NEWS RELEASE

Royal Reesink selects RB Asset Solutions to facilitate its international used equipment sales

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With the help of Mascus and Ritchie Bros., Royal Reesink has begun development of a new suite of remarketing tools, incl. an inventory management system, inspection tool, and web shops

AMSTERDAM, Feb. 3, 2020 /CNW/ - **Royal Reesink**, a leading Dutch international distributor of machinery and components for agriculture, landscape maintenance, logistic warehousing, and the construction equipment industry, has selected **Ritchie Bros. Asset Solutions** and its suite of remarketing tools to improve the efficiency of its used equipment sales operations. Royal Reesink is mainly active in the Netherlands, Belgium, Canada, Germany, the United Kingdom, Ireland, Kazakhstan, Denmark, South Africa, and Turkey.

"Choosing RB Asset Solutions to automatize our used sales operations falls very much in line with our international growth ambitions and new opportunities for innovation," said Gerrit van der Scheer, CEO of Royal Reesink. "In addition, we are excited to start our partnership with a well-established organization that has many years of experience in similar market industries—covering directly all our equipment divisions and brands in a professional and user-friendly way. We dare say, this was a perfect match."

RB Asset Solutions, which was built on technology established by Ritchie Bros.' subsidiary Mascus, brings together a customizable suite of tools and services to help companies better manage, analyze, and sell their assets. This includes an inventory management system, allowing dealers to easily list equipment for sale on their own centralised used equipment web shop, as well as local ones; an inspection app; and multilingual marketing tools.

"With RB Asset Solutions, we will streamline Royal Reesink's used equipment operations and offer local dealer support," said Tim Scholte, CEO of Mascus. "Our mobile-friendly inventory management system will provide the leverage Royal Reesink requires in the field in order to further tap into demand for used equipment in the countries

where they operate."

The new Royal Reesink online used platform launched at the beginning of 2020, branded under the name Reesink Used Equipment. The directly related local used web shops of each entity will be rolled out successively in the first half year of 2020. For more information about RB Asset Solutions, visit **rbassetsolutions.com**.

About Ritchie Bros.:

Established in 1958, Ritchie Bros. (NYSE and TSX: RBA) is a global asset management and disposition company, offering customers end-to-end solutions for buying and selling used heavy equipment, trucks and other assets. Operating in a number of sectors, including construction, transportation, agriculture, energy, oil and gas, mining, and forestry, the company's selling channels include: **Ritchie Bros. Auctioneers,** the world's largest industrial auctioneer offers live auction events with online bidding; **IronPlanet,** an online marketplace with featured weekly auctions and providing the exclusive IronClad Assurance® equipment condition certification; **Marketplace-E**, controlled marketplace offering multiple price and timing options; **Mascus,** a leading European online equipment listing service; and **Ritchie Bros. Private Treaty,** offering privately negotiated sales. The company's suite of multichannel sales solutions also includes Ritchie Bros. Asset Solutions, a complete end-to-end asset management and disposition system. Ritchie Bros. also offers sector-specific solutions including **GovPlanet**, **TruckPlanet**, and **Kruse Energy**, plus equipment financing and leasing through **Ritchie Bros. Financial Services**. For more information about Ritchie Bros., visit **RitchieBros.com.**

Photos and video for embedding in media stories are available at **rbauction.com/media**.

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