







Ritchie Bros. to buy IronPlanet: next logical step

of diversification

Strategy enhances customer choice

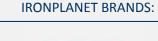
IronPlanet[®] is a trusted online auction/marketplace brand for transacting heavy equipment and other durable assets, with GMV¹ of \$956 TTM² (June

30, Multiple formats, core being weekly unreserved auctions

- Focus on construction sector
- Through their core model, equipment consignors do not have to move equipment
- Have a world-class inspection system ('IronClad® Assurance equipment inspection certification')

Complementary brand to RB, makes combination attractive

- IronPlanet is at an inflection point growing rapidly, albeit from a smaller base
 - Caterpillar relationship has been a key growth catalyst
- Provides access to a different type of customer
 - Complementary customer bases
 - Buyer base is more tech savvy
 - Recent growth driven by corporate accounts, OEM dealers and OEMs, and new sectors
- Strong, customer friendly technology platform
 - Tracks and enables the entire transaction life cycle
 - Scalable; technology drives the entire process
- Expands penetration into largely untapped sectors, such as Government surplus and Oil & Gas
- Combined company can accelerate international expansion
 - RB scale and infrastructure with IronPlanet's model can appeal to customers in regions such as Germany, Japan and China















Summary of

transaction terms Ritchie Bros. has entered into an agreement to acquire 100% of

IronPlanet

CONSIDERATION	 ~US\$758.5 million cash transaction¹ 13.0X multiple of 2017E EBITDA²
EXPECTED FINANCIAL BENEFITS	 The transaction is expected to be earnings accretive within the first year ³ Annual cost synergies of ~\$20 million, expected to be achieved by 2018 NPV of tax synergies of ~\$100 million Similar operating leverage model as Ritchie Bros. Similar cash flow characteristics to Ritchie Bros.
GROWT H IMPLICATI ONS	 RB's revenue growth target⁴ revised upward to high single to low teens (% growth) post transaction RB's EPS growth target⁴ revised upward to low teens to high teens (% growth)
FINANCING	 Fully committed financing in place Expect to replace committed facility with mix of pre-payable debt and long-term debt Utilizes strength of Ritchie Bros. balance sheet After final financing in place, expect <3.0x net to adjusted EBITDA ratio on closing (with a target of returning to 2.5x)

Expect closing during or before H1 2017

CLOSING Consists of US\$740 million in cash plus approximately (a தென்று மில்ல மிற்கள் சிலாமிய முதில் மில்ல மிற்கள் மிலாமிய மில்ல மிற்கள் மிலாமிய மிலா

Inclusive of \$100 million NPV of tax synergies and \$20 million in tun-sate Sost synergies. Based on current tax environment

Transaction is expected to be accretive to earnings within the first year, excluding acquisition related costs

Growth implications is part of our new evergreen model post transaction; does not represent annual guidance Provided to help with modeling an average annual basis over a 5 to 7 year period



IronPlanet brings exciting new opportunities

to Ritchia Bros

About IronPlanet



IronPlanet is the leading online marketplace for used heavy equipment.

US\$787 million of GMV¹ (GAP) in 2015

- 25.2% CAGR from 2013 2015
- Most growth occurred in the last year
- Strong growth trajectory

Strong collaborative relationship with Caterpillar and equipment dealerships in the Caterpillar network

Holds the U.S. Department of Defense rolling stock surplus contract (DLA contract)

490+ employees worldwide

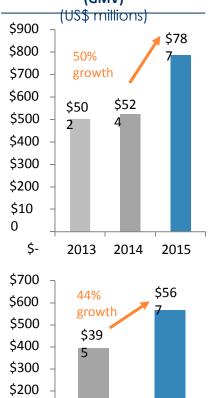
- Majority are based in the United States
- ~10% are based in countries other than US

Private company

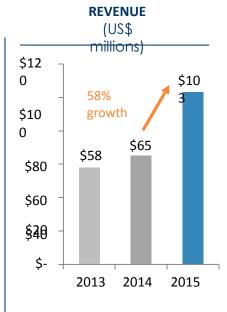
Current owners include Caterpillar Inc., Caterpillar dealers, Volvo, venture cap (Kleiner Perkins and Accel Partners) and IP executives & employees

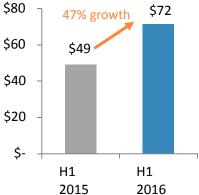
Strong growth in 2015 and H1 2016, generated by strategy to focus on major accounts, Caterpillar dealers and government contracts













