



NUCO

AUCTIONEERS

— Est. 2007 —

COMPANY PROFILE

www.nucoauctioneers.com



About **NUco**

Nuco Auctioneers, founded in 2007, is formed with the vision to create an auction house with a difference. Our aim is to bring together the best people in the industry. The strategy to search for outstanding performance and success has resulted in the coming together of a brilliant team.

Our qualified agents have over 55 years combined experience. Our senior management has combined experience of more than 30 years in the field, setting this venture up for success from the start. On the administrative side we have highly experienced and qualified staff. We develop, train and uplift our employees, in turn ensuring we deliver only the best service.

The company is linked to a vibrant client base on a national and international level. By employing the best people at **Nuco Auctioneers**, we ensure you enjoy the highest possible standard of service. We represent both buyers and sellers, ensuring that real market prices are achieved.

BEE & Corporate Responsibilities and Investments

We are a Level 2 BEE company committed to growing our potential by actively supporting Broad-Based Black Economic Empowerment within the industry.

We strive to align with BBBEE objectives by developing empowering previously disadvantaged employees and communities, guiding them toward greater opportunities and success.





Our Vision

Nuco Auctioneers strives to establish and maintain itself as the leaders and innovators in the South African auctioneering industry.



Our Mission

To provide World-Class innovative asset disposal solutions and services that exceed client expectations.



Our Values

Trustworthiness, integrity, excellence and above all, respect.

Our **Quality** Policy

Nuco Auctioneers is committed to ensuring that quality underlies every aspect of our business objectives.

1

Being customer, industry and community driven

2

Optimized operational performance

3

Building long-term customer relationships through an extensive product offering

4

Enhance productivity through effective cross-functional team collaboration

5

Using performance indicators to improve our services

6

Committed to change and development



Marketing, Planning and **Consulting**

In today's Auctioneering landscape, success demands a strategic blend of marketing, entrepreneurial flair, financial insight, and sound business acumen. At **Nuco Auctioneers**, our team's diverse expertise and experience enable us to deliver exceptional, results - driven outcomes for all of our clients, consistently setting us apart from the rest.



Nuco Auctioneers differentiates itself in a highly competitive market through our team of dedicated experts which have a down to earth approach in understanding the unique requirements of each and every individual client.

Our auctions are expertly advertised and meticulously organized by a dedicated team of experienced marketing professionals, ensuring maximum results for our clients.

We challenge ourselves to show buyers and sellers of all generations that an auction doesn't have to be an intimidating experience.

We ensure our clients benefit from accurate pricing based on current market conditions.

To achieve a healthy market share and strong participation, **Nuco Auctioneers** implements proactive, strategic, and tactical advertising campaigns across digital marketing and media channels, ensuring optimal exposure for our auctions.

While **Nuco Auctioneers** feels that advertising is very important, we pride ourselves with excellent customer relations with both buyers and sellers.

We understand that clients need reassurance that their assets will receive fair market value and will not be undersold.

YOUR BIDDING STARTS HERE

Marketing & Advertising Platforms



Digital Advertising

Our digital advertising includes, but is not limited to:

- Digital banners and advertising campaigns on a variety of marketing platforms.
- Google Ads & SEO Marketing.
- Social Media Platforms: Facebook, X, TikTok, Instagram, LinkedIn, YouTube.
- Email, SMS & WhatsApp Marketing.
- Photos and videos of individual stock assets on auction.
- Aerial drone footage and videos capturing auction sites.



ONLINE BIDDING PLATFORM

Nuco Auctioneers provides clients with a online bidding platform, enabling them to participate in auctions from anywhere in the world.

For on-site, live auctions, we also offer a live video feed, ensuring that clients who are unable to attend in person can still engage in real-time bidding.



RADIO & PRINT ADVERTISING

Nuco Auctioneers provides clients with the option to advertise in leading newspapers and regional radio stations for broader market coverage. In addition to print advertising, we ensure each auction receives suitable editorial exposure and offer the added option of placing poster boards along main roads leading to auction sites.



Representation & Turnkey Service Offering



Valuations

Nuco Auctioneers has accredited valuers on our panel who provide expert valuations in the following fields: commercial trucks and trailers, construction and earthmoving equipment, agricultural equipment, passenger and utility vehicles, as well as loose assets.

Liens

We negotiate outstanding costs relating to storage and towing fees, costs of repairs done and any costs that the lien holder might have incurred. We take the responsibility of obtaining the invoice from the lien holder, ensuring expediency of the process. We then settle the invoice and remove the asset. These costs are initially covered by us and subsequently deducted from the client's settlement statement after the asset has been sold.

Nuco Auctioneers has performed services for the following financial institutions.

- **Caterpillar Financial Services South Africa**
- **Hitachi Construction Machinery**
- **Babcock Africa Services**
- **Redtree Capital Opco**
- **Bell Equipment Sales South Africa**
- **Cape Finance**
- **Asset Finance Corporation**

Transport Services

Nuco Auctioneers offers a variety of reliable external transport services ranging from the transportation of earthmoving equipment, trucks, agricultural or general equipment. This ensures a seamless, start-to-finish service, collecting assets quickly and safely transporting them to our yard for secure storage and disposal, as soon as clients approval has been received.



Auction Division

Nuco Auctioneers is conveniently based near the R21 freeway in Centurion, home to our main auction site and administrative offices. We also have a secondary site at 27 January Street in Middelburg. Proudly offering auction services nationwide, wherever our clients need us. For added peace of mind, our premises are protected by 24-hour armed security.

