

INVESTOR FACT SHEET



Ritchie Bros. is the world's largest auctioneer of industrial equipment, operating through over 110 locations in more than 25 countries around the world. The Company sells, through unreserved public auctions, a broad range of used and unused industrial assets, including equipment, trucks and other assets utilized in the construction, transportation, material handling, mining, forestry, petroleum, marine, and agricultural industries.



Average Ritchie Bros. Industrial Auction in 2008:

- Gross Auction Proceeds of US\$17.7 million
- 189 Consignors
- Over 1,300 Lots
- More than 1,400 Bidders (27% via the internet)

Value Proposition

- Ritchie Bros. helps consignors get the highest net return on the sale of their trucks and equipment. We do this by attracting large and diverse bidding audiences from around the world comprised primarily of end users (as compared to re-sellers) and allowing them to compete in a transparent and fair bidding environment.
 - We market the equipment to our extensive customer base (over 450,000 customers in 200 countries)
 - All consigned equipment is listed on our high-traffic web site
 - Over 60% of sales go to buyers from outside the region of the sale
 - Internet bidders are buyer or runner-up bidder on roughly 30% of lots offered on-line
 - Approximately 80% of sales go to end users of the equipment
- By working with Ritchie Bros., an equipment owner is able to access the international market of retail equipment buyers and sell his equipment for the world market price.

Growth Potential

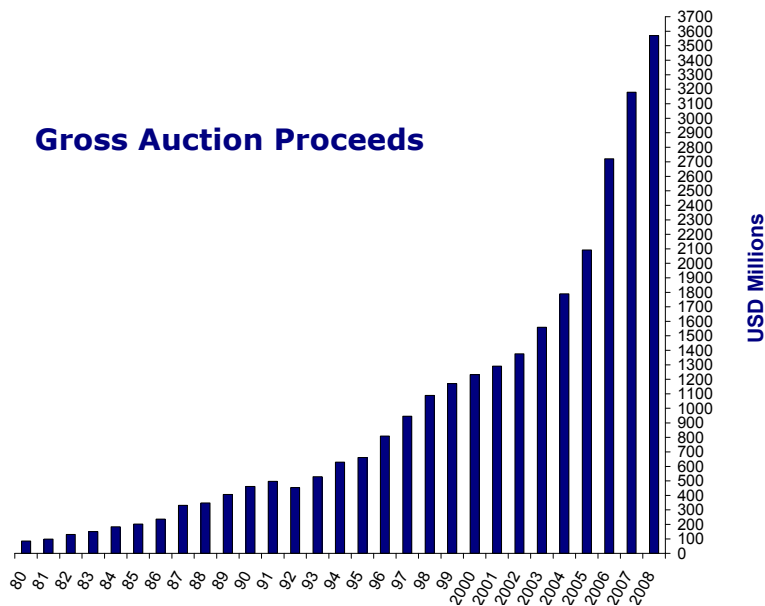
- The used truck and equipment market is huge
 - Analysts estimate more than \$100 billion in transactions annually
- The market is highly fragmented
 - Ritchie Bros. sells more used trucks and equipment than any other organization in the world but we have only a small share of the total market
- Ritchie Bros. is enjoying considerable momentum and continues to attract an increasing number of buyers and sellers to its unreserved auctions
- Ritchie Bros. is focused on long-term growth

Growth Strategies

Our long-term mission is to be the world's largest marketplace for industrial and commercial assets. Our two main goals: (1) grow our earnings per share at a manageable pace over the long term; and (2) maintain and enhance our culture. To accomplish these goals, we focus simultaneously on three key components:

- **People:** the key driver of our growth – we intend to recruit, train and develop the best people and give them tools and training to be more productive.
- **Places:** Expand our presence in existing and new geographic markets and market segments.
 - Near-term focus is U.S. and Europe
 - Expand our international auction site network to accommodate the expected growth of our business.
 - At least two new or replacement sites per year
- **Processes:** Develop and refine our processes to improve efficiency and scalability, to allow revenues to grow faster than costs; use technology to facilitate our growth and enhance the quality of service for our customers

Gross Auction Proceeds



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Financial Highlights (USD)

	12 mos. to 12/31/08	12 mos. to 12/31/07
Gross Auction Proceeds	\$3,570 mm	\$3,186 mm
Auction Revenues	\$354.8 mm	\$315.0 mm
Auction Revenues as % of GAP	9.95%	9.79%
# of Consignors (industrial)	36,595	34,931
# of Buyers (industrial)	84,005	80,340

Analyst Coverage

BARRINGTON RESEARCH	Gary Prestopino	312 634 6369
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SCOTIA CAPITAL	Cherilyn Radbourne	416 863 2899
SIDOTI & COMPANY	Scott Stember	212 297 0001
STERNE AGEÉ	Lawrence De Maria	212 338 4704
THOMPSON RESEARCH GROUP	David C. Wells, Jr.	615 891 6207
WILLIAM BLAIR & CO.	Nate Brochmann	312 364 5385

This fact sheet is not intended to be a comprehensive source of information for investors. Please refer to the company's Annual Report and SEC filings for a complete discussion. Please also note that this fact sheet contains forward-looking information. Actual performance will vary. Please review the risk factors listed in the Company's SEC filings.