

PRESS KIT (01/2025)

MACHINESEEKER GROUP



Press Kit

Facts & Figures

Company website:	https://company.machineseeker.com/
Email:	info@machineseeker.com
Phone:	+49 201 857 86 10
Business model:	Online Marketplaces for Used Machinery and Commercial Vehicles
Founded:	1999
Number of employees:	55
Managing directors:	Thorsten Muschler, Sven Schmidt
Platforms:	Machineseeker.com Maschinensucher.de (64 local platforms) Mobile App for iOS and Android TruckScout24.com (29 local platforms) Werktuigen.nl (17 local platforms) Gebrauchtmaschinen.de Used-Machines.com
Paying sellers:	Over 12,000
Listings online:	Over 250,000
Most expensive machine:	28 million euros (Diesel generator)
Inquiries per month:	Over 360,000 (from more than 150 countries)
Inquiry volume per month:	More than 10 billion euros

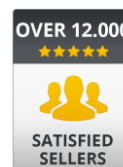


About Machineseeker



CEO & Founder Thorsten Muschler

With its online marketplaces Machineseeker, Maschinensucher, TruckScout24, Werktuigen Used-Machines.com and Gebrauchtmachines.de, the Machineseeker Group is the leading network for used machinery and commercial vehicles in Europe. More than 12,000 sellers currently list over 250,000 machines on the platforms. Over 15 million monthly visitors generate a brokered inquiry volume of more than 10 billion euros per month. The company has been growing profitably every year since 1999 and is continuously expanding its team at its headquarter in Essen, Germany. The group currently has 55 employees.



‘We have been growing very strongly since 2015 because the trade in used machines has finally been digitized – especially since the COVID-19 pandemic. This presents us with a tremendous opportunity to expand even further globally, and we are determined to seize it’, says CEO Thorsten Muschler.

Machineseeker is continuing to expand its business in its core market of Europe through investments and aims to strengthen its global market leadership. To achieve this, the group has already acquired four international marketplaces in the past five years. Firstly, the second-strongest platform in Poland after Machineseeker.pl – MaszynyUzywane.pl – was integrated into the marketplace in 2018. TruckScout24 was acquired a year later, which increased the focus on all types of wheeled machinery. This includes both commercial vehicles and construction machinery. The market leader from Benelux – Werktuigen.nl – became part of the company in 2020. This enabled the Machineseeker Group to increase its reach and is now the No. 1 for used machinery in every single European country. Since 2023, the long-established online marketplace Used-Machines.com (including Gebrauchtmachines.de) has also been part of the corporate group's international network.

Over the past two years, the number of employees has doubled in line with the increasing expansion of international business. The team is set to grow even further in the future, with the number of employees at the Essen headquarters set to rise to 60. Currently, the company is primarily looking for specialists for IT, marketing and the international trainee program.



The Machineseeker Story

It all began in his child's bedroom



Founder Thorsten Muschler (center) in conversation with its employees

It started in his childhood bedroom in 1999, but now it's the world's leading marketplace for used machinery – entrepreneur Thorsten Muschler from Essen, Germany, is the CEO and founder of the online trading platform *Machineseeker.com*. His company now has 55 employees and is set to grow further this year.

In the late 1990s, the founder of the company 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 at low cost', 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. By acquiring other international platforms, the marketplace developed into the Machineseeker Group, which is now the world's leading network for used machinery.

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 by myself’, says Muschler. In the last few years, the number of employees has doubled. The three-story offices on Kronprinzenstraße – close to Essen’s main train station – were recently extended by an additional floor, to make room for more employees.