Nuco Auctioneers currently maintains a above average sales percentage on auctions conducted. Once we receive authorization to place an asset on public auction, we guarantee it will be listed within one week from arrival at our premises. Asset and logistics management is a core service at Nuco Auctioneers, handled proactively and expertly, with precise computer records maintained for every asset. Our Disposal Specialties are Highlighted as follows:

- **COMMERCIAL TRUCKS & TRAILERS.**
 - **EARTHMOVING EQUIPMENT.**
 - **AGRICULTURAL EQUIPMENT.**
 - **PASSENGER & UTILITY VEHICLES.**
 - **LOOSE ASSETS.**
- De-fleeting and disposal of redundant and obsolete assets.
 - Repossessions - bank, court order, etc.
 - Liquidated and sequestrated estates.
 - Business closure/restructuring.



International Auctions

DUBAI, UAE

- Fleet disposal of 26 Luxury Buses

NAMIBIA

- Disposal of Trucks, Plant, Construction and Earthmoving Equipment

EROMANGA, QLD, AUSTRALIA

- Disposal of Onshore Oil Drill Rig

PORT HEDLAND, WA, AUSTRALIA

- Disposal of Onshore Oil Drill Rig

SOHAR

- End of Contract Mining and Drilling Equipment

MOZAMBIQUE

- Disposal of Trucks, Plant, Construction and Earthmoving Equipment

MB PETROLEUM SERVICES LLC

- Disposal of Onshore Oil Drill Rig

OMAN

- End of Contract Mining and Drilling Equipment

ZAMBIA

- Fleet Disposal of Plant, Construction and Earthmoving Equipment



Beauty Mazibuko

Director

Beauty Mazibuko is the majority shareholder of Nuco Auctioneers and holds a BCom in Management Sciences and a BPhil Honours in Marketing Management. These qualifications provide her with a strong academic foundation in strategic marketing, business development, and leadership. Combined with her practical experience and collaborative approach, Beauty plays a vital role in shaping the company's marketing strategy, driving transformation, and ensuring operational success. Her leadership has been central to positioning Nuco as a top-tier auction house in South Africa and beyond.

Since joining **NUco Auctioneers**, Beauty has been directly involved in both in-house and off-site auctions, contributing not only to marketing but across various functions of the business. Her skills go beyond traditional marketing, encompassing auction operations, project management, and client services. She often takes a hands-on role to ensure every auction runs smoothly, efficiently, and professionally.

As part of a team of six dedicated professionals driving the company's full marketing and digital strategy, **NUco** has built one of the most robust auction marketing operations in the industry—connecting with a vast and highly engaged audience both locally and internationally.

Beauty manages **NUco's** proprietary internal database of over 105,100 contacts, which is leveraged for all auction promotions. This includes targeted email campaigns, SMS messaging, and WhatsApp broadcasts, ensuring each creative reaches quality buyers and key stakeholders directly. **Nuco** extends its reach through leading industry platforms and databases, including SAIA (The South African Institute of Auctioneers), The Auctioneer, Truck & Trailer, and AutoTrader maximizing exposure and achieving broad market penetration.



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She also leads **NUco's** expanding social media presence, with current reach including:

- **Meta (Facebook): 124,000+ followers**
- **Instagram: 9,000+ followers**
- **TikTok: 7,800+ followers**
- **X (formerly Twitter): 1,200+ followers**
- **LinkedIn: 1,000+ followers**
- **YouTube: 1,400+ subscribers**

This reach continuously growing through strategic content planning, active community engagement, and trend-driven multimedia content creation. Beauty's digital marketing strategy includes paid advertising campaigns across multiple formats—displays, banners, and video ads, designed to boost brand visibility and auction participation. **NUco** uses a centralized CRM and marketing automation platform to manage the entire customer journey—from first contact and engagement to registration and client conversion. Lead agents are fully integrated into this process, ensuring that all leads are carefully nurtured and converted into approved auction registrations.

Alongside the team Beauty's approach is both creative and data driven. She combines innovation, analytics, and industry insight to ensure that **NUco** remains not only competitive, but also a market leader in auction visibility and client experience.

Beyond her operational and marketing expertise, Beauty plays a key role in guiding **NUco's** strategic direction and upholding its commitment to Broad-Based Black Economic Empowerment (BBBEE) principles. **Nuco** proudly maintains a Level 2 BEE rating.

Ben Kruger

Managing Director

Ben Kruger is the Managing Director, founding member, and shareholder of **NUco Auctioneers**. As a seasoned industry professional with over two decades of experience in the auctioneering and asset disposal sector, Ben is a highly respected figure in both national and international auction markets. Ben brings strategic foresight, operational expertise, and a results-driven approach that has shaped **NUco** into one of South Africa's premier auction houses.

Ben founded **NUco Auctioneers** in 2007, established with a clear vision of creating an auction platform that sets new standards in professionalism, efficiency, and client service. Since its inception, he has been instrumental in developing and executing the company's long-term strategy, focusing on growth, market adaptability, and a reputation for reliability and performance.

A hands-on leader, Ben oversees every aspect of the business, from auction operations and client relations, to international project management, asset valuation, and logistics coordination. His leadership has seen **NUco** successfully conduct high-profile auctions across South Africa and internationally, in regions such as the UAE, Oman, Australia, Namibia, and Mozambique. These projects include complex fleet disposals, liquidation sales, and specialised industrial asset auctions.

Ben's reputation is built on a foundation of trust, transparency, and excellence. He is committed to ensuring that sellers achieve market-related returns and that buyers have confidence in the auction process.



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His ability to build long-term client relationships is matched by his commitment to mentoring staff and upholding the company's values of integrity, accountability, and innovation.

Under Ben's leadership, **NUco Auctioneers** has maintained an impressive average auction sales rate, a testament to his strategic vision, the strength of his team, and his unwavering commitment to delivering value to clients.

Ben Kruger is not only the cornerstone of **NUco's** success - but he is also the driving force behind its continued growth and evolution in an ever-changing market.

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