IP has built a platform for growth based on different

Value propositions Multiple formats provide customers with options that meet their specific needs/wants



Customers that use multiple formats tend to consign more

MrWattye@F Marketplac e	•	Scheduled public online unreserved auctions <u>held</u> weekly		urgent sales. Improve	es the flow of business				
One-Owne Cr Marketplac	single- owner, <u>single-event sales</u>			White labeled sales solutions to promote the brand and reputation of the selling customer					
Daily Marketplac	•	Equipment pieces listed for sale, with a reserve price, on the website for a <u>defined period of time</u>		Reserve model meeti equipment sellers wi restrictions			s of a single seller to		
Private Marketplac	OFM equipment sellers who want to offer equipment		nt	nee defined group of access to t approvide dealers within a bra	erredod h as	and family)			
Sellers	•	Includes equipment pricing & market evaluation, মের্সানিত্ব detailed,inspection epolites, নাও মানতা ১৬খনে		Full service sales offe IronClad guarantees a with equipment whe online buyers who ha	ring that provides the sell and detailed inspection re re it is ave not inspected the equ	er ports ipme	provide comfort to nt		
Buyers									
99: unded as deral Sales rp.		July Acquired Asset Appraisal Aw2014cl contract for U.S. Services (AAS), an inspection, Department of Defense appraisal and online auction rolling storvices repluspany contract	Acc and Aud	ovember 2014: quired Kruse Energy d Equipment ctioneers, a leader in field equipment	April 2015: Merged with Cat Auctior Services, an alliance of Caterpillar and independent Cat dealers		2016: Agrees to be acquired by Ritchie Bros.		

Combining RB and IronPlanet is transformative

for our business Compelling strategic

rati	ionale	
1	Offers a superior customer experience	 a) Multiple sales channels for used equipment sellers and buyers b) More diversified, multichannel, multi-format live and digital sales ecosystem c) Equipment buyers and sellers will be able to transact and list when, where and how they want
2	Accelerate s Growth	 a) Expedites RB's stated growth strategies: important gateways for growth in new sectors, regions and customer segments b) Significantly enhances financial performance, with immediate positive impact to GAP, revenue & earnings c) Logical next step in our transformation – at the right time with a complementary brand
3	Strengthens relationships with OEMs and Dealers	 a) New strategic alliance with Caterpillar is transformational for our business b) As a combined business independent Cat dealers will benefit from industry-leading data intelligence and global marketing efforts, alongside established auction and online marketplace sales support c) IronPlanet leadership has developed deep relationships with independent Cat dealers
4	Builds on the power of our existing global platform	 a) IronPlanet sales formats will benefit from RB's established global footprint, scale, marketing prowess and brand awareness to drive incremental growth b) Complementary cultures and talented leadership teams that will continue to drive innovation c) Equally committed to delivering value to our customers
5	Enhances digital and technology capabilities	 a) Significantly diversifies and expands RB online capabilities b) Combined data will drive greater transaction volume and build deeper relationships with OEMs and customers c) EquipmentOne and IronPlanet technology platforms are complementary

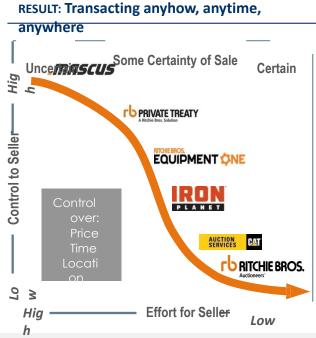
Offering the ultimate customer

Ritchie Bros. and IronPlanet have complementary business lines that will address different customer, sector and regional preferences

- Ability to address market preferences not currently met through existing RB sales platforms
- Provides entry into new customer segments (e.g. Government surplus, private label dealer auctions)

Combined we will provide used equipment sellers and buyers with multiple options of sales channels

Customers will have more options to choose from, with various value propositions, when selling large packages of equipment across our multiple channels



STRONGER TOGETHER: Ritchie Bros. **IronPlanet** Combined • Multiple sales channel options for used equipment Core Live on site /online event driven auctions Established online-only sales channels; 24/7 marketplace sellers Increased sector diversification: strong strengths Established brand equity in Canada, Strong growth in the United States strong foundation in the U.S. transportation, custome Established relationships with dealer Penetration of construction. energy and government business supplementing core and corporate accounts Transportation and Agriculture sectors focus of construction offering Meets the needs of both end-users and dealers In-house equipment financing business Existing contracts with • Greater customer access to financing and sales Government agencies support services

