

# Investor fact sheet

First quarter 2014

**Ritchie Bros. (NYSE & TSX: RBA) is the global leader in used equipment sales, selling more than \$3.8 billion of used machinery in 2013. The Company offers sales solutions through two primary sales channels:**

**Ritchie Bros. Auctioneers** is the world's largest industrial equipment auctioneer, with 44 auction sites and operations in 25 countries. Ritchie Bros.' unreserved auctions specialize in the sale of machinery from the construction, energy, agricultural, transportation and mining sectors.

**Ritchie Bros. EquipmentOne** is the company's newest service offering, providing equipment owners with an online marketplace to list equipment for sale and transact their sales through an escrowed sales solution.

## 2014 priorities

### 1. Aggressively grow our core auction business

- ▶ Deliver record GAP and record revenues
- ▶ Grow new and active bidder registrations

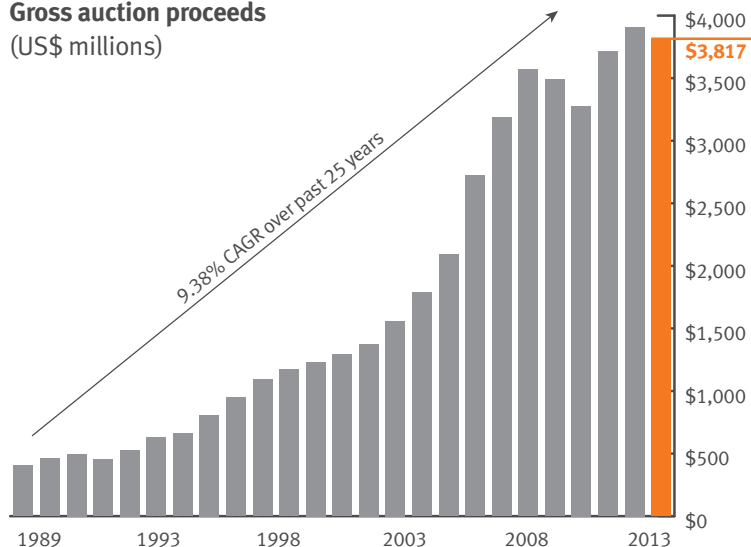
### 2. Significant expansion of EquipmentOne

- ▶ Grow transaction volume and revenue on EquipmentOne
- ▶ Grow web traffic on the EquipmentOne website
- ▶ Achieve EquipmentOne sales yield of +85%

### 3. Enhance our high-performance team

- ▶ Grow the sales team 5-10%
- ▶ Continue improving the productivity of our revenue producers
- ▶ Implement new performance management, development and succession planning tools

Gross auction proceeds  
(US\$ millions)



## Long-term financial objectives

### 15% adjusted EPS growth per year

- ▶ Focused on continued top line growth and growing operating leverage, through ongoing cost control and tapering capex

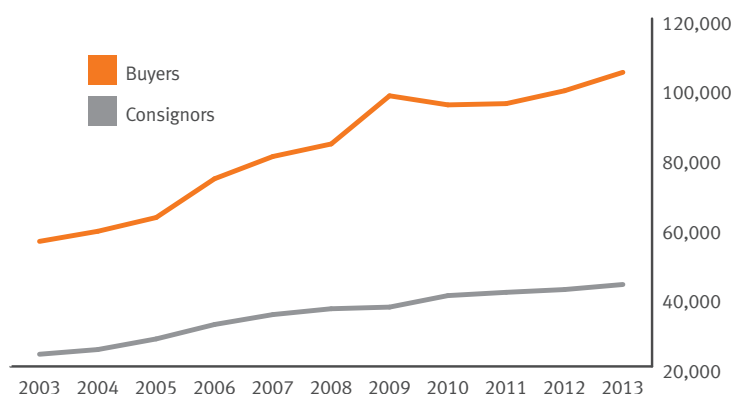
### At least 15% ROIC

- ▶ Investing in initiatives with long-term high-growth potential

### Adjusted EBITDA margins of at least 40%

- ▶ Business model provides significant operating leverage
- ▶ Achieved in the past; Ritchie Bros.' core auction business currently operates at or near this margin

Buyers and consignments



## 2013 annual performance

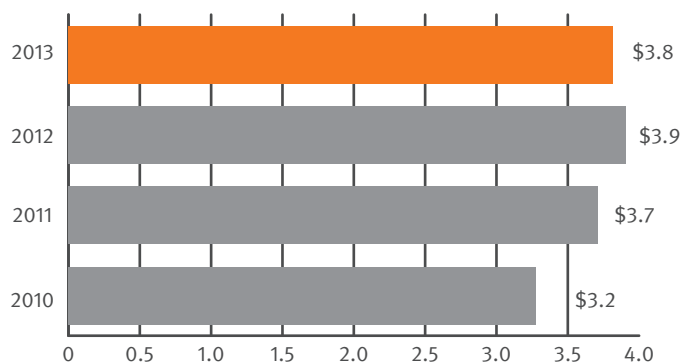
### During 2013 Ritchie Bros. achieved:

