



Introducing South Africa's **Leading** Auction Group



As pioneers in auctions, we define our own space and we constantly strive to find superior solutions for our clients.



Ahead of the Game

Pioneers in Auctions

Our mission is to create wealth, value and opportunity for our clients through making auctions a first choice method of investment and sale.

As pioneers in auction and asset services, we constantly strive to find superior solutions for our clients – achieving excellence in everything we undertake. By employing, retaining and promoting the best team possible, we build Alliance from within. Add to this hard work, tenacity, discipline, innovation and humility, and you're assured of extraordinary results. Our core values are resolute. And, with a sense of dynamism and an understanding of the entrepreneurial, we carry out our mission with integrity, always remaining focused on our goals.

“We build our business one relationship at a time.”

A Business Built on Relationships
Like many others, we started small. And that's why we realise that the cornerstone of Alliance is relationships. Our clients know that we add value to their businesses, and continue to build their wealth. To achieve sustainable growth, we have a clear goal: our clients must regard us as reliable and trusted long-term partners. They should always know we put them at the top of our organisation. It's these bonds – these alliances – that have shaped our success.



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At Auction Alliance, we offer a full suite of auction, sales and asset services across a number of sectors. Over the years, we've become skilled at identifying the value in a given asset, and monetising it through disposition, acquisition or financing. Part of our constant mission is to anticipate the rapidly changing needs of our clients to develop new asset services to meet those needs.

Since our inception in 1992, this has meant consistently innovating, staying agile, and going that extra mile. Our clients cover all sectors, and include individuals and companies, governments and investors.

For us, our innovation, creativity, market intelligence and agility are as crucial as our scale, track record and reach. Our reputation has been built on meeting the needs of our clients, and delivering sustainable value. This is what separates us from the rest. And we continue to keep our competition on their toes, defining our own space wherever we go. It's this client-centric approach that, combined with an endless enthusiasm, has helped define who we are today.

**We always have,
and always will,
strive to stay ahead
of the game.**

Entrepreneurial Spirit

Despite sometimes dizzying growth, we have retained an energetic and entrepreneurial ethos. Our highly skilled and talented teams are encouraged to take the initiative to achieve success. This means partnering with clients to create maximum value.

In order to produce consistently impressive results we have had to establish a strong foundation. This has meant building our business around rock-solid systems, divisions and service offerings, which we've developed over the years.

Our wide variety of specialised, value-added services includes auctions, sales, marketing, valuations, administration, research, legal services, corporate recovery and operations.



Innovation and Diversity The Perfect Match

We operate five fully integrated yet independent business units, creating a level of expertise that is both broad and deep. With the industry's leading experts and professionals in all of our divisions, we pride ourselves on providing the best offering and level of service available within each sector.

Commercial Property

Across the length and breadth of Southern Africa, Auction Alliance has emerged as the leading commercial real estate auctioneers, valuers and advisors. With offices throughout the region, we have more consultants assisting more clients than any other commercial property sales or auction group. For our clients, this shouldn't come as a surprise. Our team of commercial property experts has an unbeatable track record. Their expertise – their market insight and foresight – has ensured our reputation. It's a reputation built on trust. Our relationships, too, are rock solid. We've always put our clients ahead of the game.

Residential Property

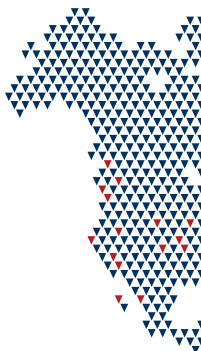
The industry leader and record breaker, Auction Alliance is Southern Africa's largest residential property auctioneer. Thanks to proven marketing techniques and constant innovation, our auctions are increasingly becoming the preferred method of sale. Compared to traditional real estate deals, we save both time and money – for both buyers and sellers. With multiple auctions happening in all major cities across the country, Auction Alliance represents every possible kind of home. Our professional team – valuers, marketers and property agents – have the knowledge, insight, and entrepreneurial flair to get the job done.

Capital Assets

Auction Alliance is a recognised leader in the acquisition and disposal of industrial capital assets, including plants and machinery, industrial inventory, furniture, fixtures and equipment. Through our expertly planned and skillfully managed auctions, disposal projects and liquidation sales, we offer companies and their lenders a proven system for delivering higher recovery values in less time. Amongst other things, we offer – and specialise in – asset management, asset discovery, capital asset auctions, equipment finance and legal perfections.