Providing unprecedented choice to used

EQUIPMENT Sellers & DUYERS
Together, we will offer customers the widest range of sales solutions and selling formats:

A MULTITUDE OF SALES CHANNEL OPTIONS, MEETING MORE CUSTOMER **NEEDS:**

RITCHIE BROS.	AUCTION SERVICES CAT	TRUCK PLANET	EQUIPMENT ONE	GOV PLANET	KRUSE ENERGY"	.mascus	PRIVATE TREATY
Live on site and live simulcast online auctions	Event-based sales of used construction and heavy equipment	Online sales of used construction and used trucks and trailers	Online reserve auction and marketpla ce	Online sales of governme nt surplus rolling stock	Event-base d sales of used oil and gas equipment	Online advertising listing service and B2B portals	Confidenti al, negotiated sales

OUR FULL-SERVICE OFFERING WILL CATER TO SPECIFIC NEEDS OF EQUIPMENT CONSIGNORS, WITH **DIFFERING NEEDS:**

IRON

Live auction (with online simulcast)	Online-Onl Y Auction	Event-Base d Auction	Reserve Price options	Buy Now options	Single Seller options	Private-Lab el options	Listing service	
√	√	√	✓	√	√	√	√	

2 Accelerates

growth

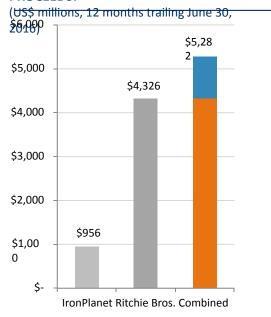
Accelerates stated growth strategies through a greater number of channels, a broader customer base and expanded sales volumes

- Auction and marketplace business models benefits from scale and volume; positively affects revenue flow-through
- Expansion of RB Financial Services to IP channel customers
- Combined benefits from established RB tax planning strategies and IP tax loss carry forwards to enhance net income growth

IronPlanet platform optimizes strategic expansion in key regions and addresses need for scalable web presence

- IP reserve and online sales channels can be better leveraged through RB's existing strong international presence (Europe, Australia, Asia)
- Provides RB with a proven, scalable digital platform for online auctions & marketplaces

PRO FORMA TTM GROSS AUCTION PROCEEDS:



STRONGER TOGETHER:

Reven ue growt h inputs

Ritchie Bros.

- Established global network; largest buyer base in the world
- Internationally recognized and trusted brand
- Mature business with operational scale to drive meaningful revenue flow through
- RBFS financing services extended to IP customers

IronPlanet

- Complementary business lines that cater to different customer needs
- Strong relationship with Cat dealer network
- Agreement with Cat corporate for data sharing and future rental fleet sales

Combined

- Increased penetration of international markets
- Increased sales volumes; enhancing revenue flow-through
- Operational efficiencies to drive long-term margin improvement
- Tax efficiencies through RB tax planning and IP tax loss carry forwards



Strengthens relationships with OEMs

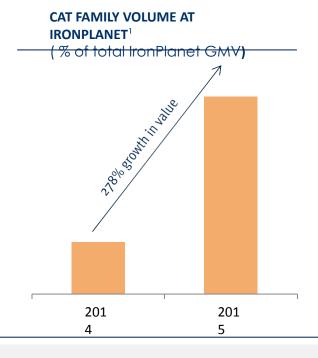


and dealers

Alliance with Caterpillar will be transformative for our business; Provides RB with a strong foundation to be a trusted partner with the Cat dealer network... building on a strong foundation built by IronPlanet

STRATEGIC ALLIANCE

- Initial 5-year agreement term with Caterpillar Inc. and its wholly owned subsidiaries; focus on long-term evergreen relationship
- Ritchie Bros. becomes their preferred global partner for auction and online marketplace sales services for used equipment upon IP transaction closing
- Caterpillar Inc. and its dealers will be supported through our industry leading data intelligence, sales information and global marketing efforts



 Cat Auction Services will continue to be the brand for STRONGER ions on Cat dealer sites

Benefits to OEMs and Dealers

Ritchie Bros.

