

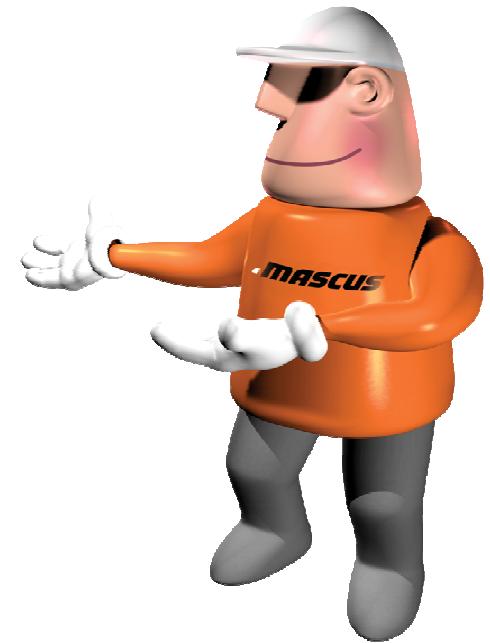
The logo for Mascus.com, featuring the word "Mascus" in a bold, white, sans-serif font, with a ".com" suffix in a smaller white font.

**Worldwide marketplace for  
heavy machinery and transport vehicles**

The Mascus logo, featuring the word "MASCUS" in a bold, white, sans-serif font, with a red dot over the first letter "M".

# Agenda

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



**MASCUS**



“World wide marketplace for heavy machinery and transport vehicles”

Online Auctions

IRON PLANET

Auctions you can trust

MASCUS

» Agriculture (22095)  
Tractors, Combine harvesters, Hay and Forage machines, Loading and digging, Trailers...

» Construction (29038)  
Excavators, Telescopic handlers, Backhoe loaders, Cranes, Aerial platforms, Dumper...

» Forestry (1596)  
Harvesters, Excavators, Forwarders, Hawkeres, Retractable, Skidders...

» Transportation (24869)  
Trucks, Tractor units, Trailers, Buses/coach, Public service vehicles, Trailers/semi-trailers...

New!

Welcome to MASCUS UK

The Labat Mascus Magazine – Out now!

Place ad

See Aerial Platform Hire's success with MASCUS!

Aerial Platform Hire  
EXPERTS IN ACCESS

PLACE AD

Sell your used machine

ADDITIONAL SERVICES

Franchise in 28 countries

Turnover 2009: 5 MEUR

90.000 ads online

1.000.000 unique visitors

80 persons

32 countries & 4 continents

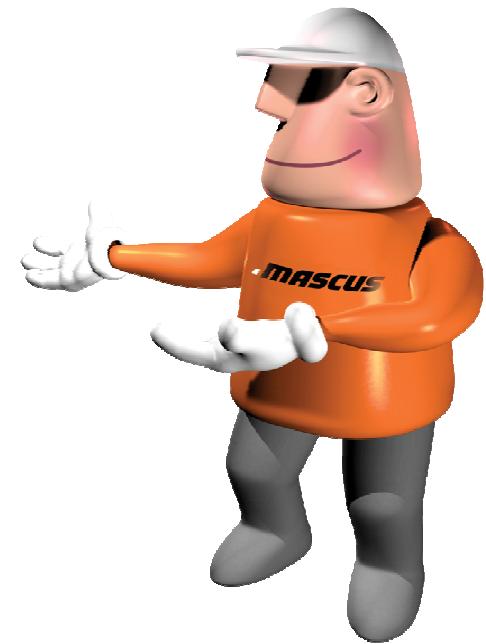
Franchise in 28 countries

Turnover 2009: 5 MEUR



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## Concept and main products



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# Who are our customers (dealers)?



