

PRESS KIT

LEARN MORE ABOUT
ADESA EUROPE

ADESA

This Press Kit contains information and resources to make it easy to learn more about ADESA Europe. The information included in this document is free to use within the boundaries of copyright and trademark protection.



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FACTS SHEET

Founded in

2004

First auction
December 2004
with Alphabet



KEY FIGURES 2018

34,000

Cars on offer every month

66,000

Sold cars

> 15,500

Active bidders

> 66,000

Registered customers

> 2,000

Business partners (Sellers)

HEADQUARTERS

Grijpenlaan 19A

300 Tienen

Belgium



SHAREHOLDER

KAR Global



More than
3,115,000
auctions
since 2004

CUSTOMERS

in > 50 countries

Top 5:

(in alphabetical order)

- Bulgaria
- Hungary
- Poland
- Romania
- Slovakia



BRANCHES



France

104, Avenue Albert 1er
92500 Rueil-Malmaison

Germany

Gewerbepark 2
92289 Ursensollen

Germany (GWListe)

Moritzstraße 14
42117 Wuppertal

Italy

Via dei Missaglia 97 Ed. B2
20142 Milano

Spain

C/Huelva 3 Dpl.
28002 Madrid

The Netherlands

Lange Dreef 11/M
4131 NJ Vianen

EMPLOYEES

+200

COMPANY BACKGROUND

CAR AUCTIONS

ADESA Europe is an [online auction website for the car trade](#). The company sells end-of-contract leasing vehicles, commercial vehicles and stock cars from leasing companies, car traders, fleet owners and car rental companies to [professional car dealers](#) across Europe, with most cars sold to Central and Eastern Europe. This qualifies ADESA Europe as an operator in the vehicle remarketing market. The selection of used vehicles includes passenger cars, vans, light trucks, damaged cars and wrecks of all makes and models. On average, vehicles are 3 to 5 years old and have 100,000 to 160,000 km under their belts. 25% are more recent vehicles.

POSITION IN REMARKETING CHAIN

The basic proposition of ADESA Europe is to bypass the multiple layers of middlemen typically found in the used vehicle remarketing industry, and to minimise the distance between buyers and sellers. Less middleman margins result in a lower purchase price for buyers and a higher selling price for sellers.

TRADITIONAL – Remarketing of cars through physical auctions



ONLINE – Remarketing of cars through ADESA's online platform



BUSINESS MODEL

To name a few advantages of our approach:

- 1 partner to deal with, 1 platform, 1 process, 1 way-of-working, 1 pricing model and 1 single point of contact
- Complete administrative settlement and smooth cross-border delivery
- Customer service: online via „My account“ and by phone via skilled customer service team (own language)

ADESA Europe has a unique business model that differentiates it from other vehicle remarketing parties. Unlike traditional platforms where buyers and sellers meet, ADESA Europe acts as a party in between buyers and sellers. ADESA Europe gathers market prices via an auction system, transfers the highest bids to the sellers, who then decide. As soon as the sale is closed, ADESA Europe proceeds in buying the vehicle from the seller, and in selling the vehicle to its buyer.

SIZE

ADESA Europe organised its first online auctions in Belgium in December 2004. Since then the company has opened offices in Germany, France, Italy, Spain and The Netherlands and has known a steady growth in terms of volumes and profitability. Today, with more than 200 employees, sales of 66,000 units per year and a customer base of more than 66,000 registered buyers in approximately 50 countries, ADESA Europe has become one of the leading online car auctions in Europe.

MANAGEMENT





Johan Meyssen
CEO

Jan Van
Orshoven
COO

Gino
Vleminckx
CCO

Wim
Deboel
CIO

Peter
Suy
CFO

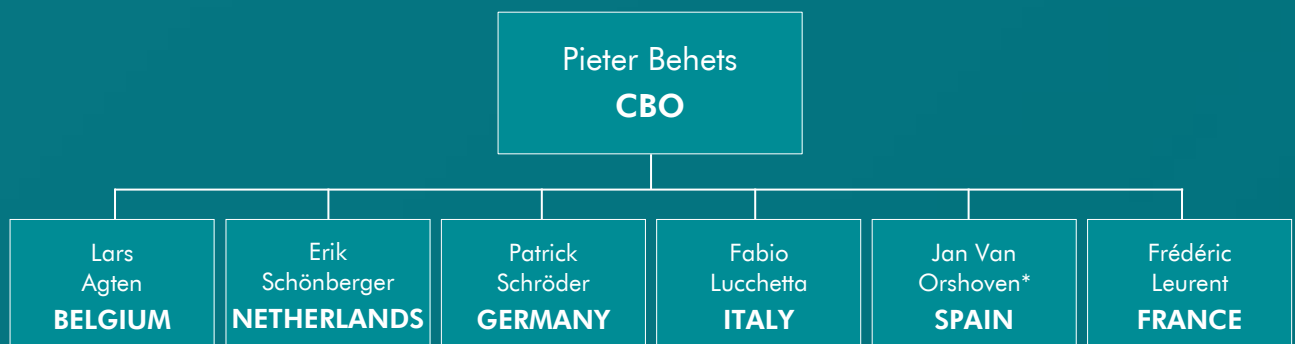
Pieter
Behets
CBO

Claudia
Ruzzi
HRM





COUNTRY MANAGEMENT



*Acting Country Manager

OUR STRATEGIC FRAMEWORK

HIGHLIGHTS OF OUR GROWTH STRATEGY

- Match better offer and demand through new online tools, products and services, and diversification of our sourcing partners, channels and countries.
- Serve our customers better by making doing business via ADESA Europe even faster, easier and more hassle-free.
- An excellent operating model needed to make this happen.