- Largest used equipment buyer base in the world
- Global marketing efforts
- Larger numbers of buyers and sellers generate global market pricing

IronPlanet

- Established, trusted relationship and agreement already in place
- Data sharing portals
- Dealer-to-dealer auctions

Combined

- Reaching the largest buyer base in the world to deliver global market pricing
- Ability to work with nearly 4x the amount of market and customer data than IP alone
- Leveraging the existing dealer portals already in place (no additional development spend expected)

4 Builds on the power of our strong

alobal platform

RB's global network can be leveraged to grow IP's sales platforms/formats internationally

Complementary corporate cultures and leadership teams will continue to drive innovation

 RB's experience, proven operational and marketing prowess and long- established customer focus combine well with IP's innovation driven, fast- moving, tech-based culture to create a complementary team that can learn from each other

Equally committed to delivering customer value

- Different yet complementary core customer bases combine to create a more robust marketplace (RB: end users, IP: dealers/government/corporate accounts)
- Only ~15% of RB GAP was generated from all OEM strongers in 2015

RITCHIE BROS. GLOBAL

NETWORK:

Opportunities to increase penetration in certain countries where reserve auction or online options better suit customer preferences



TOGETHER: Ritchie Bros. **IronPlanet** Combined Global reach and scale · Solution selling focused on Ability to appeal to a broader international Leveragi different customer needs customer base with IP online formats and ng our Strong, established global platform and solutions strong Nimble business and team adapts bidder reach already generating results core quickly to pursue market Opportunities to leverage tech platforms across for customers capabilit opportunities both companies Proven marketing and operational Strong technology platform; · Opens new customers to RB channels (e.g. prowess customer friendly government) Established brand (strong awareness) in Canada) Strong end-user base

5 Enhances technology and digital

capabilities

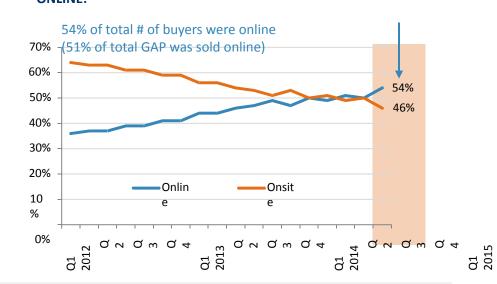
Used equipment transactions increasingly transacted online; IP acquisition will significantly strengthen our online offering

- Diversifies and expands RB's online capabilities
- Combined data will drive greater transaction volume and build deeper relationships with customers

EquipmentOne and IronPlanet technology platforms are complementary

 Ability to leverage technology to improve customer experience

MORE THAN HALF OF RB GAP IS NOW TRANSACTED ONLINE:



STRONGER TOGETHER:

Strong digital capabilit

Ritchie Bros.

- \$1.9 billion transacted online through RB channels in 2015
- Innovator in live online simulcast auctions
- Majority owner of Xcira (online simulcast auction technology company)
- Mascus and EquipmentOne online auction/marketplace already serve dealer and fleet management needs

IronPlanet

- Innovator in online-only auctions
- Online database of more than 1.5 mil users with bidder tracking and intelligence functionality
- Network of equipment inspectors to spec equipment sold online
- Valued IronClad Assurance offering to verify equipment condition
- Strong end-to-end digital workflow that tracks sales progress from contract to sale

Combined

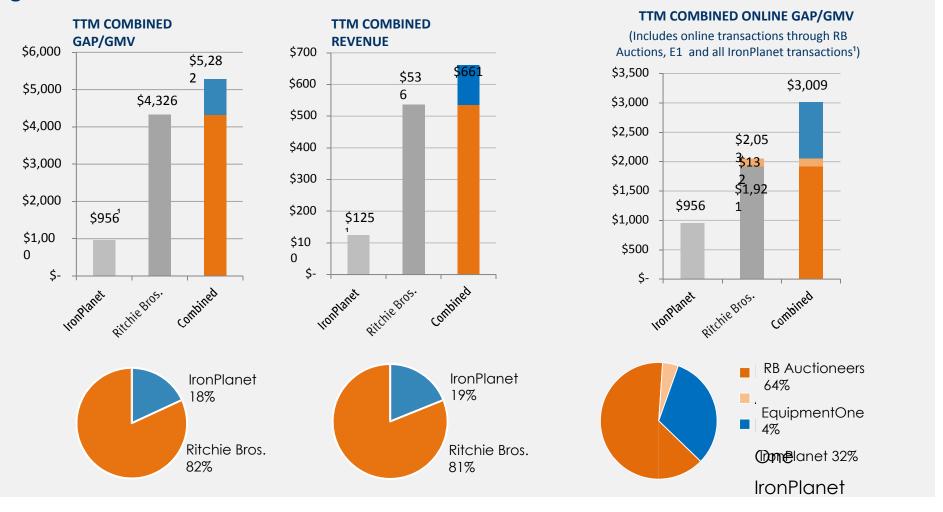
- On a pro forma basis, more than US\$3 billion of assets transacted through RB's and IP's combined businesses in TTM June 30, 2016. Would place us among the top 50 B2B e-commerce companies¹
- 4x the amount of market and customer data available than IP alone
- Opportunities to leverage Xcira's technology at Cat Auction Services