**CATERPILLAR**



**KOMATSU**

**HITACHI**

Hitachi Construction Machinery



**Lännen**  
TRACTORS

**BELL**



**JOHN DEERE**

**CASE IH**

**VALTRA**



**MASSEY FERGUSON**

**NEW HOLLAND**  
AGRICULTURE



Mercedes-Benz



**SCANIA**



**HIAB**

**TOYOTA**  
MATERIAL HANDLING

**Linde**

**Kalmar**

**STILL**  
STOCKA

**Rocla**

**ATLET**

**Valmet**



**JOHN DEERE**

**PONSSE**



**MASCUS**

# Mascus Concept



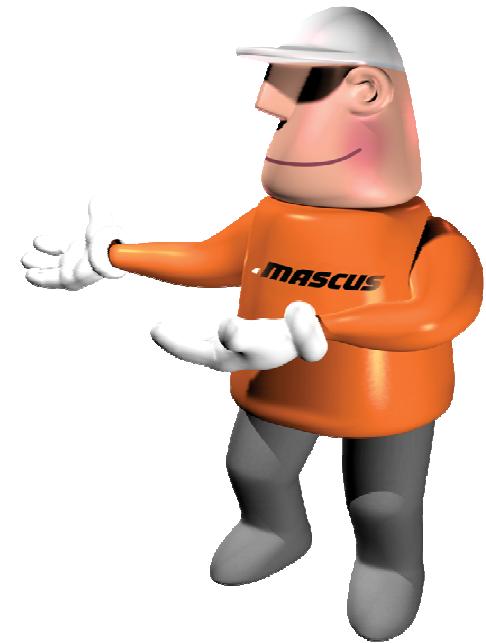
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# Products and services



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# Global organisation



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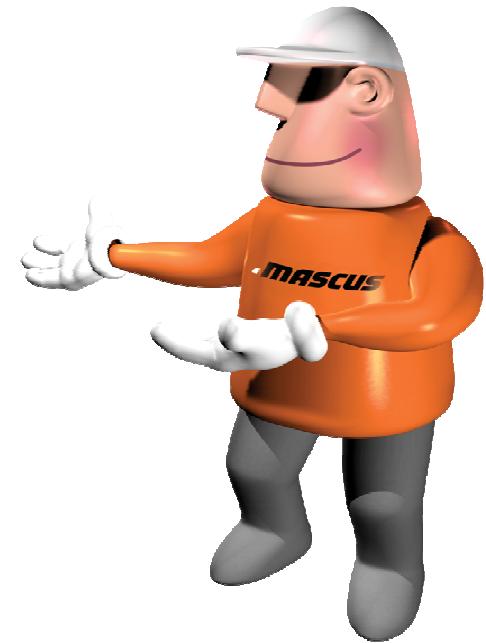
# International status and future markets

	2010	2011
<b>Europe</b>		<ul style="list-style-type: none"><li>• Italy</li><li>• Spain</li><li>• Russia</li><li>• Turkey</li><li>• Croatia</li></ul>
<b>Asia/Oceania</b>		<ul style="list-style-type: none"><li>• China</li><li>• Taiwan</li><li>• Japan</li><li>• South Korea</li><li>• India</li></ul>
<b>Africa/Middle East</b>		<ul style="list-style-type: none"><li>• Saudi Arabia</li><li>• UAE</li></ul>
<b>North/South America</b>		<ul style="list-style-type: none"><li>• Brazil</li><li>• Mexico</li></ul>
	<b>32 countries</b>	<b>45 countries</b>
		<b>60 countries</b>



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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



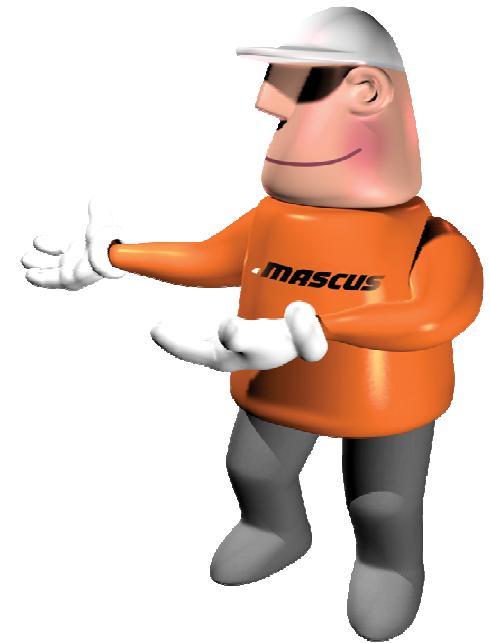
### 2) Horizontal classified portals:

- 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

Customers

Products

Premium media

Visitors



Transportation 

Construction 

Agriculture 

Material Handling 

Forestry 

Groundscare 

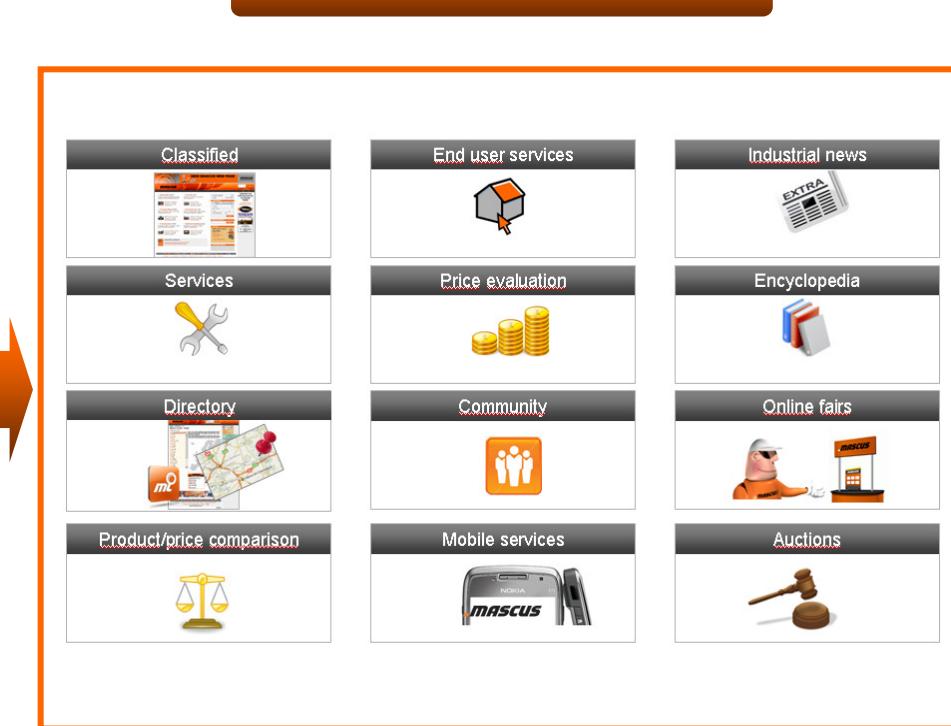
Construction 

Agriculture 

Material Handling 

Forestry 

Groundscare 



Visitors

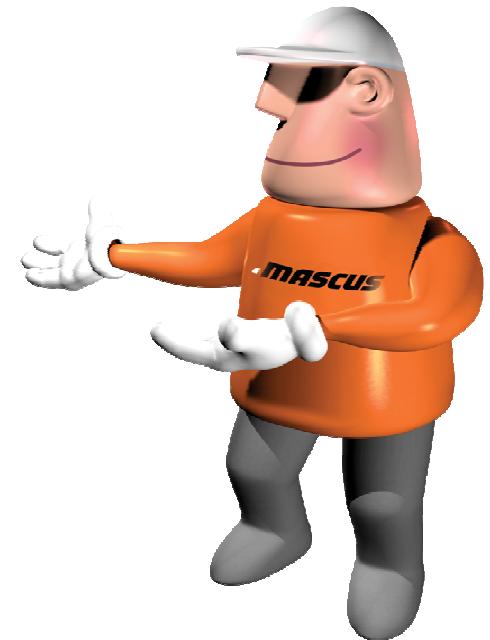


"With global business and premium media  
it is possible to monetize on the end users"



**MASCUS**

# Thank You!



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