

MASCUS



Used Heavy Machinery & Industrial Vehicles
MARKET INSIGHT

EUROPEAN EDITION / Q4 2020

EDITORIAL

NEW YEAR, NEW HOPES

Thank you for reading our brand new used heavy machinery and industrial Market Insight report.

In this first release of 2021, we will take a closer look at the performances of used crawler excavators, wheel loaders, agricultural tractors and combine harvesters on the European market.

Although 2020 might feel like a difficult year for many, the used heavy equipment and trucks market has remained strong with its pricing and demand. In auction sales, which pivoted successfully from an on-site model to an on-line business model in a matter of days, the pricing on machines has only dropped by a few percentages. With listings, we have noticed a somewhat longer sales period during 2020, but also only by a small percentage. All in all, the market for used heavy equipment and trucks has managed to remain in strong shape. Here, the support from government and banks in most European countries has been of utmost importance and the key to a positive outcome.

At the beginning of 2021, a breath of optimism emerges in the market. OEM's production lines have restarted and are up to full capacity while everyone is expecting to go back to a normal business pace. We are looking forward to continuing our data analysis going into 2021 and supply these market insights to you periodically. We are also continuously working on improving our valuation support system and capital adequacy services to match and surpass future requirements from our clients.

Wishing you a good and healthy 2021!



**JOHAN
LUSTIG**

Product Manager,
Business Intelligence and
Valuation Services

Johan has been working with market analysis and price evaluations for the last 15 years. With this new report, it gives him great pleasure to be able to share a small portion of our knowledge and data to help our clients make safe decisions in their everyday work. We at Ritchie Bros. and Mascus are the main creators of sales data in Europe which means that we have a unique insight into the used heavy equipment and trucks market and its developments.

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INSIGHT INTRO

In this report we provide valuable insights into some of the used equipment market trends in Europe based on data available through Ritchie Bros. and Mascus Market Trends. The European data is from 2019 and onwards.

DATA SOURCES


- ▶ Ritchie Bros. - *Unreserved auctions*
- ▶ IronPlanet - *Unreserved online auctions*
- ▶ Marketplace-E - *Reserved online marketplace*
- ▶ Mascus - *Online listings*


REGIONS COVERED

- ▶ East Europe
- ▶ West Europe
- ▶ Nordic & Baltic

DEFINITIONS

Volume Trends (*.MASCUS* Listings data ) – Removed items from Mascus websites.

Volume Trends (Auction data ) – Units sold per auction on Ritchie Bros. Auction (Ritchie Bros., IronPlanet and Marketplace-E).

Buying Demand Trends (*.MASCUS* Listings data ) – All type of conversations*: contact requests (email) and call clicks (mobile).

Buying Demand Trends (Auction data ) – Units sold per auction on Ritchie Bros. Auction (Ritchie Bros., IronPlanet and Marketplace-E).

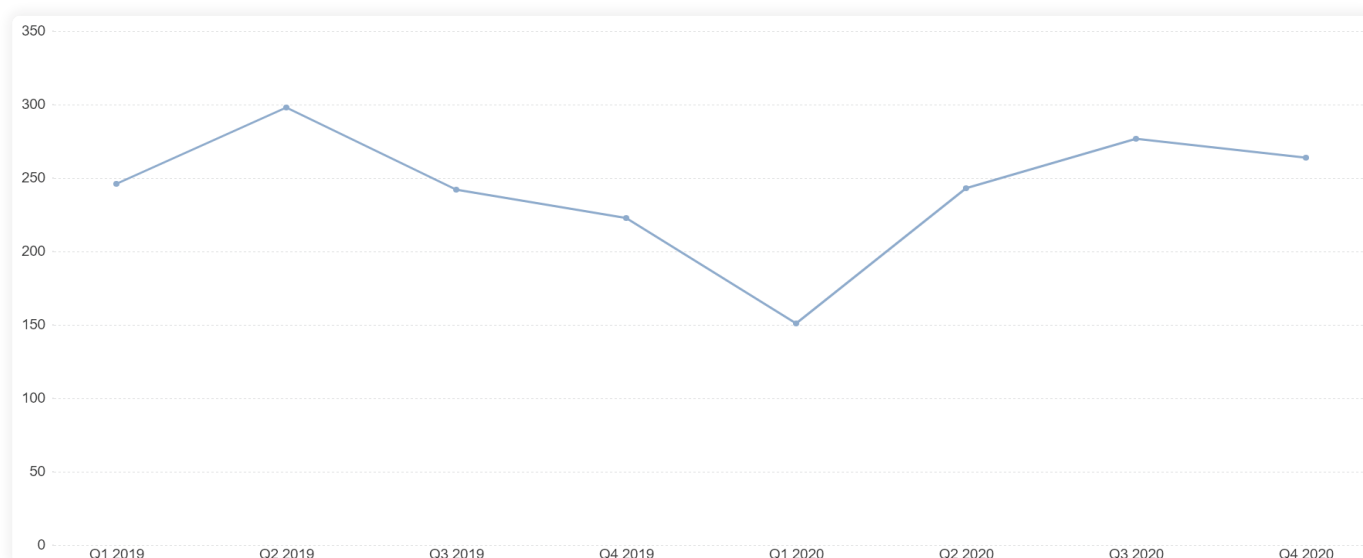
*Potential buyers searching for used equipment have two easy options for contacting sellers on Mascus: sending contact requests by email or calling the seller directly for a more immediate response.

CONSTRUCTION EQUIPMENT

VOLUME TRENDS

The volume trend shows a historical comparison of objects sold in live or online auctions. The trends are depending on whether there has been an auction during a specific period or not.