Snapshot of combined company (US\$ millions,

combined TTM1 June 30, 2016)

Combined company will have the scale and platform necessary to support growth



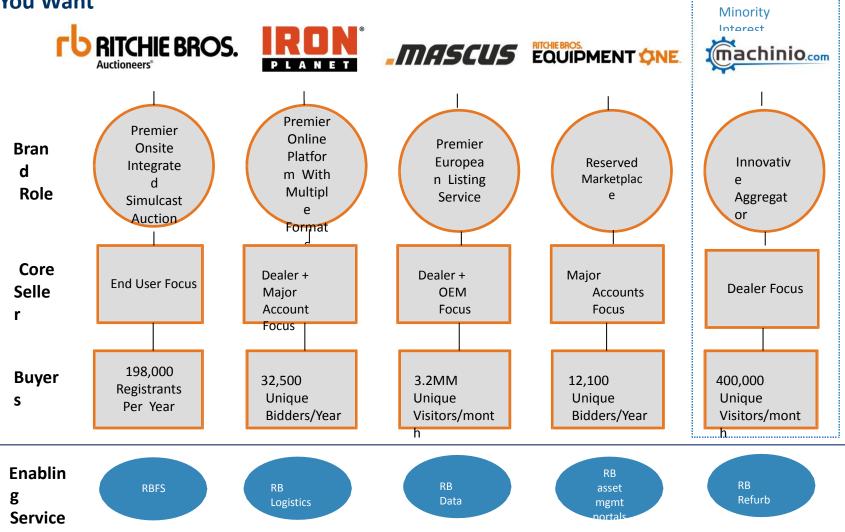




The RB combined company ecosystem of Selling, Buying

& Listing solutions
Buy, Sell or List... Where You Want, How You Want, When
You Want

S



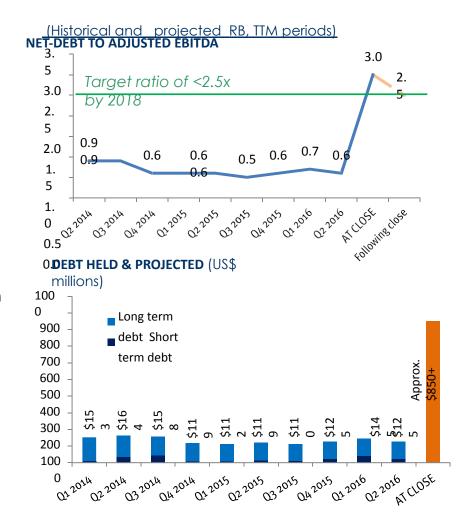
Financing plan and pro forma

Sizeable opportunity to deploy under-levered balance sheet to support

growthRB has secured a financing commitment sufficient to fund the acquisition until permanent capital structure can be put in place

- Permanent structure will consist of short-term and long-tiermy comprehents creditors to evaluate our alternatives for our final. permanent capital structure
- We estimate that \$850 million of debt will be outstanding on the closing date of the transaction
 - The transaction implies net leverage multiple of 3.0x and the potential for rapid de-levering with abundant free cash flows (evergreen target for net debt to adjusted EBITDA remains at 2.5x)
- Effectively uses the balance sheet while allowing for continued financial flexibility de-levering,
- Addition restings in those singer contributed compathy tean be allocated towards:

 returning cash to shareholders via
 - dividends, and/or
 - potential bolt-on acquisitions



