



Eclipx Group and iSeekplant.com.au Establish a 10-year Auction Services Partnership 27 August 2018

iSeekplant.com.au, 22 per cent owned by Seven Group Holdings Limited (ASX: SVW) and the market leader in the online equipment rental space, has secured an exclusive 10-year sales and auction services partnership with Eclipx Group (ASX: ECX) who is a leading provider of fleet and equipment leasing, fleet management, vehicle rentals and online auction services to corporates, SME and consumers in Australia and New Zealand.

iSeekplant is Australia's largest online hire marketplace for machinery owners with over 82,000 working hire assets online, listed by 6,200 suppliers. This new partnership deal will provide machine sales and auction services to iSeekplant's customers through the yellow goods sales engine at GraysOnline, a wholly owned subsidiary of Eclipx. GraysOnline is the largest industrial and online auction business in Australasia and has 2.4 million registered users, 34 million page views per month and receives an average 400,000 auction bids each month.

The new platform will offer Australia the largest buy, sell and hire ecosystem in the country, offering services throughout the full life cycle of a machine including purchase, hire, utilisation, telematics, finance, insurance, as well as sales and disposal services.

The partnership will also see the development of tools and technologies to identify leading indicators of a machinery owners' willingness to sell or trade their second-hand assets.

"Many of our competitors are simply offering on-site auctions. We took a different approach," said Doc Klotz, CEO and Managing Director of Eclipx Group.

"It made sense to us to partner with a company that had data identifying customers who might be in the market to trade their machines and who we could engage with to offer our services at an earlier stage in the lifecycle."

"iSeekplant has an established sales and marketing engine that engages with over 500 plant hire companies per day. We believe our skills and experience will help us identify ways to leverage their scale and reach to generate second-hand machinery sales opportunities."

GraysOnline has been an existing advertising customer of iSeekplant for two years. This new commercial partnership will mean that sales and disposal services will be offered to iSeekplant's customers through a range of proactive marketing and technology-enabled activities, and that both companies will share in the revenue generated from the endeavour.

Sally McPherson, CEO and Co-Founder of iSeekplant, said: "iSeekplant continues to grow by providing many value-added services to our customers that can help solve their myriad business problems."

"Our partnership with GraysOnline represents a natural fit and we are thrilled that another strong industry brand is backing our business and supporting our growth. Our revenue grew 181% in the last financial year, and we tripled our user base."

iSeekplant expects to more than double its revenue from its base model business over the 2019 financial year, boosted further as a result of the agreement with Eclipx.

“We are now in a strong position to capitalise on the growth in the infrastructure, and recovery in mining expected over the next three years. In that time, we hope to have achieved our vision of being the go-to online destination for suppliers in the construction industry. With more offerings to our customers, and more revenue streams for our business, we are starting to realise our mission of taking the construction industry online,” added Mrs McPherson.

Thousands of construction industry professionals use the site each week to look for plant and equipment to hire for projects spanning residential construction, civil, agriculture, roads and infrastructure and mining including a range of well-known top-tier contractors; CPB Contractors, Clough, Downer EDI, BMD Constructions, John Holland, Laing O’Rourke, Acciona, Chevron, UGL and Rio Tinto.

All of the Tier 1 and Tier 2 accredited main roads civil contractors in Australia have used iSeekplant in the past 12 months, some up to four or five times per week.

For Further Information Contact:

iSeekplant

Sally McPherson
iSeekplant
(0402) 662 766

Tim Allerton
City PR
(02) 9267 4511 or (0412) 715 707

Eclipx Group

Alan Jury
Domestique
(0418) 833 149
Jason.muhs@eclipx.com

Jason Muhs
Eclipx Group
(0438) 742 757

About iSeekplant

iSeekplant was created in Queensland in 2012 when friends and colleagues Matt Peters, Shaun Whittred and siblings Drew and Sally McPherson combined their skills in construction, mining, development and technology marketing. It is now Australia’s largest online database connecting major contractors and plant and equipment hire businesses. The site has thousands of suppliers across major earthworks plant categories to help anyone in a plant procurement role, from residential projects right through to long-term mining contracts, find the plant they need fast, efficiently and for free.

About Eclipx

Eclipx Group Limited (ECX) is a leading provider of fleet, equipment leasing and management, vehicle rentals and on-line auction services to corporate, SME and consumers in Australia and corporate and SME customers in New Zealand.

As at 31 March 2018 Eclipx managed or finance 112,083 vehicles with A\$2.3 billion in assets under management. It operates in Australia and New Zealand under nine primary brand names, “FleetPartners”, “FleetPlus”, “CarLoans.com.au”, “Georgie”, “areyouselling.com.au”, “FleetChoice”, “AutoSelect”, “Right2Drive” and “GraysOnline”.