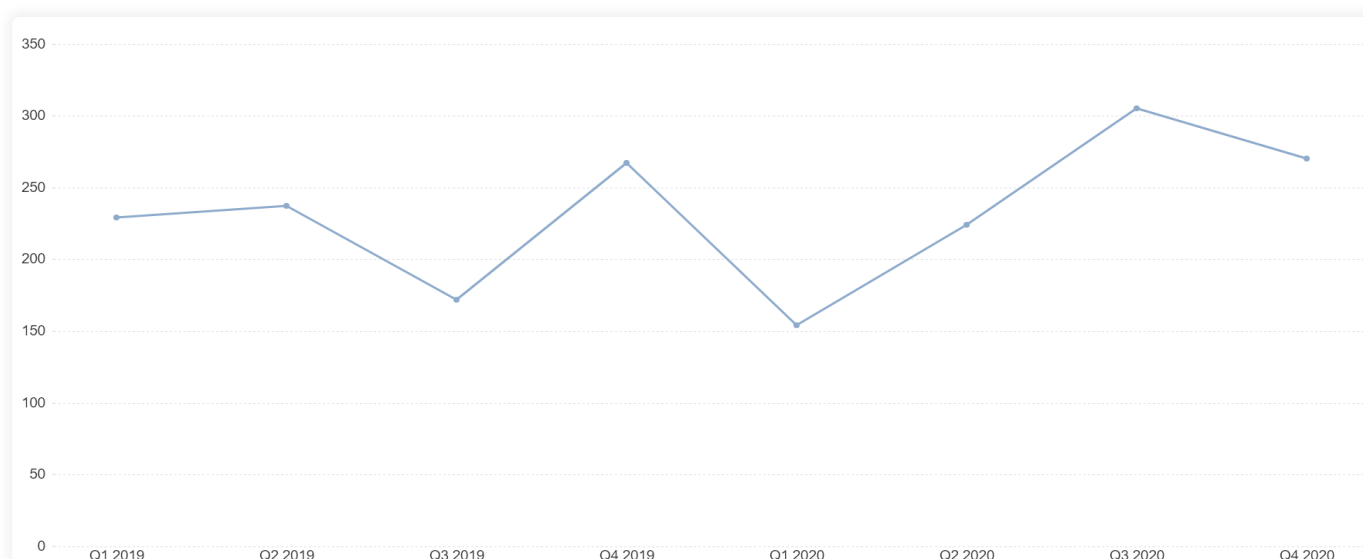
CRAWLER EXCAVATORS



With a few exceptions, there was a rather high amount of crawler excavators sold in live and online auctions in 2019.

At the end of 2019 and the beginning of 2020, there was a small decline in the number of sold objects, followed by an increase in Q2 and Q3 2020.

WHEEL LOADERS



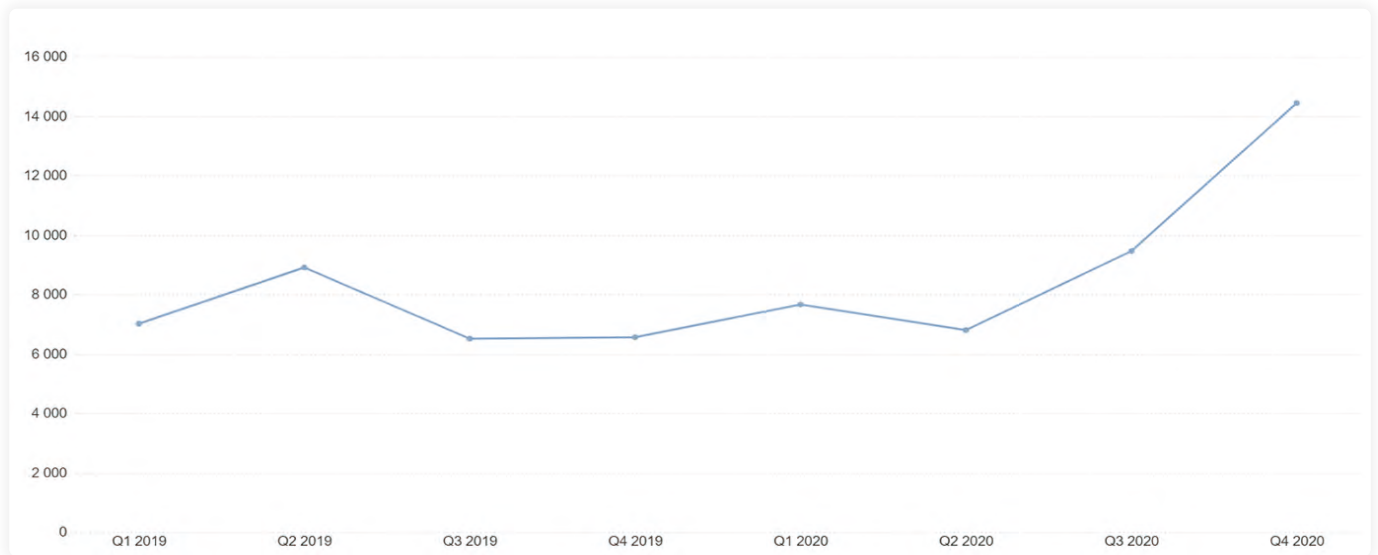
The number of wheel loaders sold has been fairly even over time. There was a decrease in Q1 2020, followed by a small increase in Q2 2020 and a larger increase in Q3 2020.

CONSTRUCTION EQUIPMENT

VOLUME TRENDS

The volume trends show a historical comparison of the number of objects that have been listed for sale on the Mascus website.

