

INVESTOR FACT SHEET



Established in 1958, Ritchie Bros. Auctioneers is the world's largest industrial auctioneer, selling more equipment to on-site and online bidders than any other company in the world. The Company has over 110 locations in more than 25 countries, including 40 auction sites worldwide. Ritchie Bros. 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, agricultural, material handling, mining, forestry, petroleum and marine industries.



Average Ritchie Bros. Industrial Auction in 2009:

- Gross Auction Proceeds of US\$17.3 million
- 190 Consignors
- Over 1,450 Lots
- More than 1,720 Bidders (33% via the internet)

Value Proposition

- Ritchie Bros. helps consignors achieve 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 620,000 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 35% of lots offered on-line
 - More than 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 fair market price.

Growth Potential

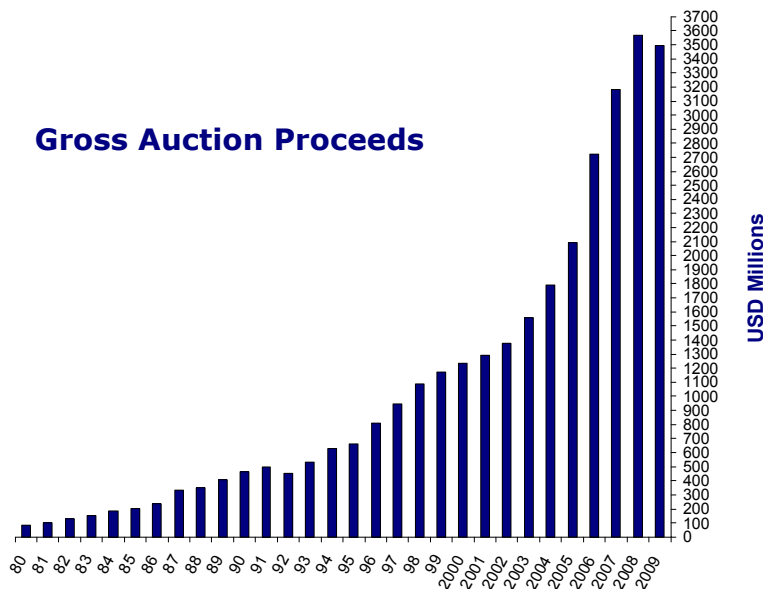
- The used truck and equipment market is huge
 - Analysts estimate more than \$100 billion in transactions annually
- The market is highly fragmented
 - Ritchie Bros. sells more used trucks and equipment than any other organization in the world but we have only a small share of the total market
- Ritchie 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 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



Investor Contact:

Jeremy Black, Vice President, Business Development
 Ritchie Bros. Auctioneers Incorporated
 9500 Glenlyon Parkway, Burnaby, BC V5J 0C6
 Phone: (778) 331-5500 Fax: (778) 331-4628
 E-mail: jr@rbauction.com
 Web: www.rbauction.com

Financial Highlights (USD)

	12 mos. to 12/31/09	12 mos. to 12/31/08
Gross Auction Proceeds	\$3,492 mm	\$3,570 mm
Auction Revenues	\$377.2 mm	\$354.8 mm
Auction Revenues as % of GAP	10.80%	9.95%
# of Consignors (industrial)	37,041	36,595
# of Buyers (industrial)	97,833	84,005

Analyst Coverage

BANK OF AMERICA MERRILL LYNCH	Anna Kaminskaya	212 449 4651
BARRINGTON RESEARCH	Gary Prestopino	312 634 6369
BMO NESBITT BURNS	Bert Powell	416 359 5301
CREDIT SUISSE	Hamzah Mazari	212 538 7983
JEFFERIES & CO.	Yvonne Varano	212 284 2149
MACQUARIE CAPITAL MARKETS	Avi Dalfen	416 628 3934
MORNING STAR	Basili Alukos	312 384 4984
ODLUM BROWN	Steve Bolland	604 844 5463
OPPENHEIMER & CO. INC.	Scott Schneeberger	212 667-8114
PARADIGM CAPITAL	Corey Hammill	416 361 0754
RAYMOND JAMES	Ben Cherniavsky	604 659 8244
RBC CAPITAL MARKETS	Jamie Sullivan	212 428 6465
ROBERT W. BAIRD & CO.	Craig Kennison	414 765 3870
SIDOTI & COMPANY	Scott Stember	212 297 0001
STERNE AEGEE	Lawrence De Maria	212 338 4704
TD NEWCREST	Cherilyn Radbourne	416 308 3403
THOMPSON RESEARCH GROUP	David C. Wells, Jr.	615 891 6207
WILLIAM BLAIR & CO.	Nathan 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.