



Mascus.com

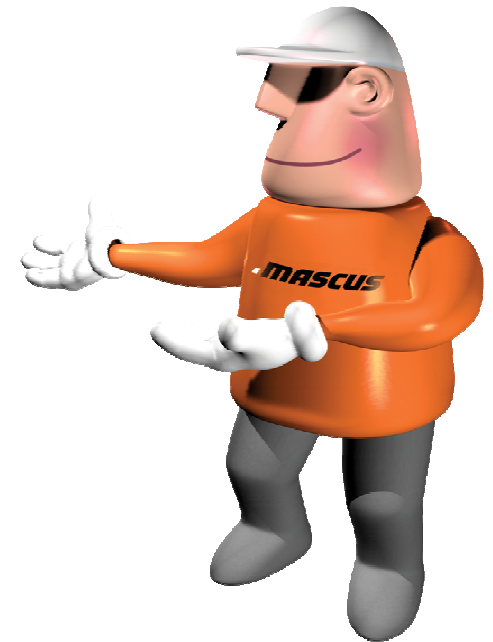
Worldwide marketplace for
heavy machinery and transport vehicles



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Agenda

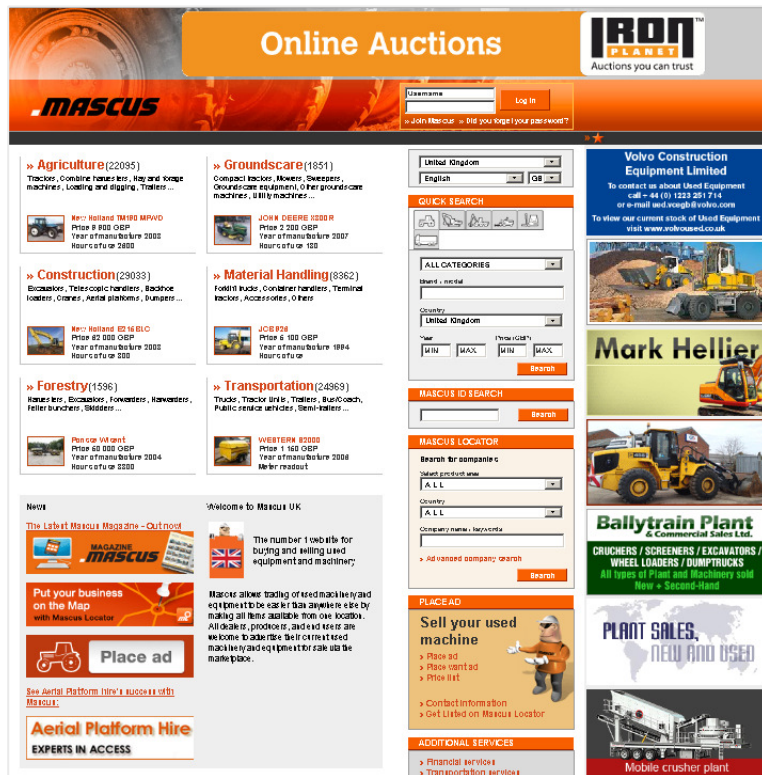
- Mascus.com
 - Concept and main products
 - Global organisation
- Characteristics of the Mascus-dealers today
- What do the Mascus-dealers need in the future?



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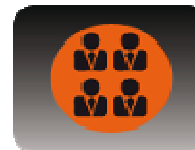
“World wide marketplace for heavy machinery and transport vehicles”



90.000 ads online



1.000.000 unique visitors



80 persons



32 countries & 4 continents



Franchise in 28 countries



Turnover 2009: 5 MEUR



Concept and main products



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Who are our customers (dealers)?