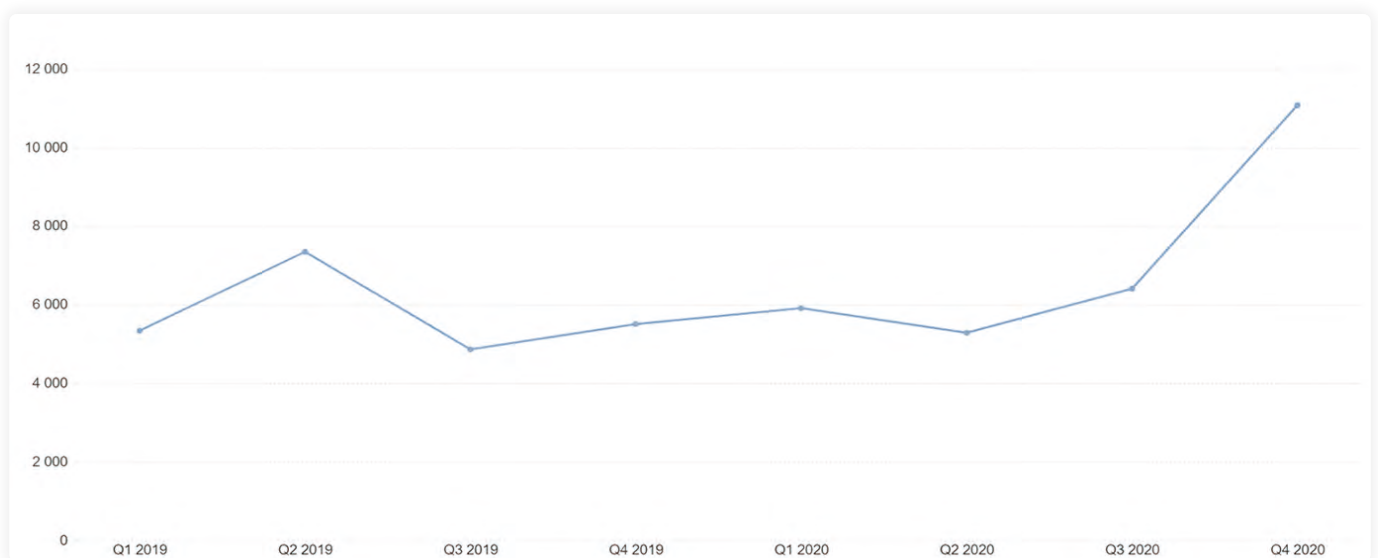
CRAWLER EXCAVATORS



A high volume of crawler excavators was listed for sale during the first part of 2019, compared to the second part of the year.

At the beginning of 2020, we could see a small increase in listed items, followed by a slight decline in Q2. The trend picked up in Q3 and the volume of objects for sale was at its highest in the final quarter of 2020.

WHEEL LOADERS



A high volume of wheel loaders was listed for sale during the first part of 2019, compared to the second part of the year.

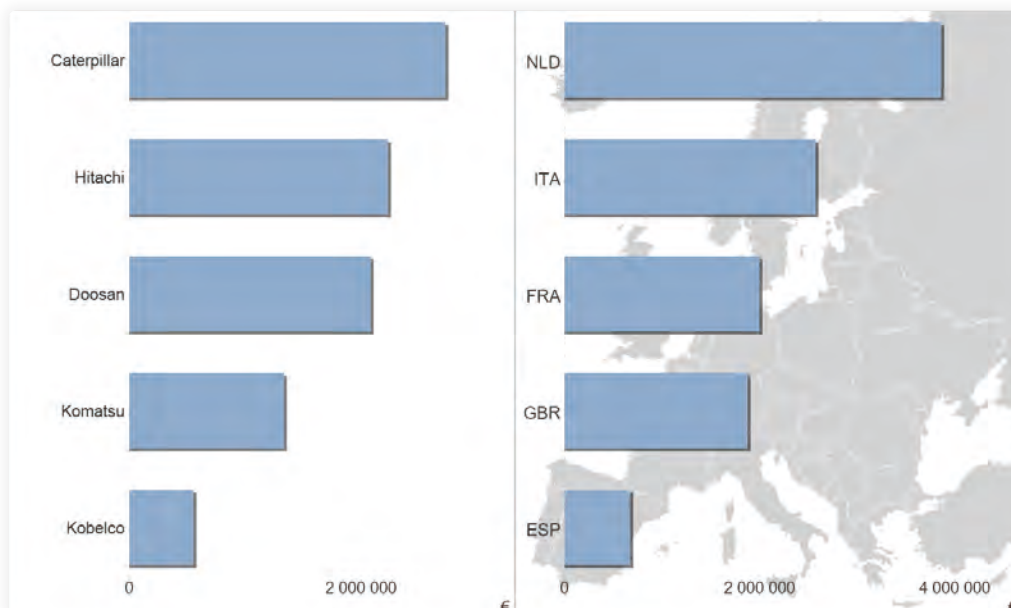
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CONSTRUCTION EQUIPMENT

BUYING DEMAND TRENDS

The Buying Demand Trends show the most requested brands recorded by Ritchie Bros. and the countries where most of the inquiries are coming from.

