

Value proposition for leasing companies

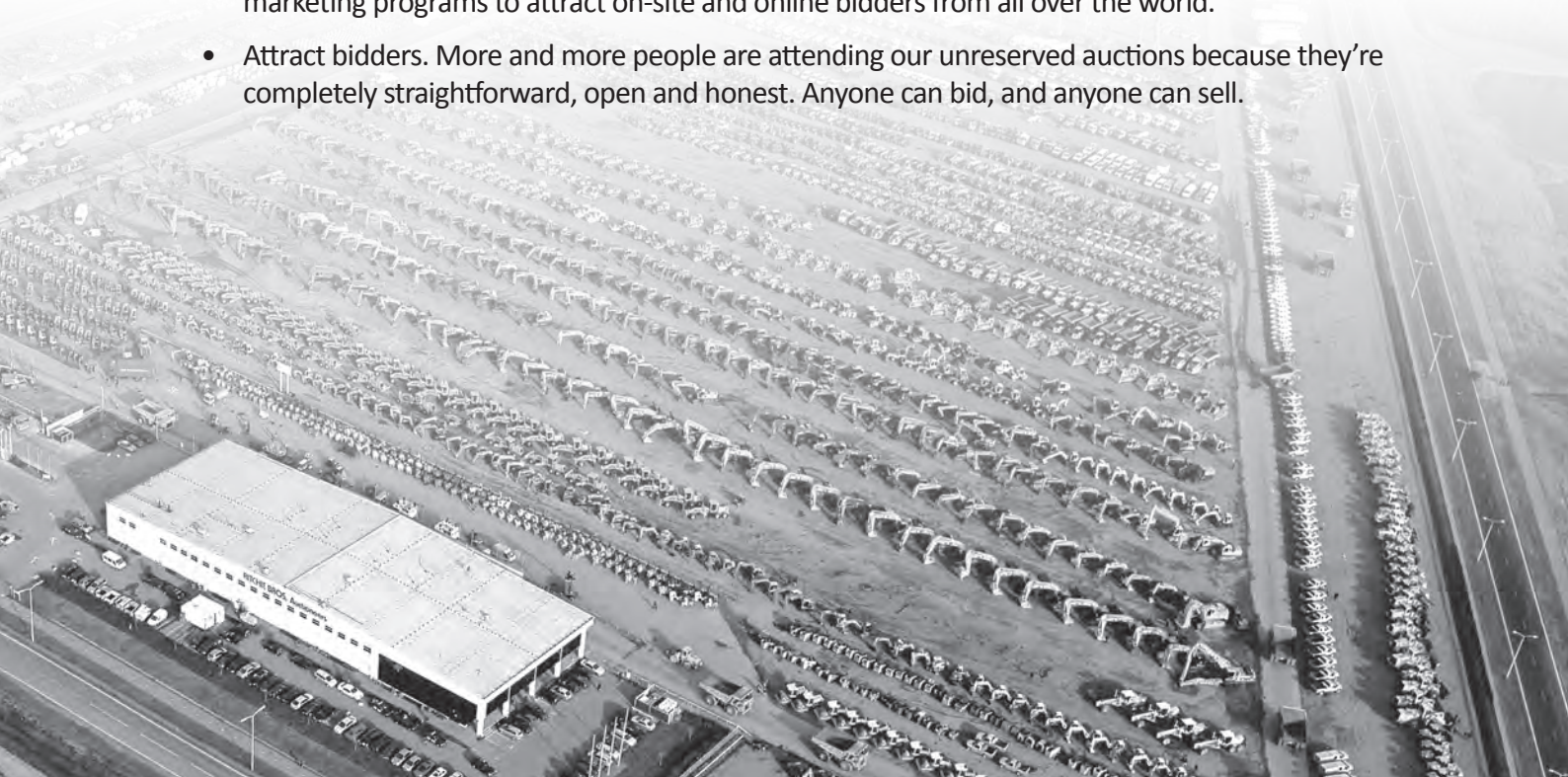
Ritchie Bros. Auctioneers is the world's largest industrial auctioneer. We conduct hundreds of unreserved public auctions around the world each year, selling more used industrial equipment and trucks to on-site and online bidders than any other company in the world. We currently have over 110 locations worldwide, including 43 auction sites in North America, Europe, the Middle East, Asia and Australia.

In 2010, Ritchie Bros. registered more than 340,000 bidders and sold 281,000 lots, generating gross auction proceeds of USD 3.3 billion. Plus, we are listed on the New York and Toronto stock exchanges under the trading symbol RBA.

In Europe, Ritchie Bros. has a commercial presence in 16 countries and conducts auctions from 12 different auction sites or locations. Every Ritchie Bros. auction is unreserved - that means there are no minimum bids or reserve prices. Every item is sold to the highest bidder on auction day. The participation of on-site and online bidders from around the world at each Ritchie Bros. auction ensures that equipment is sold for its global fair market value, regardless of local conditions.

Ritchie Bros. Auctioneers helps you:

- Expose your assets to a world wide network of buyers. Sell to the highest bidder in the international market and transcend the local market conditions.
- Accurately appraise assets. Tailor-made consultation on asset management solutions to turn assets into cash.
- Find the right contract. RBA offers flexible contract options including straight commission and guarantee contracts.
- Achieve maximum value from the sale of your assets. Stay focused on your core business while we take care of the details.
- Get global fair market value for the items you are selling. Every auction, we conduct extensive marketing programs to attract on-site and online bidders from all over the world.
- Attract bidders. More and more people are attending our unreserved auctions because they're completely straightforward, open and honest. Anyone can bid, and anyone can sell.



Ritchie Bros. Auctioneers helps you:

- Improve existing remarketing structures by adding auctions as an additional sales channel.
- Restructure failing businesses before reaching bankruptcy, by:
 1. paying off residual values of items to leasing companies to sell at auction,
 2. structuring packages with a mix of financed and owned assets to inject additional liquidity quickly and,
 3. resizing fleets of lease customers to a size matching new business needs.
- Plan a strategic exit from the market, by:
 1. avoiding further risk of loss by increasing speed of repossession,
 2. breaching limitations of local market by selling to global market,
 3. offering a full scope of services including transport, refurbishing, repair, etc.,
 4. avoiding storage costs, reducing transport costs, reducing capital costs, increase speed of remarketing, and ensuring sale at global market value.
- Appraise assets at the front-end, during a lease period or at expiration of a lease.

Financing solutions

In 2011, Ritchie Bros. Auctioneers launched Ritchie Bros. Financial Services (RBFS), a financing subsidiary for equipment end users. RBFS provides competitive, no obligation pre-approved financing for equipment purchased at Ritchie Bros. auctions. Already available in Canada and the USA, RBFS will expand to Europe and other global regions in 2012. For more information go to rbauction.com/financing