CATERPILLAR®



KOMATSU®

HITACHI

Hitachi Construction Machinery

JUNGBYMASKIN

Lännen
TRACTORS

BELL



JOHN DEERE

CASE III

VALTRA



MASSEY FERGUSON®

NEW HOLLAND
AGRICULTURE



Mercedes-Benz



SCANIA



HIAB

TOYOTA
MATERIAL HANDLING

Linde

Kalmar

STILL
STOCKA

Rocla

ATLET

Valmet



JOHN DEERE

PONSSE



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Mascus Concept



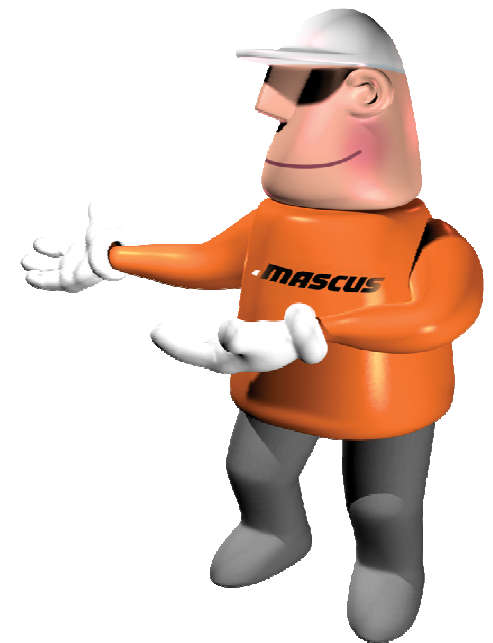
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Products and services







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Global organisation



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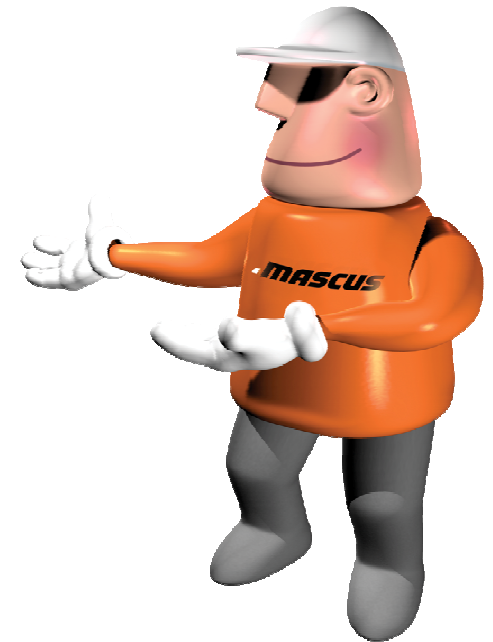
International status and future markets

		2010	2011
Europe		<ul style="list-style-type: none"> • Italy • Spain • Russia • Turkey • Croatia 	<ul style="list-style-type: none"> • Bulgaria
Asia/Oceania		<ul style="list-style-type: none"> • China • Taiwan • Japan • South Korea • India 	<ul style="list-style-type: none"> • Thailand • Vietnam • Philippines
Africa/Middle East		<ul style="list-style-type: none"> • Saudi Arabia • UAE 	<ul style="list-style-type: none"> • Israel • Egypt • Kuwait • Qatar • Jordan • Maghreb-region
North/South America		<ul style="list-style-type: none"> • Brazil • Mexico 	<ul style="list-style-type: none"> • Argentina • Chile • Venezuela • Uruguay
	32 countries	45 countries	60 countries



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Characteristics of Mascus-dealers?



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Characteristics of Mascus-dealers

- Heavy machinery and transportation vehicles are suitable for cross-boarder trade because of standardized products with high value
- The dealers are represented world-wide and therefore demand world-wide service solutions. Example: Mercedes and Caterpillar >100 countries
- The continents are divided into import and export countries. The demand and supply of machines fluctuate depends on economical situation.
- The industries live in a B2B environment which differs from C2C:
 - Willingness to have services from one supplier instead of different sources (marketplaces, directories, service providers, communities etc)
 - High motivation to get efficient solution with high quality and to pay for them



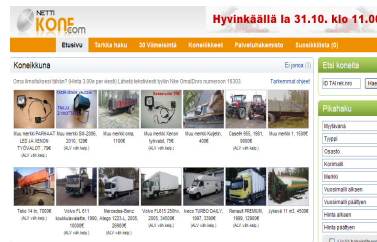
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Characteristics of Mascus-dealers (cont.)

