

Updated to December 23, 2011

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 43 auction sites worldwide. Through unreserved public auctions, Ritchie Bros. delivers innovative business solutions that enable the world's builders to easily and confidently exchange a broad range of used and unused equipment, trucks and other industrial assets.

GROWTH POTENTIAL

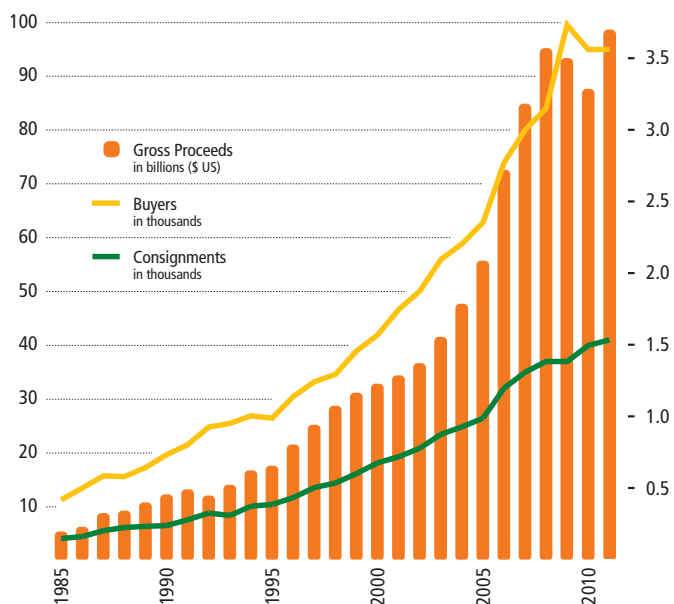
- ▶ Analysts estimate more than \$100 billion in used equipment transactions annually on a worldwide basis
- ▶ The market is highly fragmented
- ▶ Ritchie Bros. is the largest player in this space yet has only a small share of the total market
- ▶ Ritchie Bros. has a long history of growth and innovation and continues to expand its customer base and increase its market share
- ▶ Ritchie Bros. is focused on adding value for our customers and long-term earnings growth

VALUE PROPOSITION

- ▶ Ritchie Bros. helps consignors achieve the highest net return on the sale of their equipment and trucks. We do this by attracting large and diverse bidding audiences from around the world, comprised primarily of end users, and allowing them to compete in a transparent and fair bidding environment using a variety of on-site and online participation options.
 - We market the equipment to our extensive customer base (over 530,000 customers from 191 countries)
 - All equipment is marketed on our industry-leading 21-language web site with high-resolution photos and equipment specifications
 - Nearly 60% of sales go to buyers from outside the region of the sale
 - Online bidders are buyer or runner-up bidder on almost 40% of lots offered online
 - Approximately 75% 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 equipment at world fair market prices.

AVERAGE RITCHIE BROS. INDUSTRIAL AUCTION IN 2011:

- ▶ Gross Auction Proceeds of US\$15.5 million
- ▶ 181 consignors
- ▶ Over 1,180 Lots
- ▶ 1,690 bidder registrations (50% online)



FINANCIAL HIGHLIGHTS (USD)

	12 mos. to 12/31/11	12 mos. to 12/31/10
*Auction Revenues	–	\$357.2 mm
*Auction Revenues as % of GAP	–	10.90%
*Diluted earnings per share	–	\$0.62
# of Consignments (industrial)	40,300	40,000
# of Buyers (industrial)	95,550	95,346

* To be released Feb. 28, 2012

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.



GROWTH STRATEGY

OUR MISSION:

We live to create compelling business solutions that enable the world's builders to easily and confidently exchange equipment.

OUR TWO MAIN FINANCIAL OBJECTIVES:

- (1) Grow earnings per share at least 15% per year on average over the long term
- (2) Achieve a return on invested capital of at least 15% over the long term.

OUR 3 STRATEGIC PILLARS:

► **GROW** our core auction business.

By doing more business with both traditional and new customer groups in existing and new markets

By making our auctions easy

► **ADD** new business and information solutions.

By investing in value-added services for our customers

By establishing ourselves as the leading source of knowledge, expertise and information in the used equipment industry

► **PERFORM** by building an inspired, high-performance and customer-focused team.

By enhancing employee engagement, improving productivity and building deeper management bench strength

OUR CORE VALUES:

- It's all about our customers
- We do what is right
- We are one team
- We have fun

ANALYST COVERAGE

Bank of America Merrill Lynch	Anna Kaminskaya	+1 646 855 4278	Paradigm Capital	Corey Hammill	+1 416 361 0754
Barrington Research	Gary Prestopino	+1 312 634 6369	Raymond James	Ben Chemiavsky	+1 604 659 8244
BMO Nesbitt Burns	Bert Powell	+1 416 359 5301	RBC Capital Markets	Jamie Sullivan	+1 212 428 6465
Canaccord Genuity	Yuri Lynk	+1 514 844 3708	Robert W. Baird & Co.	Craig Kennison	+1 414 765 3870
Credit Suisse	Hamzah Mazari	+1 212 538 7983	Scotia Capital	Neil Forster	+1 416 863 2899
Jefferies & Co.	Stephen Vokmann	+1 212 284 2031	Sidoti & Company	Scott Stember	+1 212 297 0001
Morning Star	Basili Alukos	+1 312 384 4984	TD Newcrest	Cherilyn Radbourne	+1 416 308 3403
Northcoast Research	Neil Frohnapple	+1 216 468 6912	Thompson Research Group	David C. Wells, Jr.	+1 615 891 6207
Odlum Brown	Steve Bolland	+1 604 844 5463	William Blair & Co.	Nathan Brochmann	+1 312 364 5385
Oppenheimer & Co. Inc.	Scott Schneeberger	+1 212 667 8114			

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