- ▶ Record annual revenues of \$467.4 million
- ▶ A record annual Revenue Rate of 12.24%
- ▶ An adjusted EBITDA margin of 37%
- ▶ 5% growth of our sales force, ending the year with 272 Territory Managers
- ▶ The launch of EquipmentOne – the Company's online equipment marketplace
- ▶ Expansion into new markets, including:
  - » China, where a new regional auction site was established and the first two auctions in China were completed
  - » Finland, where we held our first auction at a temporary site

Financial highlights	2013	2012
Gross Auction Proceeds (GAP)	\$3.8 bil	\$3.9 bil
Revenue	\$467 mil	\$438 mil
Revenue as a % of GAP (Revenue Rate)	12.24%	11.21%
Adjusted diluted earnings per share	\$0.84	\$0.77

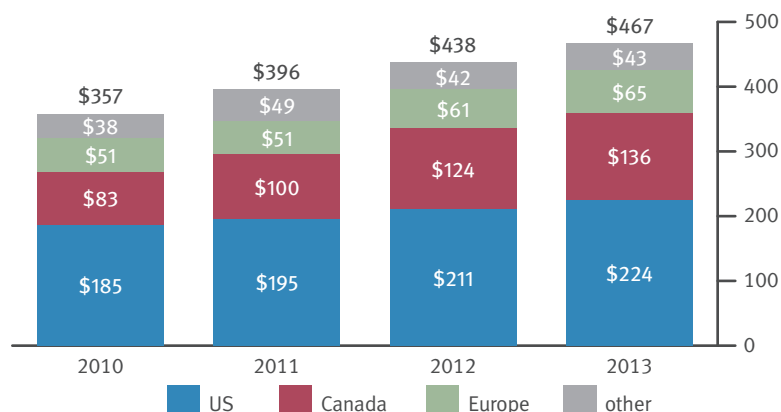
Auction performance	2013	2012
Industrial auctions	245	221
Industrial auction consignments	43,600	42,100
Industrial auction buyers	104,600	99,250
Industrial auction bidder registrations	425,000	389,500
Industrial auction lots (items sold)	301,000	287,000

### Gross auction proceeds (US\$ billions)

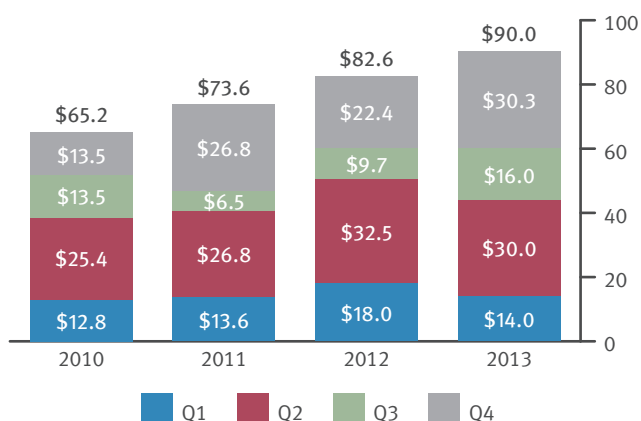


### Revenue by geography

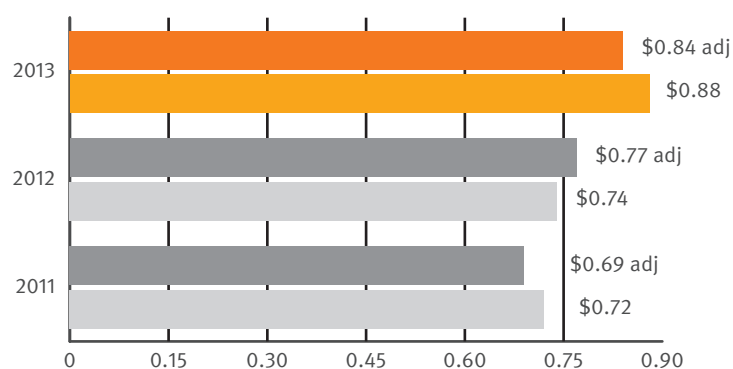
(Based on location of sale. US\$ millions)



### Annual adjusted earnings (US\$ millions)



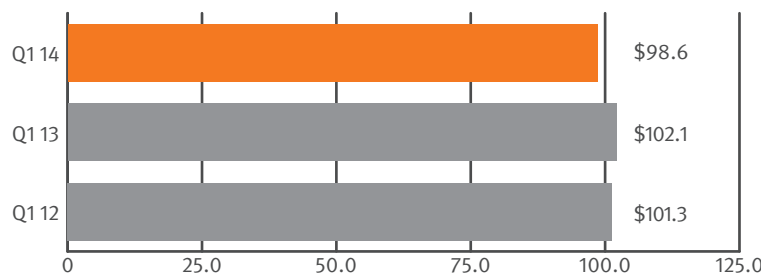
### Diluted earnings per share (US\$)



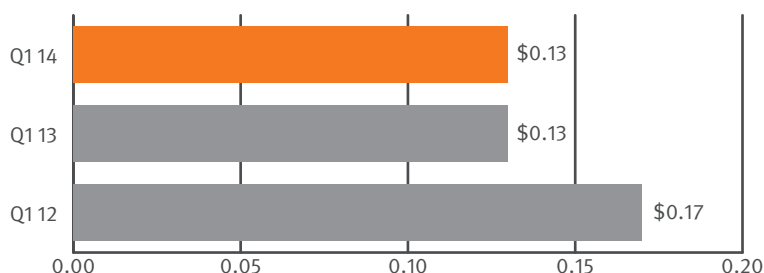
adj = Adjusted. Excludes the after-tax effects of excess property sales and other non-recurring items.

