

Ritchie Bros. EquipmentOne media fact sheet

Ritchie Bros. EquipmentOne is an innovative online marketplace designed to help the non-auction segment of the equipment market to buy and sell equipment. Complementary to Ritchie Bros.' flagship auction business, EquipmentOne is an enhanced listing service for equipment and materials where buyers and sellers can negotiate, complete and settle their transactions all in one safe and transparent environment.

Why is Ritchie Bros. launching EquipmentOne?

Ritchie Bros.' mission is to create compelling business solutions for the world's builders to easily and confidently exchange equipment. With the adoption of this mission, we moved from being strictly an auction company to a solutions company.

It is currently estimated approximately half of the \$200 billion in annual equipment transactions take place on a private treaty basis—without an auction company or any other intermediary. Some equipment owners choose this way of selling because it offers them complete control of the price and the process. Surveys show many of these private sellers are unsatisfied with their current experience because it's not easy, and in many cases it's not safe and secure.

We believe Ritchie Bros., with our brand, customer focus and industry expertise is uniquely positioned to deliver a great solution to this segment of the market—this solution is Ritchie Bros. EquipmentOne and we believe it will enable the non-auction segment of the equipment market to easily and confidently exchange equipment like never before.



How does it work?

Ritchie Bros. EquipmentOne is designed for equipment sellers whose needs aren't met by our unreserved auctions. Sellers post listings, specifying an Ask Price and a Buy-It-Now Price for a listing period of two weeks. Buyers make transparent offers above or below the Ask Price.

If an offer is made at the Buy-It-Now Price or, if at the end of the listing period, the highest offer is in excess of the Ask Price the item is sold. If not, the seller can choose to:

- a) Accept the highest offer
- b) Move his item to one of our unreserved auctions
- c) Remove the asset from the market
- d) Sell it again on Ritchie Bros. EquipmentOne (after two-week re-list waiting period)

*Currently selling on Ritchie Bros. EquipmentOne is only available for USA-based sellers. Self-serve listing functionality for Canadian sellers is expected to launch later this year.

What types of assets will be sold on Ritchie Bros. EquipmentOne?

Are they the same or different than those sold with Ritchie Bros. Auctioneers?

Much of the equipment and materials sold on Ritchie Bros. EquipmentOne will be similar to the assets sold at Ritchie Bros. auctions—with the addition of industrial materials—but they will be listed and sold on Ritchie Bros.

EquipmentOne because the motivations and needs of some sellers are different and better met by an online marketplace than an unreserved auction. The distinction isn't the type of asset; it's the needs of the seller.

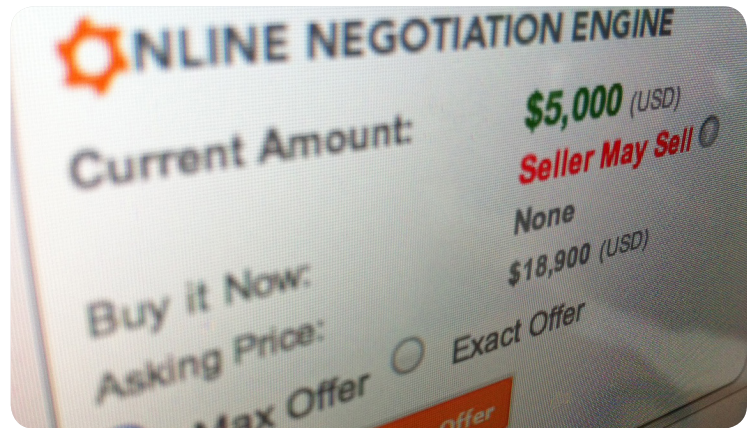
- ▶ Ritchie Bros. Auctioneers offers sellers certainty of sale and global market value
- ▶ Ritchie Bros. EquipmentOne offers sellers control over price and process



Innovative features of Ritchie Bros. EquipmentOne:

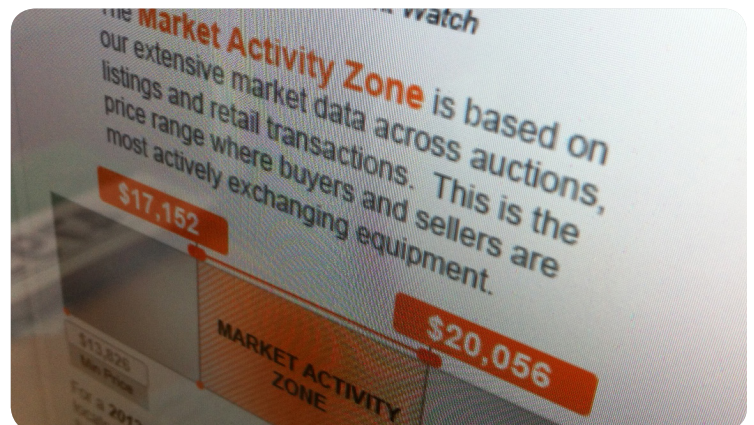
Online Negotiation Engine

The Online Negotiation Engine is designed to put fairness and transparency into private sale. It provides both the buyer and seller complete transparency into the selling process, including member stats, seller expectations, ask/offer details and buyer/seller Q&A.



Ritchie Bros. Orange Book™

The Ritchie Bros. Orange Book™ is a market reference tool designed to help members make informed buying and selling decisions. Based on recent transactions for equipment of similar type, age and usage the Orange Book™ displays a market activity zone to help set price expectations, to help buyers determine prices to offer, as well as help sellers determine their asking price.



EquipmentOne Total Buyer Protection™

The Ritchie Bros. EquipmentOne marketplace is designed to be completely safe and secure for both the buyer and seller—taking the risk out of dealing with private sales.

This is done through a number of different features:

- › No limit on the number of high-resolution photos, videos and information provided by sellers
- › Seller experience ratings
- › Transparent marketplace—seller expectations, all offers and Q&A can be seen by everyone
- › Negotiations and transactions take place on our secure platform
- › Money is held by EquipmentOne and only released to the seller when the buyer confirms receipt of equipment in the advertised condition. Buyers can make a dispute claim if:
 - The equipment is not available
 - They can't take ownership because the equipment has an undisclosed lien, was stolen or the title/certificate of ownership/registration is not available
 - The equipment has undisclosed damage
 - The equipment's usage (hours/mileage) is higher than disclosed
- › We manage disputes in cases of seller misrepresentation and help buyers and sellers reach mutual agreement, which may or may not involve a full or partial refund
- › Members who violate our user agreement will be penalized and fined, and may have buying/selling privileges revoked
- › EquipmentOne is backed by Ritchie Bros., the world's largest seller of used equipment—established 1958, listed on the New York and Toronto stock exchanges (RBA)
- › Please note: sellers are selling as-is, where-is. EquipmentOne does not warrant the condition of any items



Value-added Services

With Ritchie Bros. EquipmentOne buyers and sellers will have access to equipment financing—through Ritchie Bros. Financial Services—as well as transportation, refurbishing and insurance services.

Setting up an account on Ritchie Bros. EquipmentOne

While anyone can search listings on Ritchie Bros.

EquipmentOne the following features are only available for those who sign-up for a free membership:

- › Creating listings (currently available in the USA; will be launching for Canadians later this year, with further international expansion in 2014)
- › Make offers on Ritchie Bros. EquipmentOne listings
- › Access to Ritchie Bros. Orange Book™ pricing guidance
- › Complete EquipmentOne Total Buyer Protection
- › Automated inventory updates
- › Personal equipment watchlists
- › Saved searches