CRAWLER EXCAVATORS



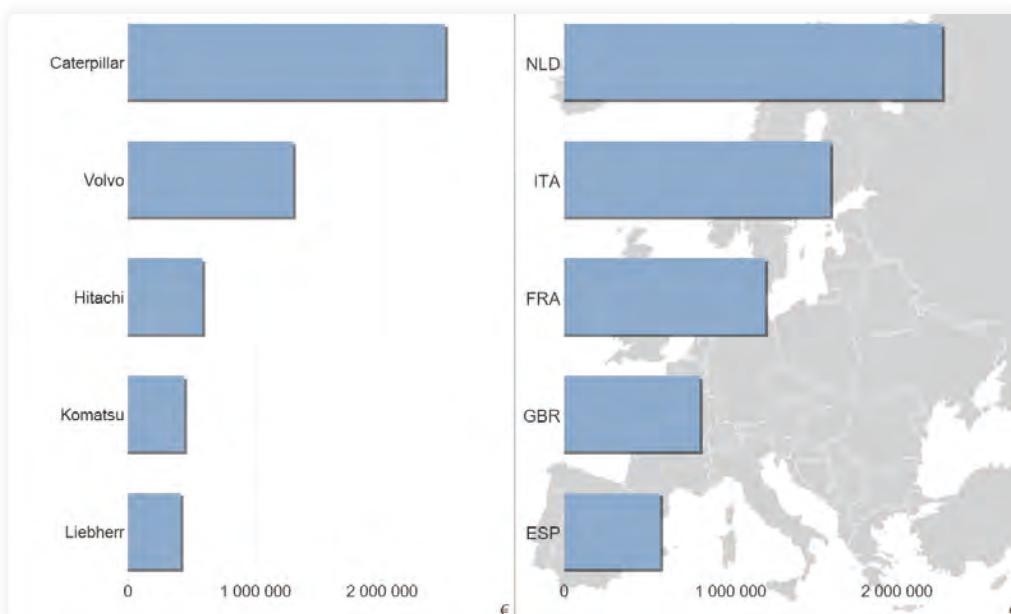
TOP 5 MOST DEMANDED BRANDS (Q4 2020)

1. Caterpillar
2. Hitachi
3. Doosan
4. Komatsu
5. Kobelco

TOP 5 MOST BUYING COUNTRIES (Q4 2020)

1. Netherlands
2. Italy
3. France
4. United Kingdom
5. Spain

WHEEL LOADERS



TOP 5 MOST DEMANDED BRANDS (Q4 2020)

1. Caterpillar
2. Volvo
3. Hitachi
4. Komatsu
5. Liebherr

TOP 5 MOST BUYING COUNTRIES (Q4 2020)

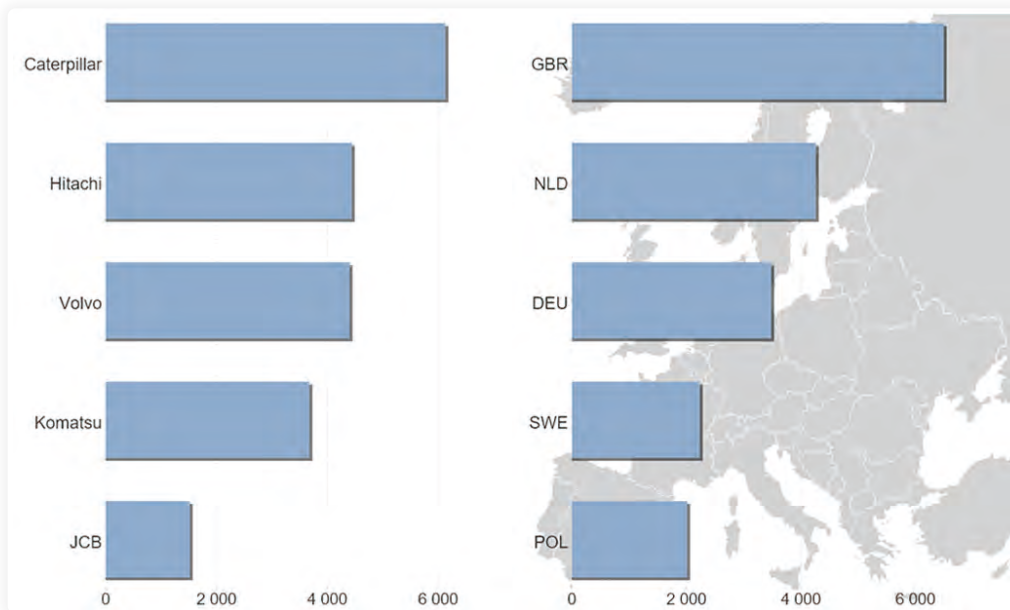
1. Netherlands
2. Italy
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5. Spain

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CRAWLER EXCAVATORS



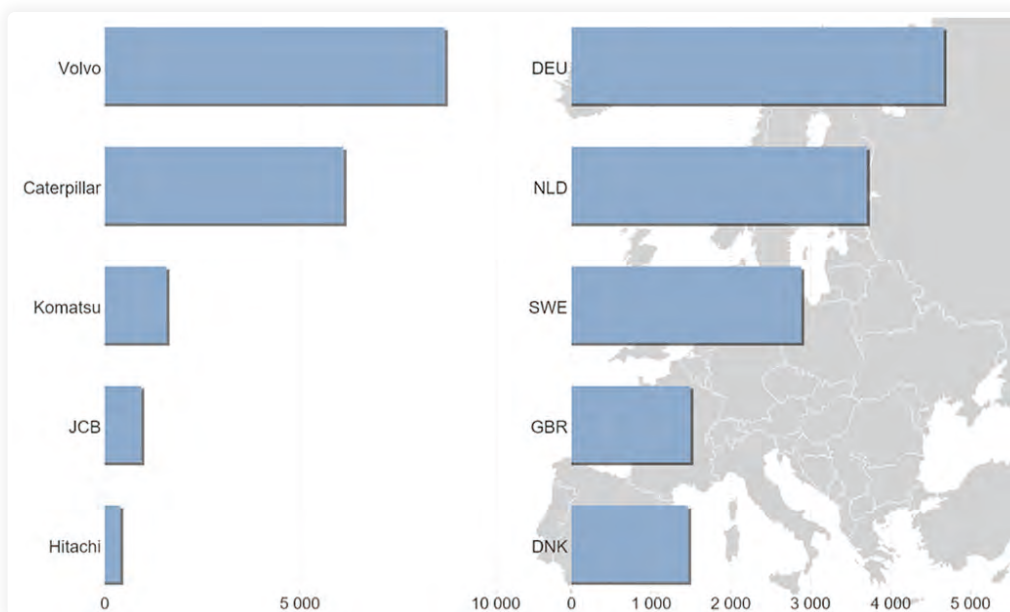
TOP 5 MOST DEMANDED BRANDS (Q4 2020)

