NEWS RELEASE

Ritchie Bros. Launches Redesigned Mobile App to Deepen Buyer Engagement and Drive Marketplace Participation

2026-08-24

Fully native transaction engine reflects Ritchie Bros.' continued investment in modernizing the buyer experience across its global marketplace

VANCOUVER, British Columbia--(BUSINESS WIRE)-- Ritchie Bros., part of RB Global, Inc. (NYSE: RBA) (TSX: RBA), today announced the launch of its redesigned mobile app, giving buyers the same bidding power on their phones as on their desktops. Developed in response to buyer feedback, the update transforms the app from a mobile browsing companion into a fully native bidding and transaction experience.

Ritchie Bros. Mobile App Launch: The new Ritchie Bros. mobile app offers buyers a faster, easier way to search inventory, track watchlists, and place bids directly from their mobile devices.

The mobile app redesign is the latest example of Ritchie Bros.' continued investment in products, technology and capabilities to strengthen buyer engagement and create more value across its global marketplace. The update reflects how buyers increasingly expect to transact: with full access to the tools they need, whether they're on a jobsite, in transit or off-site. The redesigned app now brings bidding directly into the mobile interface, enabling Ritchie Bros. to deliver an improved experience for the more than 120 million annual visits to its' marketplace. Users will be able to better monitor their watchlists, confirm their bidding limits, securely place bids, and participate in auctions from wherever they are.

Early data also points to strong buyer engagement, underscoring the potential impact of the app's redesign for Ritchie Bros. Buyers who participated in pre-launch testing converted from search to watchlist at more than double the rate seen on the web platform, and watch-listed items went on to receive a bid within 14 days.

"Our buyers operate in fast-paced, high-stakes environments where split-second decisions dictate business success," said Shiv Dutt, Executive Vice President and Head of RB Marketplaces at Ritchie Bros. "Targeted investments like this modernize our technology to improve the customer experience and represent a significant step forward in enhancing access to our inventory. By engineering a native bidding ecosystem and integrating real-time auction trackers, we are giving our global buyer base the ability to view, compare, bid and buy from anywhere, without friction."

Key Technology and User Experience Enhancements:

- Native Bidding & Bid Focus Mode: Buyers can place bids directly from search results and listings, with no browser redirect, and see instantly whether they're winning or have been outbid.
- Live Auctions: Buyers can track closing lots in real time and bid with one tap.
- Smarter Search & Browsing: Search suggestions and a revamped browsing experience help buyers find relevant inventory faster.
- Enhanced Listings: Every listing now includes a revamped inspection report and full photo library, giving buyers more information before they bid.
- My RB Tab: A single place to track bids, watchlist items and saved searches, with new matching inventory surfaced as soon as it's listed.

Availability

The updated Ritchie Bros. app is available now for iOS and Android through the Apple App Store and Google Play Store, and current app users will receive a prompt to update to the latest version. The app supports more than 10 languages for Ritchie Bros.' global buyer base.

About RB Global

RB Global, Inc. (NYSE: RBA) (TSX: RBA) is a leading, omnichannel marketplace and trusted provider of value-added insights, services and transaction solutions for buyers and sellers of commercial assets and vehicles worldwide. Through its global network of auction sites and digital platform, RB Global serves customers worldwide across a variety of asset classes, including automotive, construction, commercial transportation, government surplus, lifting and material handling, energy, mining and agriculture. The company's end-to-end marketplace solutions include **Ritchie Bros.**, **IAA**, **Rouse Services**, **SmartEquip** and **VeriTread**. For more information about RB Global, visit **www.rbglobal.com**.

About Ritchie Bros.

Ritchie Bros., an RB Global, Inc. (NYSE: RBA | TSX: RBA) company, is a leading global platform for commercial asset transactions, helping equipment owners buy, sell, and manage assets across their full lifecycle, serving customers in construction, transportation, agriculture, energy, oil and gas, mining, forestry, real estate, and government. Through online auctions and marketplace options across multiple brands, Ritchie Bros. connects sellers to a global network of buyers and gives buyers access to one of the world's largest selections of used heavy equipment, trucks, and trailers. RB Global's portfolio includes Ritchie Bros., IronPlanet, BigIron, Mascus, Rouse, and other brands, supported by integrated financing, logistics, and asset management services. For more information, visit rbglobal.com.