Examples of sales channels today:

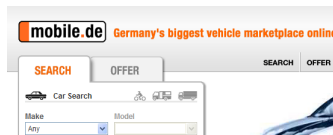
1) Local classified portals:

- usually one country, one sector and in one language
- exist in every country world-wide



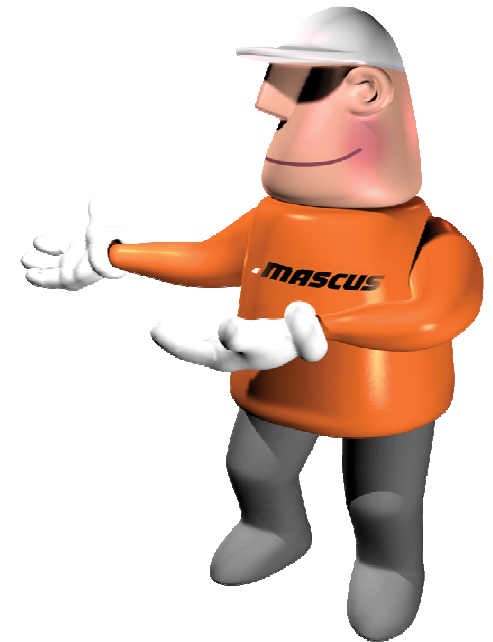
2) Horizontal classified portals:

- massive traffic and strong brands and attract sellers and buyers in Mascus areas. Some are international



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**What do the Mascus-dealers
need in the future?**

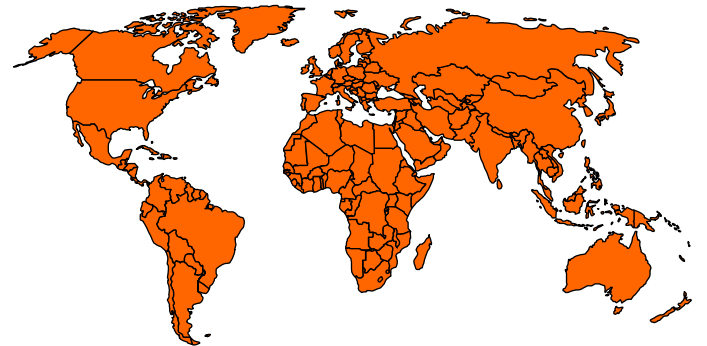


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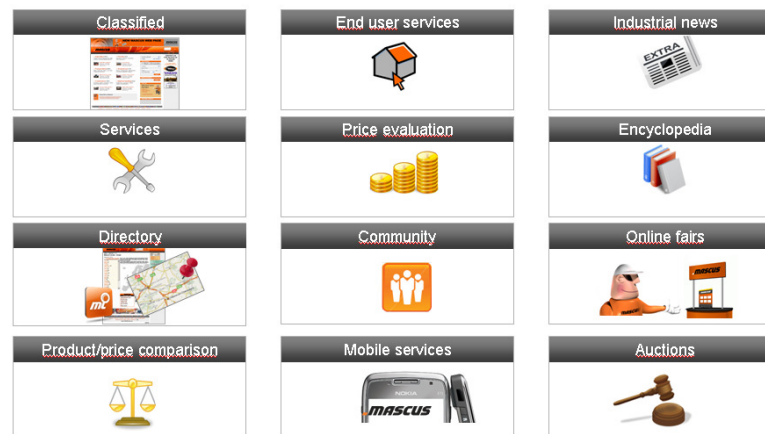
Conclusion:

What do the dealers need in the future?