1. Caterpillar
2. Hitachi
3. Volvo
4. Komatsu
5. JCB

TOP 5 MOST BUYING COUNTRIES (Q4 2020)

1. United Kingdom
2. Netherlands
3. Germany
4. Sweden
5. Poland

WHEEL LOADERS



TOP 5 MOST DEMANDED BRANDS (Q4 2020)

1. Volvo
2. Caterpillar
3. Komatsu
4. JCB
5. Hitachi

TOP 5 MOST BUYING COUNTRIES (Q4 2020)

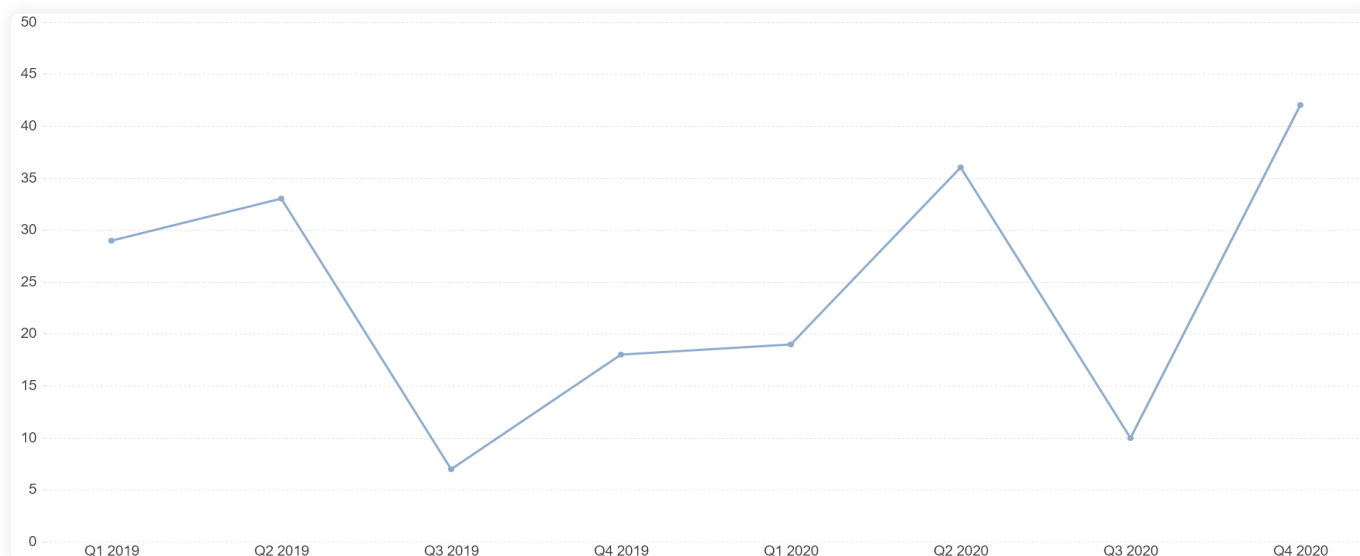
1. Germany
2. Netherlands
3. Sweden
4. United Kingdom
5. Denmark

AGRICULTURE EQUIPMENT

VOLUME TRENDS

The volume trend shows a historical comparison of objects sold in live or online auctions. The trends are depending on whether there has been an auction during a specific period or not.

COMBINE HARVESTERS



There was a good amount of combine harvesters sold in live and online auctions in the beginning of Q1 2019 with a decrease under Q2 2019. At the end of Q3 and the beginning of Q4 2019 there was a small increase in the number of sold objects.

In Q2 2020 there was an increase followed by a decrease in Q3 2020.

The highest number of sold objects in the 2019-2020 period was registered in the last quarter of 2020.

TRACTORS



There was a good amount of tractors sold in live and online auctions in the beginning of Q1 2019 followed by a decrease in Q2 and Q3 and ending with a spike under Q4 2019.