## Q1/14 performance

Revenue – first quarter 2014 (US\$ millions)



Earnings per share – first quarter 2014 (US\$)



## Powerful value propositions



Our unreserved auction service helps equipment sellers obtain the highest net return on the sale of their equipment and trucks. We do this by attracting an extensive, diverse and global bidding audience, comprised primarily of end-users, and providing them with a transparent and fair bidding environment to compete for the purchase of equipment.

Our ability to attract a global audience through our 21-language website ensures equipment sellers receive global market value for their equipment, allowing them to reach international buyers, and transcend regional economic conditions and equipment demand.



Our online equipment marketplace, EquipmentOne, provides equipment sellers with control over the selling price and the sales process, while also providing a safe and escrowed transaction platform to complete equipment sales.

EquipmentOne is a 'one-stop' site, where equipment buyers can search the globe for EquipmentOne, Ritchie Bros. Auctioneer and third party equipment listings. This generates traffic to the site from equipment buyers, and provides Ritchie Bros. with deep insight into equipment demand and other important equipment market metrics.

## Positioned for growth

- ▶ The annual global used equipment market is estimated to be over \$200 billion
- ▶ The market is highly fragmented
- ▶ Ritchie Bros. maintains the largest share of the market – by a wide margin, with \$3.8 billion of used equipment sold through our channels in 2013. This represents only a 2% share of the total available market.
- ▶ With over 50 years of operations, 44 auction sites around the world, operations in 25 countries and market leading technology, Ritchie Bros. maintains a dominant competitive position and business model that is difficult to replicate.





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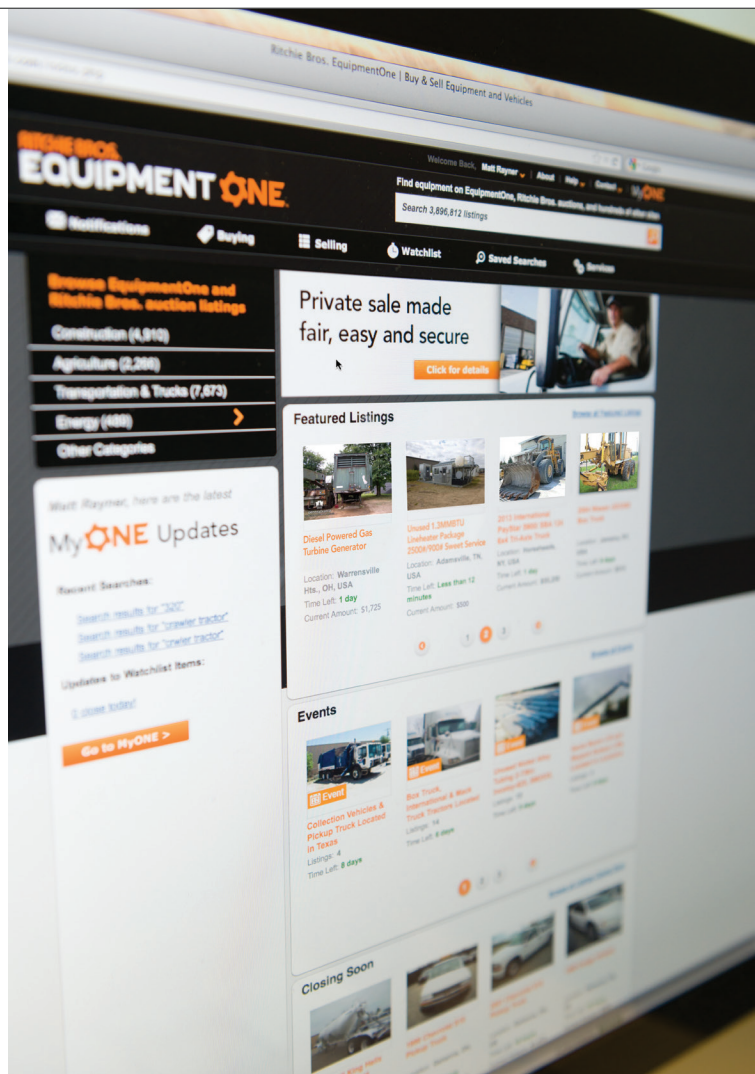
## Analyst Coverage

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This fact sheet is not intended to be a comprehensive source of information for investors. Please refer to the Company's Annual Report and other 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. Adjusted figures are Non-GAAP figures. Please see our discussion of Non-GAAP measures in our annual and quarterly MD&A or 6-K filings.