership defined as a multiple of base salary, as set forth below:

Tier 1	5 times base annual salary
Tier 2	2 times base annual salary
Tier 3	1 times base annual salary
Non-Employee Directors	3 times annual cash retainer

Each Covered Person must attain the applicable Stock Ownership Target by the end of the fifth fiscal year following the year of policy adoption or qualifying under one of the Tiers above.

For purposes of determining compliance with Stock Ownership Targets, upon the initial effective date and on or before each January 1 thereafter, Covered Persons shall receive a notice indicating the number of eligible shares of the of the Company that they are expected to own. Such number of shares shall equal:

- The product of the Covered Person's stock ownership multiple and base annual salary or annual cash retainer, as applicable

*divided by*

- The average November 30 year-to-date closing price of the Company's common stock preceding the effective date or January 1 of the applicable year

Once a Covered Person has attained the Stock Ownership Target, he or she will be deemed to satisfy the guidelines as long as they retain the number of shares that were necessary to do so initially. If a Covered Person has not attained the Stock Ownership Target for the applicable determination year, and the time period to satisfy the guidelines described above has elapsed, he or she may not sell any shares during the relevant year except to cover taxes on shares that become vested during the year.

For the avoidance of doubt, so long as a Covered Person is in compliance with the Stock Ownership Target, he or she is permitted to sell or transfer any shares owned in excess of such target (subject, in all cases, to applicable insider trading policies as in effect from time to time).

Eligible Shares. The following shares of Company common stock/equity compensation vehicles count towards each Covered Person's Stock Ownership Target:

- Shares directly owned;
- Unvested time-vesting restricted stock units (includes performance shares that are no longer subject to future performance conditions and will vest solely based on the passage of time);
- Vested/earned share awards that have been deferred for future delivery;
- Shares owned jointly with spouse; and
- Shares held in a trust established by a Covered Person for their benefit and/or family members

Unearned performance shares and unexercised stock options do not count towards Stock Ownership Targets.

Stock Sales. Any sale of shares by Covered Directors or Executives must be reviewed by the Legal Department for compliance with the guidelines and the Company's insider trading policy.

Trading Plans. Covered Directors and Executives who are regularly in possession of inside information are encouraged to use SEC Rule 10b5-1 trading plans to sell shares that are no longer subject to the guidelines.

Retirement Diversification. To the extent deemed appropriate by the Compensation Committee, the Stock Ownership Targets and/or the stock retention percentages may be reduced to facilitate pre-retirement financial diversification.

Waiver. The Compensation Committee may waive the application of the Policy in the event of financial hardship.

Modification. The Policy may be amended or terminated at any time by the Compensation Committee in its discretion.

Enforcement. The Compensation Committee may consider a covered executive's compliance with the Policy in connection with compensation decisions, promotion opportunities, etc., to the extent it determines appropriate in its discretion.

Effective Date. The Policy is effective as of January 1<sup>st</sup>, 2024.