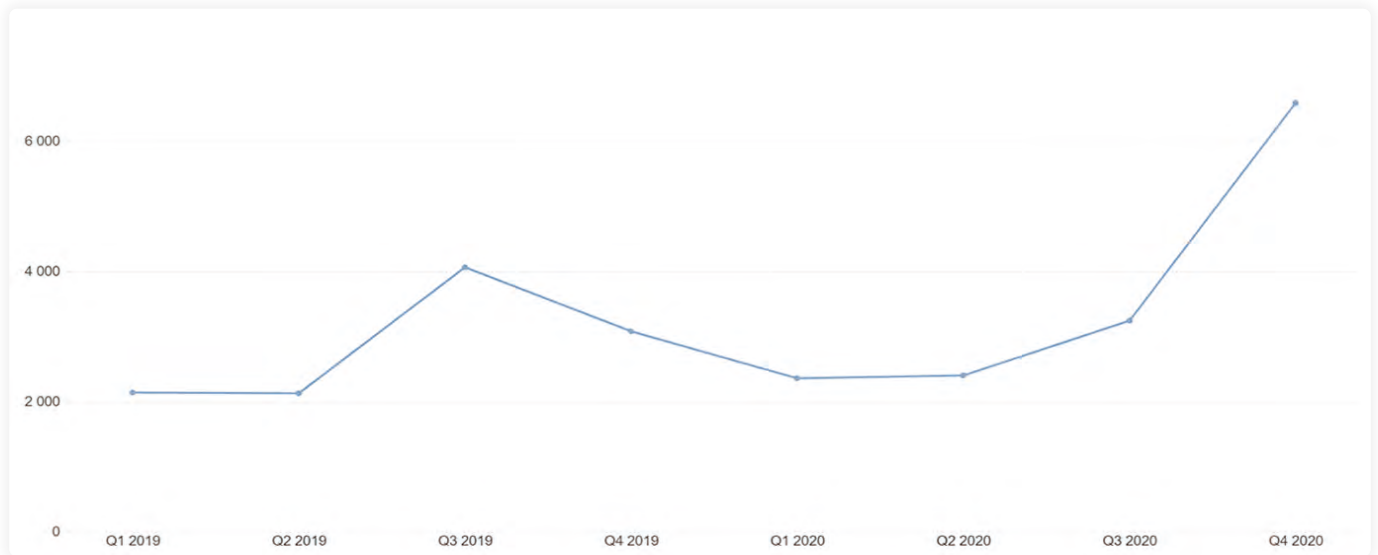
In the beginning of 2020, the number of sold objects was still quite modest and with a small decrease under Q2 2020, followed by an increase in Q3 and Q4 2020.

AGRICULTURE EQUIPMENT

VOLUME TRENDS

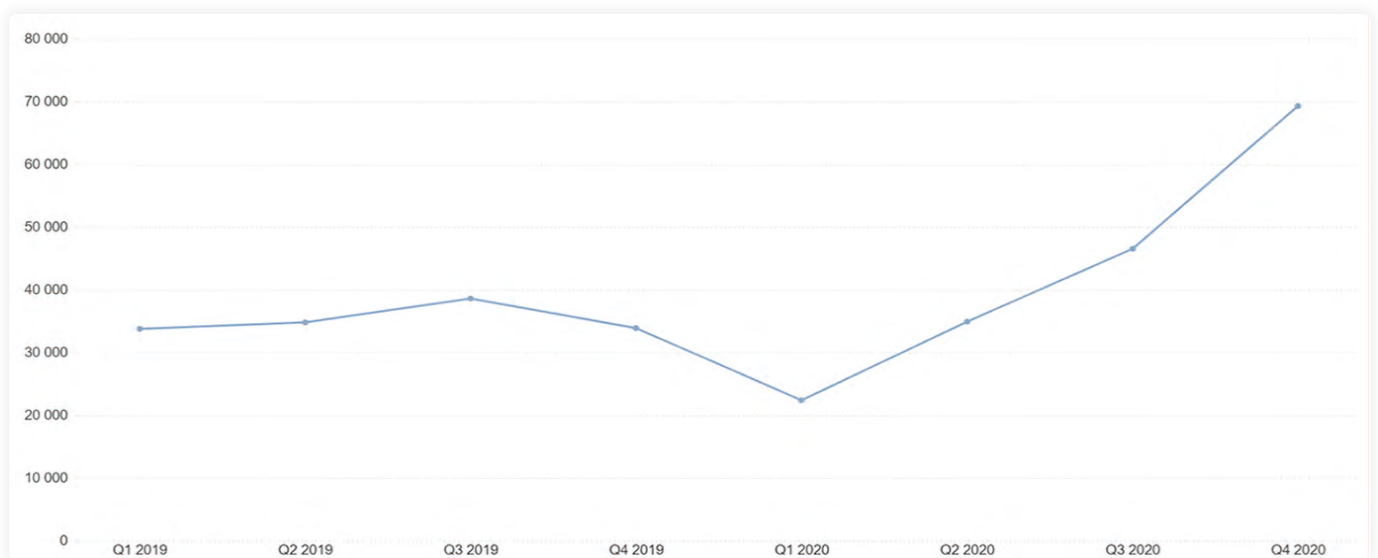
The volume trends show a historical comparison of the number of objects that have been listed for sale on the Mascus website.

COMBINE HARVESTERS



In the beginning of 2019 there was a relatively small number of combine harvesters being listed. There was a spike in August 2019 followed by a further increase in Q3 and strong growth in Q4 of 2020.

TRACTORS



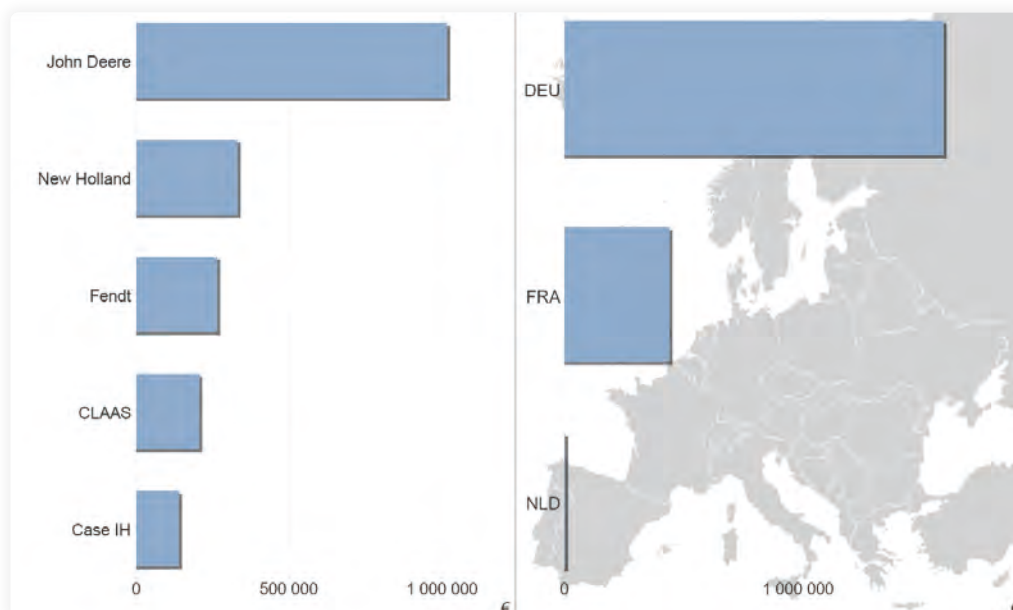
In 2019, the number of listed tractors was fairly even over time. In February and March 2020, there was a decline in the number of listings, with normal levels in the spring, followed by a steady increase for the rest of the year.