Forward-Looking Statements

Certain statements contained in this release include “forward-looking statements” within the meaning of U.S. federal securities laws and “forward-looking information” within the meaning of Canadian securities laws (collectively, "forward-looking statements"). Forward-looking statements herein include, in particular, statements relating to the anticipated benefits of the redesigned mobile application, and other subjects of this release that are not historical facts. Forward-looking statements are typically identified by such words as “advance”, “aim”, “anticipate”, “believe”, “could”, “continue”, “estimate”, “expect”, “intend”, “may”, “ongoing”, “plan”, “potential”, “predict”, “will”, “should”, “would”, “could”, “likely”, “generally”, “future”, “long-term”, or the negative of these terms, and similar expressions intended to identify forward-looking statements. It is uncertain whether any of the events anticipated by the forward-looking statements will transpire or occur, or if any of them do, what impact they will have on the results of operations and financial condition of RB Global's common shares. Therefore, you should not place undue reliance on any such forward-looking statements and caution must be exercised in relying on forward-looking statements. Forward-looking statements are based on current expectations and assumptions that are subject to risks and uncertainties that may cause actual results to differ materially, including but not limited to risks and uncertainties relating to: our ability to drive shareholder value; potential growth and market opportunities; the level of participation in our auctions and the success of our online marketplaces; our ability to grow our businesses, acquire new customers, enhance our sector reach, drive geographic depth, and scale our operations; the impact of our initiatives, services, investments, and acquisitions on us and our customers; the acquisition or disposition of properties; potential future mergers and acquisitions; our ability to integrate acquisitions; our future capital expenditures and returns on those expenditures; our ability to add new business and information solutions, including, among others, our ability to maximize and integrate technology to enhance our existing services and support additional value-added service offerings; the supply trend of equipment and vehicles in the market and the anticipated price environment, as well as the resulting effect on our business and Gross Transaction Value (“GTV”); our compliance with laws, rules, regulations, and requirements that affect our business; effects of various economic, financial, industry, and market conditions or policies, including inflation, the supply and demand for property, equipment, or natural resources; the behavior of commercial assets and vehicle pricing; the relative percentage of GTV represented by straight commission or underwritten (guarantee and inventory) contracts, and its impact on revenues and profitability; our future capital expenditures and returns on those expenditures; the effect of any currency exchange and interest rate fluctuations on our results of operations; the effect of any tariffs on our results of operations; the grant and satisfaction of equity awards pursuant to our compensation plans; any future declaration and payment of dividends, including the tax treatment of any such dividends; financing available to us from our credit facilities or other sources, our ability to refinance borrowings, and the sufficiency of our working capital to meet our financial needs; our ability to satisfy our present operating requirements and fund future growth through existing working capital, credit facilities and debt; misappropriation of data or cybersecurity incidents; and, failure to comply with privacy and data protection laws. Other risks that could cause actual results to differ materially from those described in the forward-looking statements are included in “Part I, Item 1A: Risk Factors”, and the section titled "Summary of Risk Factors", in our Annual Report on Form 10-K for the year ended December 31, 2025, as such risk factors may be amended, supplemented or superseded from time to time by other reports we file with the Securities and Exchange Commission, including subsequent Quarterly Reports on Form 10-Q The forward-looking statements included in this release are made only as of the date hereof. While the list of factors presented here is considered representative, no such list should be considered to be a complete statement of all potential risks and uncertainties. Many of these risk factors are outside of our control, and as such, they involve risks which are not currently known that could cause actual results to differ materially from those discussed or implied herein. RB Global does not undertake any obligation to update any forward-looking statements to reflect actual results, new information, future events, changes in its expectations or other circumstances that exist after the date as of which the forward-looking statements were made, except as required by law.

RB Global Contacts

Media Inquiries:

Helen Ma | RB Global, Inc.
Manager, Public Relations
(604) 219-9508
helenma@ritchiebros.com

Source: RB Global