BRAND PROMISE

**WE SELL
THE BEST
CARS ON
THE WEB**

MISSION STATEMENT

ADESA Europe is an online auction platform for the car trade. We sell the latest used cars for the fairest prices. We are unique in exporting across every border in Europe.

VISION STATEMENT

ADESA Europe aims to be the number 1 remarketing auction site and the number 1 partner in exporting to Europe and beyond.

OUR CORE COMPETENCIES

PAN-EUROPEAN

We take a Pan-European approach to facilitate cross-border transactions.

UNIQUE

We have a unique combination of expertise in remarketing, the car sector and ICT.

AUTOMATION

We industrialise all our operations to ensure service and quality at a solid cost structure.

CULTURE

We pride ourselves on our unique set of skills, experiences and cultures.



OUR CORE VALUES

PROXIMITY

Whether you are a seller, buyer, partner, supplier or employee, „you“ matter.

INTEGRITY

Acting in a trustworthy, respectful and ethical manner, and taking responsibility for it.

AMBITION

In order to grow ADESA, we help you to grow.

NEUTRALITY

We are a neutral facilitator between seller and buyer.

OWNERSHIP

Get the job done, take responsibility.
Make a commitment to deliver according to our requirements.
Perform in line with our high qualitative and quantitative standards.

OUR VALUE STATEMENTS TOWARDS BUYERS

„WE TAKE CARE OF YOU (AND YOUR CARS)“

- All languages spoken
- Real-time online logistics
- One platform for all products
- „My account“: user interface
- Service above everything else
- Excellent claim service

„WE OFFER FAIR PRICES“

- Provide the going price rate
- A trusted go-between
- An open platform, no subscription

„WE ARE SECURE“

- Transparency
- We accept claims
- Data confidentiality

„WE PROVIDE SOLID EXPERTISE“

- A proven track record in remarketing
- Specialist in import/export and VAT knowledge
- Expert assured used cars pricing

„WE ARE UNIQUE IN EXPORT“

- Import/export and VAT
- Cross border supply of reliable cars
- Central HUBs and satellites for on-site delivery

VALUE-ADDED SERVICES

ADESA Europe has a monthly supply of over 34,000 quality vehicles from various channels, each with a detailed description. It would be easy to say that ADESA Europe auctions second hand passenger cars, vans, light trucks, damaged vehicles and wrecks, but the auction company does a lot more than just that.

VEHICLE DESCRIPTIONS

ADESA Europe offers peace of mind. Its vehicle descriptions include the full vehicle details, damage report and photo gallery with images of the vehicle as well as pictures of any specific damage. For many vehicles there are even external inspection reports available.

QUALITY CONTROL AND CAR VALUATION

Most of the cars on offer at the auctions of ADESA Europe originate from leasing companies. As these cars are monitored very carefully during their service life in terms of maintenance, tires and repairs, these cars are typically in good condition. Experts of ADESA Europe produce a detailed damage report for each car, as well as a series of photos of the interior and exterior of the car. In addition, they provide a valuation assessment of the car, enabling prospective bidders to make a qualified decision.

DOCUMENTATION

ADESA Europe handles all the documents required for the legal transfer of ownership, including any specific forms or documents required for exporting the vehicle to countries inside or outside the European Union.

OPTIMO

If the buyer orders transport, he can choose for „**OPTIMO**“, a package of 3 additional services:

- **Payment delay:**
the buyer pays directly for transport and Optimo via online payment. The total price of the vehicle is paid just before arrival of the vehicle at the HUB (via bank transfer).
- **Extra vehicle inspection:**
an additional professional inspection of the vehicle is organised at the destination HUB. In case additional damages are declared, ADESA Europe will provide a solution.
- **Priority transport:**
as soon as transport and the Optimo fee are paid, ADESA Europe puts the vehicle on a priority transport, meaning a faster arrival of the vehicle at the HUB.

PAN-EUROPEAN LOGISTICS

Thanks to an extended international transportation and HUB network, ADESA Europe provides Pan-European transport at attractive fixed prices with short delivery times. For most destinations, customers can consult the lead time and transport price in real time during the bidding process.

CUSTOMER SERVICE

Regardless of the country from which the buyer buys the car, the buyer can get in touch with their fixed contact persons within our CRM department for questions or support. More than 97% of our buyers are serviced in their own language.

CLAIMS DEPARTMENT

ADESA Europe has developed a Claims Policy that describes in detail what to do in case of complaints (e.g. not described damage). Via an online claim form, buyers can enter a claim which is then professionally and carefully investigated by our Claims department who come up with a solution for the buyer.



LOGOS

ADESA WE SELL THE BEST
CARS ON THE WEB



GW Liste
An ADESA Company



IMAGES



ADESA EUROPE
MANAGEMENT



From left to right:

Wim Deboel (CIO), Jan Van Orshoven (COO), Peter Suy (CFO), Pieter Behets (CBO),
Gino Vleminckx (CCO), Johan Meysen (CEO), Claudia Ruzzi (HR Director).



JOHAN MEYSSEN
CEO ADESA EUROPE



PRESS CONTACTS

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