RB's updated evergreen financial model

(post transaction) Transaction is expected to bolster

growth

PERFORMANCE METRICS	<u>Before</u> transaction: Avg. Annual Growth Targets
GAP Growth (%)	High Single Digit to Low Double Digits
Revenue Growth (%) ¹	Mid Single Digit to High Single Digit
Operating expense Growth (%)	Will grow slower than revenues
Operating Income Margin	50 bps+
EPS Growth ² (%)	High Single Digit to Low Double Digits
Capex Intensity ³	<10%
OFCF ⁴ % of Net Income	>100%
ROIC ⁵ Increase	50 bps+
Dividend Payout Ratio	55% to 60%
Net Debt / Adjusted LEBITO Ack in and Bolt on Acquisitions	<2.5x

(Average annual expectation over a 5 to 7 year period)

KEY SHAREHOLDER VALUE DRIVERS	Growth targets
GAP & Revenue growth (%)	High single digit to low teens
EPS growth (%)	Low teens to high teens
OFCF as a % of net income	> 100%
Dividend Payout ratio	55%-60%

DRIVERS OF EPS GROWTH

- Operating expenses growing slower than revenue
- Cost synergies
- Tax efficiencies

OTHER KEY METRICS	Targets
Net debt to EBITDA	<2.5 x
Capex Intensity	<8.5%
EBITDA margins of 40	0%+ by 2018
ROIC returning to cur	rent levels by 2020 (15.1%: Q2 2016 TTM)



New Evergreen Model (post transaction)

² Variances may occur in certain years based on tax rate that is influenced by geographic revenue mix.

³ Net Capital Spending as % of Revenue.

⁴ Operating Free Cash Flow.

⁵ Return on Invested Capital

IronPlanet transaction meets many stated

STRATEGY

growth strategies

RITCHIE BROS. LONG-TERM

1

Grow

Revenue &

Earning

MERGERS AND ACQUISITIONS

Tuck-ins and Bolt-Ons Scale Enhancers & Needle Movers

GEOGRAPHIES

Drive Depth vs Breadth

Focus on the US as #1 priority, grow Middle East
and Australia Optimize Canada & Europe,
turnaround LATAM

SECTORS

Leverage Construction
Grow Agriculture and
Transportation Pursue Oil &
Gas opportunistically

SERVICES

Scale RBFS, achieve super majority Pilot logistics

CHANNELS

Scale

EquipmentOne

Drive

Multichannel

Accelerate Strategic
Accounts Pilot Private Treaty
as a New Vehicle for

Highvalue, Specialized Deals

UNDERWRITTEN CONTRACTS

Utilize Aggressively, Minimize Volatility

2

Drive

Efficiencies &

SALES PRODUCTIVITY

Territory Management & Coverage Based on Market Potential Consistent Go to Market Processes

Improve Selection, Onboarding & Training

PROCESS & SYSTEMS

Modernize Legacy Systems

Focus on Customer Relationship Management (CRM) Enable Scaling Business & Leverage Multichannel

Focus on revenue driving Apps ORG STRUCTURE AND SELLING,

GENERAL & ADMINISTRATIVE

EXPENSE

Regional Org Structure with Profit & Loss (P&L)
Statement and Balance Sheet Accountability

PERFORMANCE METRICS

P&L Statement and Balance Sheet Scoreboard Operational Metrics Accountability at All levels

INCENTIVE COMPENSATION

Tie to P&L Statement and Balance Measures but simplify 3

Optimize Balance

Sheet

CASH FLOW

Align Organization & Incentive Target OFCF Equal to Net Income

ORGANIC CAPITAL SPENDS

Target Net Capital Spend <10% Revenue Control Spending on New Sites

CAPITAL STRUCTURE

Return Cash Via Ongoing Dividends Address Option Dilution through Share Repurchase

EXISTING SITE RETURNS

High, Medium and Low Site Return League Table Initiatives to Improve Medium and Low Site Returns Dispose

