

## Press Kit

### Facts & Figures

<b>Website:</b>	<a href="https://www.machineseeker.com">https://www.machineseeker.com</a>
<b>Email:</b>	info@machineseeker.com
<b>Phone:</b>	+49 (0)201 857 86 10
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<b>Business model:</b>	Online Marketplace for Used Machinery
<b>Founded:</b>	1999
<b>Number of employees:</b>	22
<b>Managing Directors:</b>	Thorsten Sven Muschler, Sven Schmidt
<b>Platforms:</b>	Machineseeker.com (66 localised platforms) Maschinensucher.de Mobile app for iPhone and Android
<b>Latest language versions:</b>	Chinese, Hebrew & Hindi
<b>Paying Sellers:</b>	+5,100
<b>Machine offers:</b>	+150,000
<b>Most expensive machine:</b>	8.3 million euros (rectified spirit distillation plant)
<b>Requests per month:</b>	Over 140,000 (from more than 150 countries)
<b>Request volume per month:</b>	More than 700 million euros



## About Machineseeker



CEO & Founder Thorsten Muschler

Machineseeker.com is the world's leading online marketplace for used stationary machinery. More than 5,100 dealers advertise in excess of 150,000 machines on our platform. Over 1.5 million monthly visitors converted to sales inquiries worth more than 700 million euros every month. Machineseeker is available worldwide in over 60 country versions.

The Managing Director and founder is Thorsten Muschler, who started Maschinensucher.de and Machineseeker.com 19 years ago without investor money. Muschler simultaneously went online with the German versions of Google and Ebay. Since then, Machineseeker has grown organically – and exclusively using its own revenues.

„We are growing very strongly since 2015, because the trade in used machines has finally been digitized. We now have a great opportunity to expand even more



globally. We will use them“, says the internet pioneer.

The fast growing platform is located in the heart of Essen on the Kronprinzenstraße, close to the main train station. Machineseeker continues to expand its business in Europe's core market through investments and aims to consolidate it's global market leadership.

The number of employees has doubled in the last twelve months and should continue to grow until the end of 2018. Currently, skilled employees for IT, marketing and the international trainee program are being searched for.



## The Machineseeker Story It all began in a spare room



Founder Thorsten Muschler (center) in conversation with his employees.

**It started in his spare room in 1999, but now it's the world's leading marketplace for used stationary machinery – entrepreneur Thorsten Muschler from Essen is the CEO and founder of the online trading platform *Machineseeker.com*. His company now has 22 employees – a number which is expected to rise to 30 this year.**

In the late 1990s, the company founder worked for a firm that occasionally traded in used machines. "That's where I got the idea of developing an online marketplace where everyone could buy and sell machines cheaply," says Thorsten Muschler. The internet pioneer launched the *Machineseeker.com* platform in 1999 – the same year as the German offshoots of Google and Ebay went online. Machineseeker has become today's leading marketplace for stationary used machines without a single cent from investors.



Until 2008, Muschler was solely responsible for the development and management of his search engine for machines. He even wanted to do his own bookkeeping and attended a course on financial accounting. "A day only has 24 hours, so eventually I was unable to do everything myself," says the 44-year-old. In the last twelve months alone, the number of employees has doubled. The company offices on Kronprinzenstrasse – close to Essen's main train station – were extended by a further floor, to make room for more staff.

### **Without any investor's money**

Muschler has seen the rise and fall of many online trading portals for used machinery over the last fifteen years. The market has swallowed up countless millions from investors, but Machineseeker has grown completely organically. "Until 10 or 15 years ago, very few traders were active online. Most machines were sold to regular customers through the traders' own networks", comments the family man. In the meantime, the machine trade business has become digitised, so the company founder is currently investing heavily in new personnel.

His company is now represented worldwide by a broad range of localised platforms such as *Machineseeker.co.uk*, *Machineseeker.fr* and *Machineseeker.es*. More than 5,100 dealers are currently offering over 150,000 machines on the over 60 country-specific platforms of the Essen-based company. "We are generating an enquiry volume of over 700 million euros a month," says Muschler. "The high level of interest makes our platform an immensely attractive way for traders to advertise their machines."



## Company development



## Press Contact

We gladly take time for you. Please send photo, video and interview requests to:



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