- The dealers need:
 1. World-wide presence



2. Premium media



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2. Premium media

Classified



End user services



Industrial news



Services



Price evaluation



Encyclopedia



Directory



Community



Online fairs



Product/price comparison



Mobile services



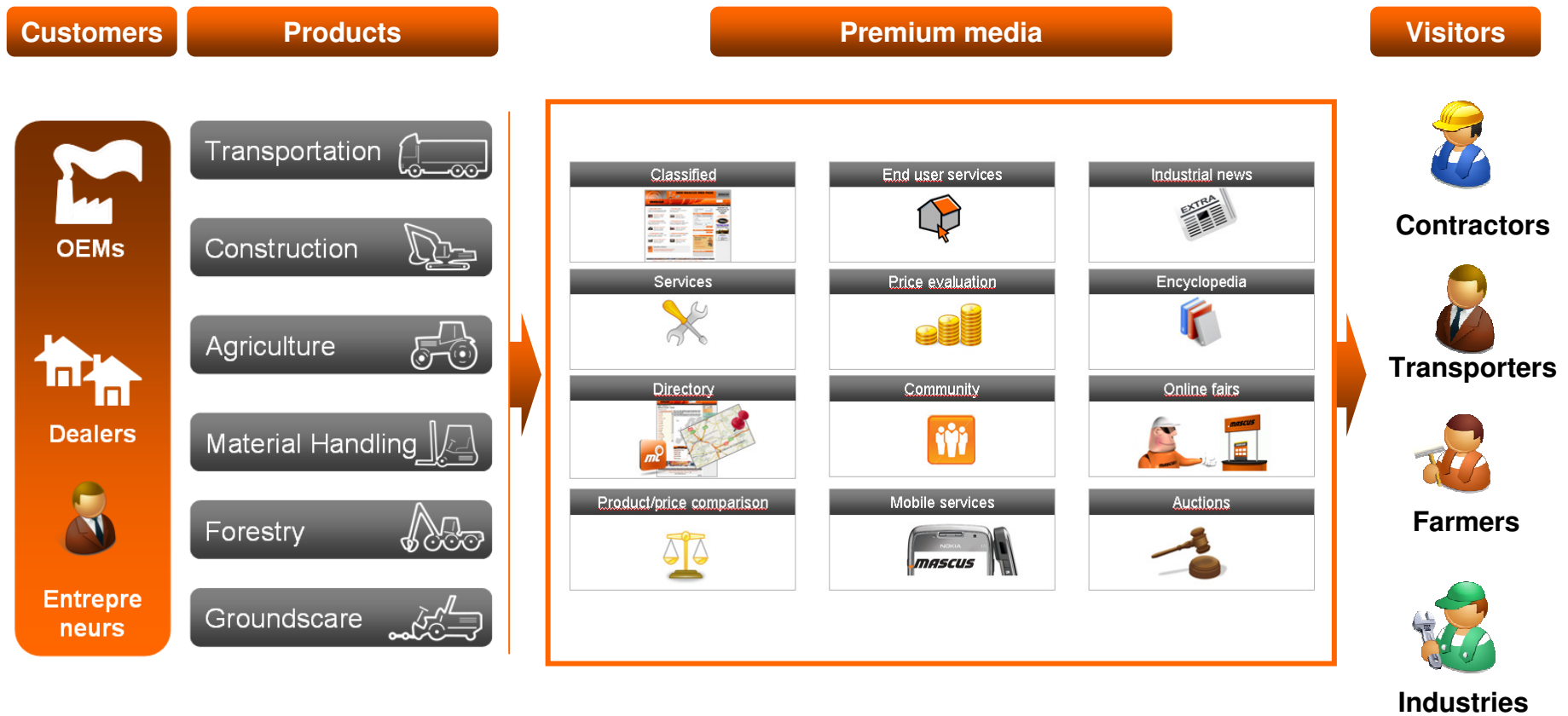
Auctions



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Finally...

How to monetize on world wide premium media



"With global business and premium media
it is possible to monetize on the end users"



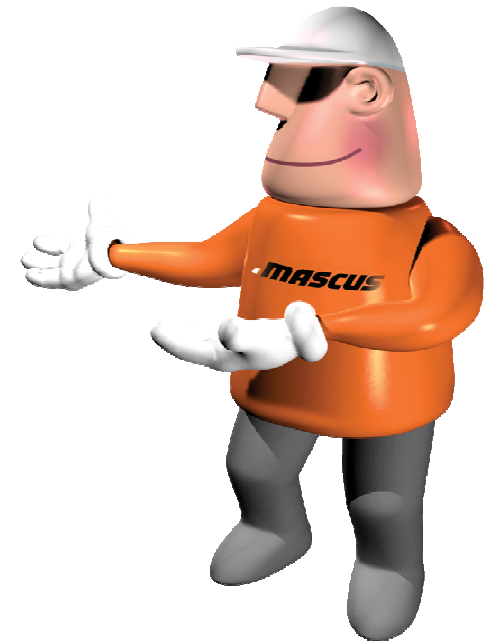
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Thank You!

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