of Excess Assets

IronPlanet transaction meets this stated strategic criteria





Appendi

Nevenue by region

Size of used equipment market

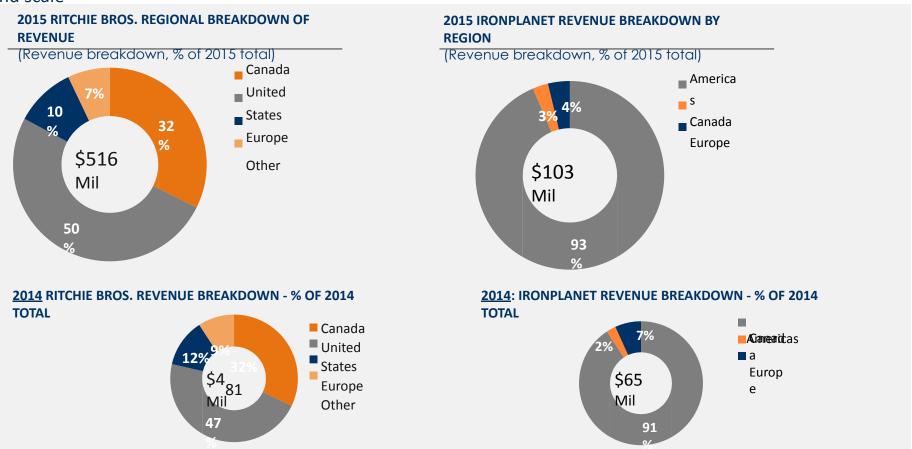
Ritchie Bros. family of brand (post transaction)



IP's platform will benefit from RB's established

international presence Growth potential of IronPlanet sales channels can be bolstered through Ritchie Bros. established global infrastructure

Ritchie Bros. support services (RBFS, Refurb, Xcira) can benefit from increased sales volume and scale



Caters to different segments of the

addressable market

RB and IronPlanet have complementary businesses which when combined will facilitate penetration in fragmented global used equipment disposition

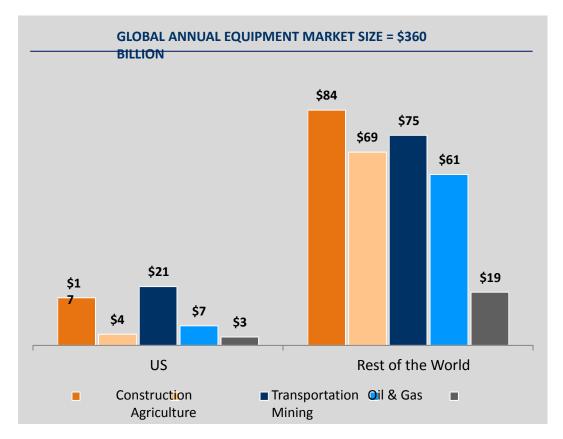
market Global annual equipment market size is

- \$360 kB is a global leader in used equipment sales, with \$4.2bn+ of equipment sold in 2015
 - However, this represents only 1.2% of the market

IronPlanet provides an additional competitors platform for growth and expansion of RB's business in new and core geographies platform and business model with RB's

brand and global reach

- Ability to compete in spaces RB currently does not have meaningful presence in (e.g. GovPlanet and Kruse)
- Leverage the growth initiatives already in progress by IronPlanet into new asset classes and geographies



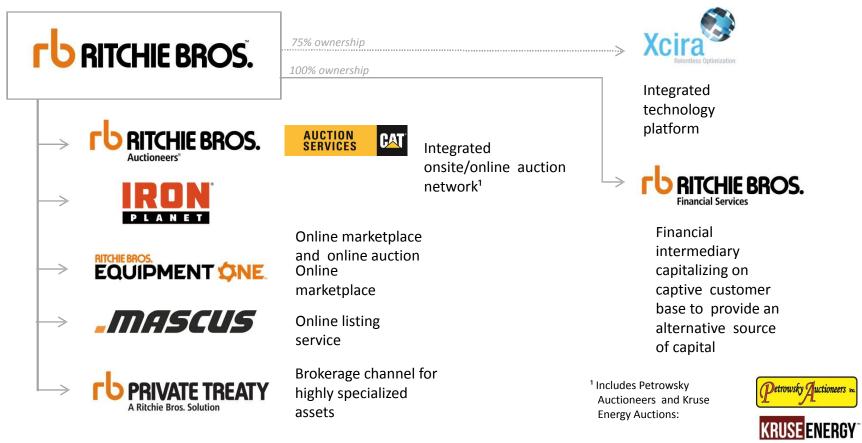


The Ritchie Bros. family of

brands

Ritchie Bros. will offer five main sales channels to equipment owners

Business units are supported through Ritchie Bros. ownership of Xcira (online auction technology provider) and Ritchie Bros. Financial Services (financial solutions partner for equipment buyers).