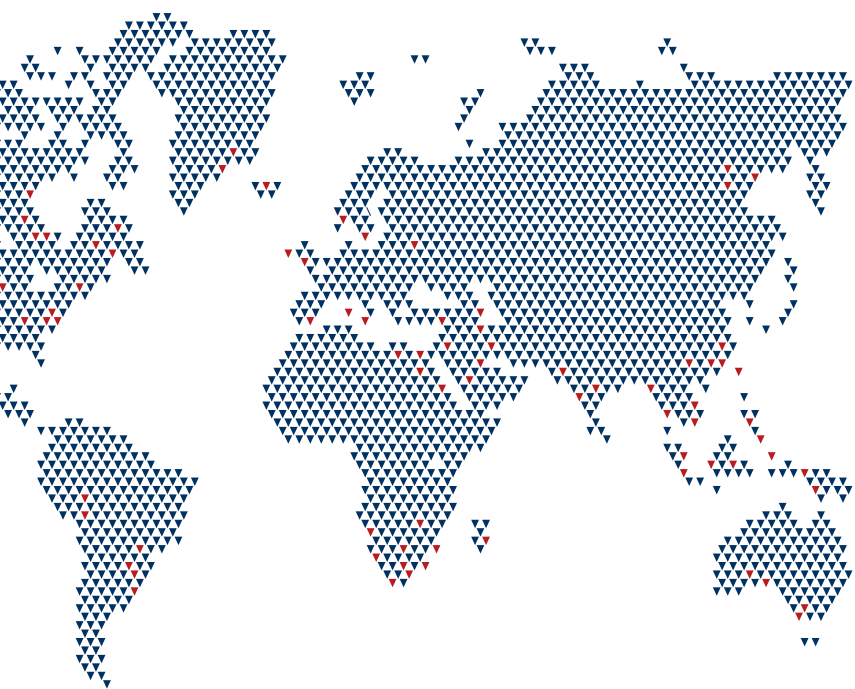
Agriculture

With a history stretching into the green fields of South Africa's Platteklip region, Auction Alliance and its predecessors have been part of the South African agricultural landscape since the 1920s. Our clients include farmers, co-operatives, financial institutions, investors, cattle speculators, corporations and entrepreneurs. Our services include agriculture auctions, due diligence inspections, financial guarantees, insolvency and legal recovery, livestock sales and valuations. Through our monetisation solutions and methods, we salvage debt positions, thereby minimising losses and maximising recoveries for our clients. As market leaders in asset sales and services, we have converted tens of billions of Rands worth of assets into liquid capital.





The quality of our work is underpinned by a solid infrastructure and being a solutions-driven team of specialised experts.



An Historic Track Record

Along with transferring assets, Auction Alliance has shifted perceptions. We've remained at the cutting edge of the auction industry; our innovations are now regarded as industry best practices. As we have grown from auctions to financial services, from valuations into value-added investing, our people have proved their professionalism time and again. In fact, our past successes have been built on a very solid base – a group of solutions-driven, entrepreneurial, innovative people, who can always be relied on. We continue to set the standards and break the industry records, year after year.

People Power

We know that without the best people, we cannot be the best asset sales and services group. Which is why Auction Alliance has assembled a nationwide team of professionals, with all the necessary experience, skills and levels of specialisation. From auctions to investments, from project management to award-winning marketing, our team shares a vision. It's a client-centric vision that maximises returns. In other words, it's all about you.

In Your City, Around the World

Our dealings take us to all corners of South Africa, as well as abroad. Based in South Africa, we're able to introduce buyers and sellers across continents, draw on expertise from more than 50 countries, and discover opportunities for our clients around the world. Our infrastructure, systems, and people make the magic happen. And our extensive list of sales is testament to the fact that we'll always do whatever it takes – literally going that extra mile.



“As one of the founding members of the Amabubesi Group, we don’t see ourselves as BEE partners but rather as business partners. Our philosophy is to bring a business approach to business. When we initially looked at Alliance in 2005 we saw entrepreneurial value. We saw in Alliance a new generation of business people with drive, innovation and enthusiasm.

Auction Alliance has values and a mission that is far greater than the pursuit of wealth.”

Sango Ntsaluba
Chairman



“For many business people it is easy to forget that people do business with people they like - and who make them feel good. I learnt early on that business is all about relationships and that while many attributes build a great organisation - such as innovation, financial acumen, tenacity and discipline - none comes near the ability to build and maintain world-class relationships.

At Auction Alliance we strive to build our business one relationship at a time.”

Rael Levitt
Chief Executive

