



**LEADING AFRICA WITH
AUCTION SOLUTIONS**



CASE STUDY

PREPARED BY CLEAR ASSET PTY LTD (ONLINE AUCTIONS)

AUCTION DATE: 11 May 2017

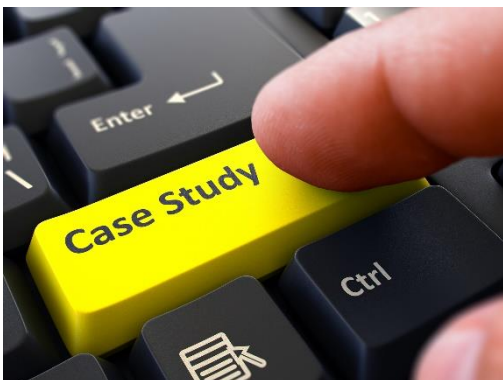


CLEAR ASSET IS A LEADING INDEPENDENT ONLINE AUCTION PLATFORM THAT OFFERS ITS CLIENTS, INCLUDING MAJOR BANKS, LAW FIRMS AND LISTED MINING AND CONSTRUCTION HOUSES, AN INDEPENDENT AND WELL MANAGED TURNKEY SOLUTION FOR THE EFFECTIVE DISPOSAL OF THEIR MOVEABLE ASSETS.

CLEAR ASSET IS 51% BLACK OWNED THROUGH OUR INVESTMENT FROM THEBE INVESTMENT CORPORATION ONE OF SOUTH AFRICA'S LEADING INVESTMENT COMPANIES.

THE ONLINE PLATFORM UTILIZES STATE OF THE ART PROPRIETARY SOFTWARE AND CRM SYSTEMS TO ENSURE A CLIENT ORIENTED FOCUS SUPPORTED BY RIGOROUS REPORTING TO ENSURE A HIGH DEGREE OF TRANSPARENCY TO ALL PARTIES. THE WEB BASED SYSTEM PERMITS CROSS BORDER/ GLOBAL OUTREACH, WITHOUT COMPROMISING ACCESSIBILITY TO FULL DUE DILIGENCE PRIOR BIDDING REGARDLESS OF TIME ZONES.

CLEAR ASSET SOLD OVER R1 BILLION OF ASSETS IN 2016 WITH APPROXIMATELY HALF THESE ASSETS BEING EXPORTED TO OVER 20 COUNTRIES.



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BACKGROUND

Clear Asset was approached by Arcelor Mittal to conduct a large-scale clearance of used mining equipment and commercial vehicles. At the same time, we were approached by Glencore Alloys for the sale of redundant assets. We believed both customers would benefit from the overflow of interest and suggested a joint multi-vendor auction.

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APPROACH

- All inventory was catalogued 4 weeks prior to the auction to allow for maximum global outreach
- The stock was 'fresh' i.e. not offered for sale prior the auction in any capacity
- Any buyers that approached the mines directly were routed to Clear Asset and encouraged to register and bid on auction
- Prices were aligned with market appetite, asset condition and prevailing demand and supply
- Staff on site supported the auction initiative and provided auxiliary support when required with respect to set up and viewing days
- Clear Asset was left to drive the entire sale process and conducted an international campaign to ensure maximum outreach and awareness

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OUTCOME

- Over 200 registered bidders placing almost 3,000 bids across 145 assets
- Average of 21 bids per asset
- Average 264 unique views per asset
- Total Auction views of 38,000
- Anticipated Value: R22 Million Actual Realized Value R46 million

AUCTION PERFORMANCE OVERVIEW











INTERNAL MAILER: SENT 11 MAY 2017

BIDS 2651	BIDS LAST DAY 1585	CLEARED ASSETS 113	ASSETS WITH BIDS 1145
TOTAL AUCTION VIEWS 38300	BIDS ON CLEARED ASSETS R 2,587	TOTAL BIDS R 45,898,700	BIDS ON CLEARED ASSETS R 43,744,700

WEBSITE PERFORMANCE: 12 DAY LEAD UP TO AUCTION

AVG SESSIONS DAILY 400 - 600	ACTIVE SESSIONS ON AUCTION DAY 1,188	TOTAL SESSIONS 7,998	USERS 3,751	PAGEVIEWS 100,655
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GEOGRAPHIC SPREAD OF DAILY WEB ACTIVITY

Country	Sessions	% Sessions
1.  South Africa	6,536	 81.70%
2.  Botswana	146	1.82%
3.  United Kingdom	99	1.24%
4. (not set)	93	1.16%
5.  Australia	91	1.14%
6.  United States	89	1.11%
7.  Zimbabwe	89	1.11%
8.  Canada	86	1.08%
9.  Jordan	86	1.08%
10.  United Arab Emirates	61	0.76%