AGRICULTURE EQUIPMENT

BUYING DEMAND TRENDS

The Buying Demand Trends show the most requested brands recorded by Ritchie Bros. and the countries where most of the inquiries are coming from.

COMBINE HARVESTERS



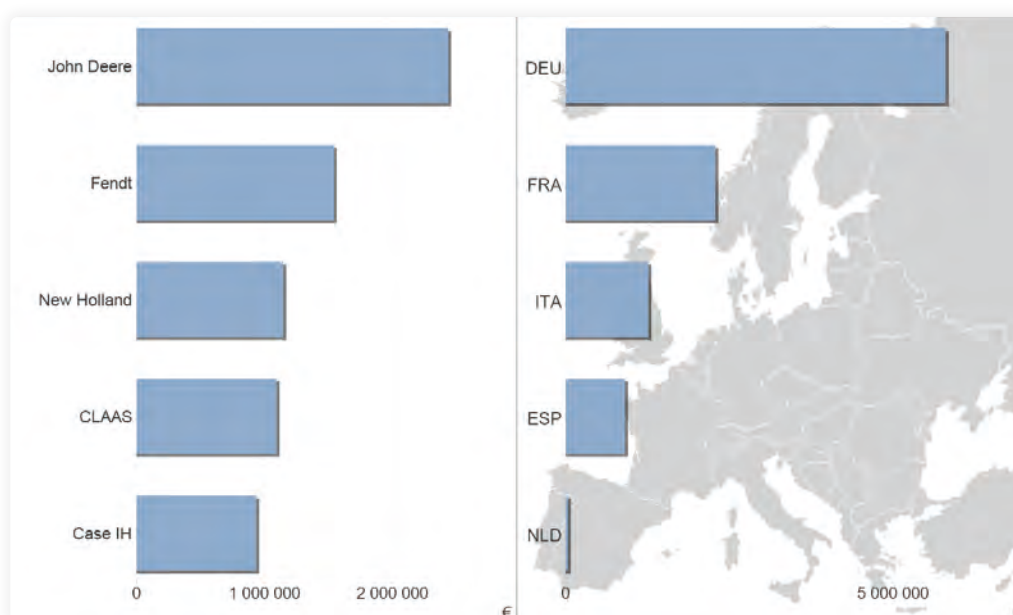
TOP 5 MOST DEMANDED BRANDS (Q4 2020)

1. John Deere
2. New Holland
3. Fendt
4. CLAAS
5. Case IH

TOP 5 MOST BUYING COUNTRIES (Q4 2020)

1. Germany
2. France
3. Netherlands
4. N/A
5. N/A

TRACTORS



TOP 5 MOST DEMANDED BRANDS (Q4 2020)

1. John Deere
2. Fendt
3. New Holland
4. CLAAS
5. Case IH

TOP 5 MOST BUYING COUNTRIES (Q4 2020)

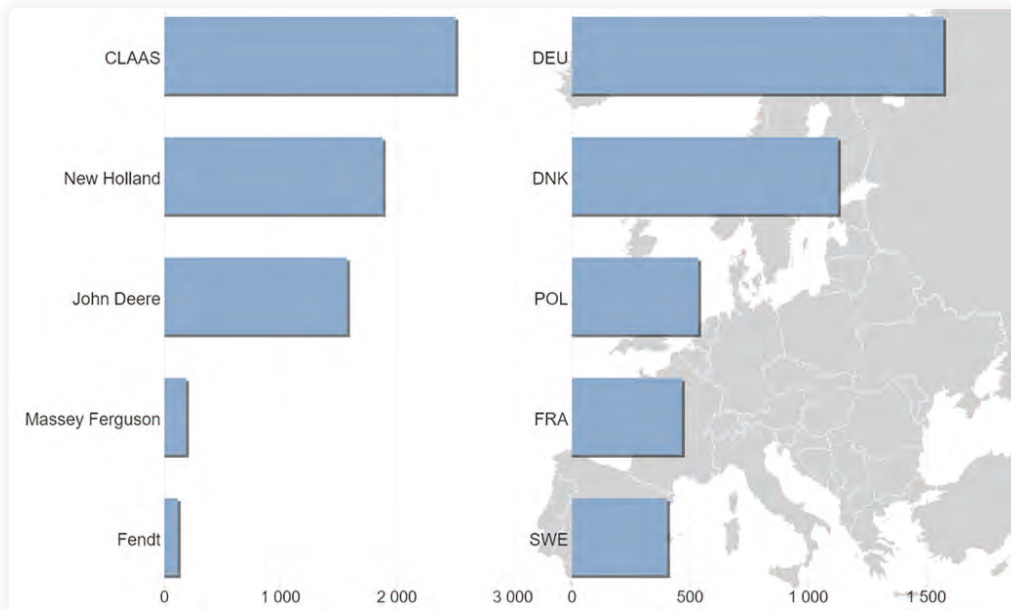
1. Germany
2. France
3. Italy
4. Spain
5. Netherlands