Question & Answer

Session rquestions on Investor Call:

Ravi Saligram, CEO – Ritchie

Bros. Sharon Driscoll, CFO –

Ritchie Bros. Greg Owens, CEO –

IronPlanet





Reconciliation of Ritchie Bros.

non-GAAP measures

Debt/Adjusted EBITDA

Our balance sheet scorecard includes the performance metric, Debt/Adjusted EBIDTA on a 12-month rolling basis for different financial periods provides useful information about the performance of our operations, and in particular, it is an indicator of the amount of time it would take for us to settle both our short and long-term debt. We do not consider this to be a measure of our liquidity, which is our ability to settle only short-term obligations, but rather a measure of how well we fund liquidity. Measures of liquidity are discussed further below under "liquidity and capital resources".

We calculate Debt/Adjusted EBITDA by dividing debt by EBITDA excluding the effects of pre-tax adjusting items.

The following table presents our Debt/Adjusted EBITDA results as at and for the years ended December 31, 2015, 2014, and 2013, as well as reconciles that metric to debt and net income, which are the most directly comparable GAAP measures in our consolidated financial statements:

(in U.S. \$ millions)	As at and for the year ended December 31,									
	-						% Ch	ange		
							2015 over	2014 over		
		2015		2014		2013	2014	2013		
Short-term debt	\$	12.4	\$	7.8	\$	4.4	59%	77%		
Long-term debt		97.9		110.8		177.2	(12%)	(37%)		
Debt	\$	110.3	Ş	118.6	Ş	181.6	(7%)	(35%)		
Net income	\$	138.6	\$	92.6	\$	94.4	50%	(2%)		
Add: depreciation and										
amortization expenses		42.1		44.6		43.3	(6%)	3%		
Less: interest income		(2.7)		(2.2)		(2.7)	23%	(19%)		
Add: interest expense		5.0		5.3		7.4	(6%)	(28%)		
Add: current income tax expense		42.4		33.3		36.9	27%	(10%)		
Less: deferred income tax recovery		(4.6)		3.2		3.4	(244%)	(6%)		
Pre-tax adjusting items:										
Management reorganization		-		5.5		-	(100%)	100%		
CEO Separation Agreement		-		-		4.6	0%	(100%)		
Gain on sale of excess property		(8.4)		(3.4)		(9.9)	(147%)	(66%)		
Impairment loss		-		8.1		-	(100%)	100%		
Adjusted EBITDA	\$	212.4	\$	187.0	\$	177.4	14%	5%		
Debt/Adjusted EBITDA		0.5x		0.6x		1x	(17%)	(40%)		

Reconciliation of Ritchie Bros. non-GAAP measures

Earnings Before Interest, Taxes, Depreciation and Amortization ("EBITDA") and EBITDA Margin

EBITDA and EBITDA Margin are non-GAAP financial measures that we believe provide useful information about the growth or decline of our net income when compared between different financial periods. EBITDA is also an element of the performance criteria for certain PSUs we granted to our employees and officers in 2013 and 2014. EBITDA is calculated by adding back depreciation and amortization expenses, interest expense, and current income tax expense, and subtracting interest income and deferred income tax recovery from net income. EBITDA Margin presents EBITDA as a multiple of revenues.

The following table presents our EBITDA and EBITDA Margin results for the years ended December 31, 2015, 2014, and 2013, as well as reconciles those metrics to net income and revenues, which are the most directly comparable GAAP measures in our consolidated income statements:

(in U.S.\$000's)		Year	ended	December 31,		
					% Ch	ange
					2015 over	2014 over
	2015	2014		2013	2014	2013
Net income	\$ 138,575	\$ 92,563	\$	94,445	50%	(2%)
Add: depreciation and						
amortization expenses	42,032	44,536		43,280	(6%)	3%
Less: interest income	(2,660)	(2,222)		(2,708)	20%	(18%)
Add: interest expense	4,962	5,277		7,434	(6%)	(29%)
Add: current income tax expense	42,420	33,321		36,909	27%	(10%)
Add: deferred income tax expense (recovery)	(4,559)	3,154		3,401	(245%)	(7%)
EBITDA	\$ 220,770	\$ 176,629	\$	182,761	25%	(3%)
Revenues	\$ 515,875	\$ 481,097	\$	467,403	7%	3%
EBITDA Margin	42.8%	36.7%		39.1%	17%	(6%)

