

Ritchie Bros. to provide corporate asset management services to Shell Global

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Ritchie Bros. signs enterprise framework agreement to provide multi-channel selling solutions

VANCOUVER, Feb. 17, 2017 /CNW/ - Ritchie Bros. has signed an enterprise framework agreement with Shell, for redeployment or sale of industrial assets and equipment. Ritchie Bros. will be leveraging its integrated suite of asset management tools to implement a cloud-based solution for Shell—allowing for easy redeployment of assets within the Shell organisation or sale of surplus assets to third parties.

Ritchie Bros. will provide a suite of global asset management and disposition solutions, including live unreserved public auctions with on-site and online bidding; EquipmentOne, an online auction marketplace; Mascus, a global online equipment listing service; as well as private negotiated sales through Ritchie Bros. Private Treaty. For more information, visit rbauction.com, EquipmentOne.com, mascus.com, and rbauction.com/PrivateTreaty.

"Our offerings will help various Shell business units sell when they want, how they want and where they want," says Randy Wall, President (Canada), Ritchie Bros. "We offer multiple selling channels with flexible options, hands-on local service, world-class global marketing, with over 55 years of proven results in the equipment auction business."

Mr. Wall continues, "We will deploy an enterprise cloud-based solution that will allow business units to redeploy assets within the global Shell organisation with greater ease. Our goal is to make the asset management process as quick and efficient as possible so companies can spend more time on their business."

About Ritchie Bros.

Established in 1958, Ritchie Bros. (NYSE and TSX: RBA) is the world's largest industrial auctioneer, and one of the world's largest sellers of used equipment for the construction, transportation, agriculture, energy, mining, forestry

and other industries. Ritchie Bros.TM asset management and disposition solutions include live unreserved public auctions with on-site and online bidding; EquipmentOneTM, an online auction marketplace; Mascus, a global online equipment listing service; private negotiated sales through Ritchie Bros. Private Treaty; and a range of ancillary services, including financing and leasing through Ritchie Bros. Financial Services. Ritchie Bros. has operations in 19 countries, including 44 auction sites worldwide. Learn more at rbauction.com, EquipmentOne.com, mascus.com, rbauction.com/privatetreaty and rbauction.com/financing.

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