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COMBINE HARVESTERS



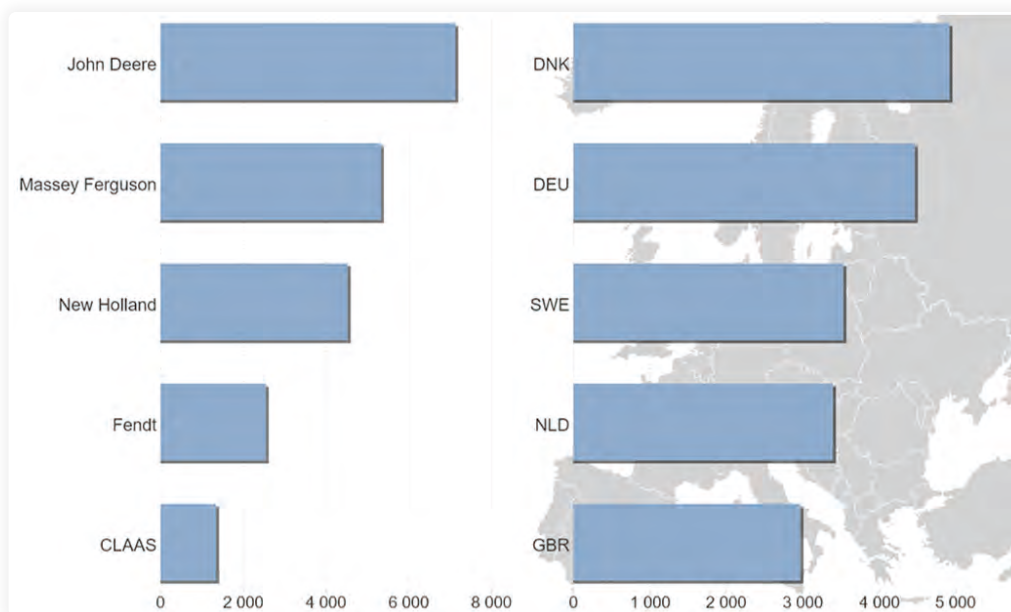
TOP 5 MOST DEMANDED BRANDS (Q4 2020)

1. CLAAS
2. New Holland
3. John Deere
4. Massey Ferguson
5. Fendt

TOP 5 MOST BUYING COUNTRIES (Q4 2020)

1. Germany
2. Denmark
3. Poland
4. France
5. Sweden

TRACTORS



TOP 5 MOST DEMANDED BRANDS (Q4 2020)

1. John Deere
2. Massey Ferguson
3. New Holland
4. Fendt
5. CLAAS

TOP 5 MOST BUYING COUNTRIES (Q4 2020)

1. Denmark
2. Germany
3. Sweden
4. Netherlands
5. United Kingdom

ABOUT Ritchie Bros.

Ritchie Bros. connects equipment buyers and sellers through a global network of auction facilities and online sales channels. Ritchie Bros. Auctioneers and IronPlanet bring you multi-channel, trusted solutions that are transparent, fair and convenient.

Ritchie Bros. IS MORE THAN AUCTIONS



UNRESERVED AUCTIONS

- ▶ 40+ auction sites globally with secured storage & buyer inspections
- ▶ 350+ live unreserved auctions a year
- ▶ Certainty for sale



ONLINE LISTINGS

- ▶ Leading online equipment listing service with over 450 000 listings worldwide
- ▶ Local and international audience from 4 800 000 visits of buyers monthly
- ▶ Tools for professional sellers



RESERVED ONLINE MARKETPLACE

- ▶ Control over your selling price & timing of sale
- ▶ Convenience of selling where it sits
- ▶ Buyer confidence from IronClad Assurance equipment condition certification



INVENTORY, DATA INSIGHTS & DISPOSITION PLATFORM

- ▶ Inventory management system
- ▶ Market trends and pricing tools
- ▶ Maximize value of equipment through choice of disposition

RITCHIE BROS. ASSET VALUATION SERVICES

Want to know the value of your equipment? Get the Ritchie Bros. Asset Valuator beta version FREE for a limited time!

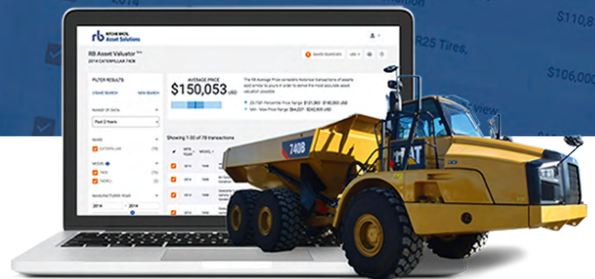
This free public beta version helps you estimate the value of your equipment using up-to-date pricing data from global Ritchie Bros. sales channels, so you can make better decisions about when and how to sell.

Accurate asset values when you need them

With our Asset Valuator tool, you can find out what your equipment is worth today and in the future. Valuations are based on millions of previously sold items from Ritchie Bros.' multiple disposition channels and sales around the globe, so you can more accurately project your Return on Investment (ROI).

- ▶ Access real-time, audited values based on historical transactions of assets sold similar to yours in order to derive the most accurate valuation possible
- ▶ Filter results by past/current make, models and year; by global region; meter hours and model features
- ▶ Compare equipment with similar items and brands to determine target values for buying and estimate selling returns

For more information, visit:
rbassetsolutions.com/asset-valuator





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