Without any investors' financial contributions

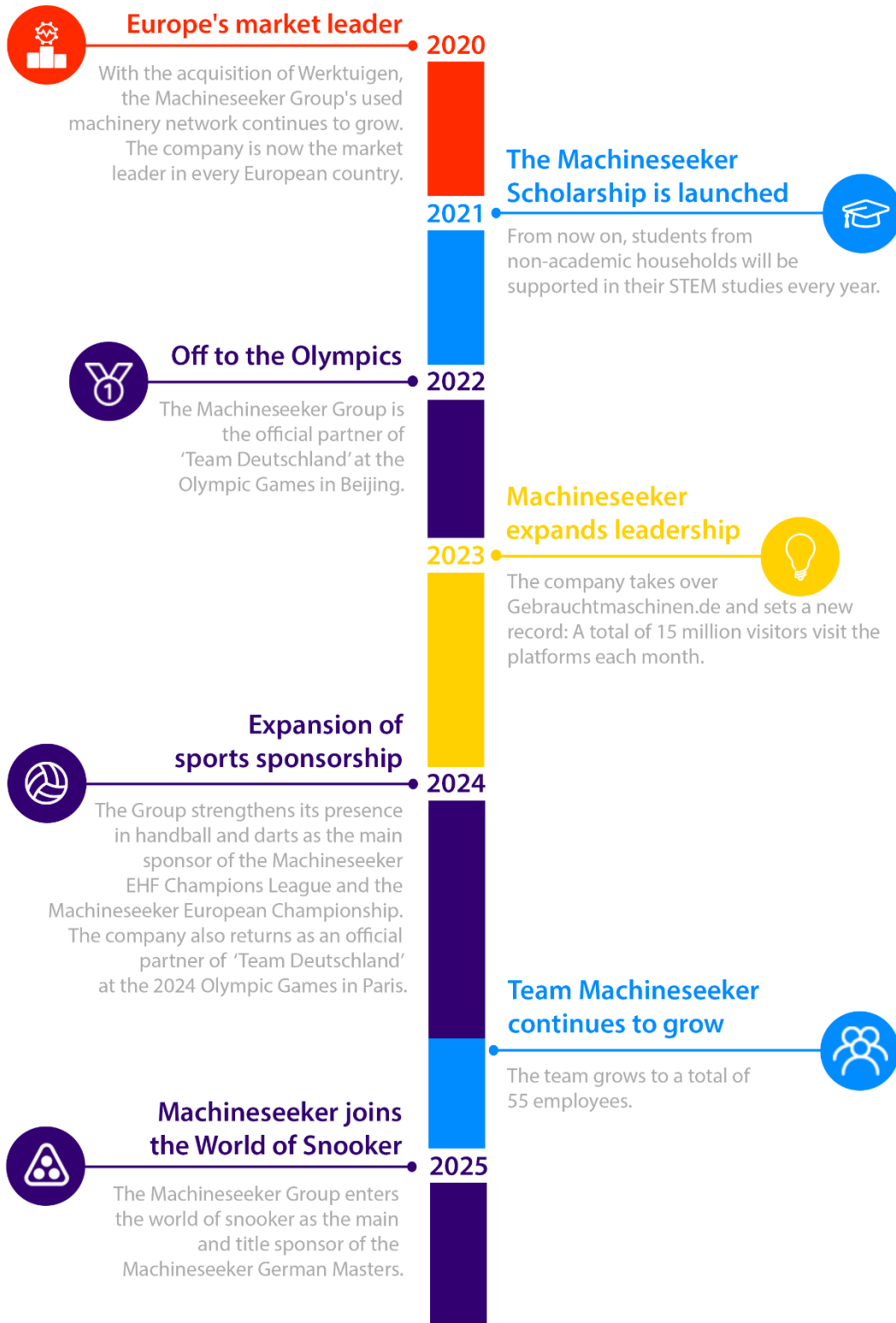
Muschler has seen the rise and fall of many online trading portals for used machinery over the last twenty years. The market has swallowed up countless millions from investors, but the Machineseeker Group has grown completely organically. ‘Until 15 or 20 years ago, very few traders were active online. 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 digitized, so the company founder is currently investing heavily in new personnel.

With its international network, the company is now represented worldwide. More than 12,000 dealers are currently offering more than 250,000 machines on the over 100 country-specific platforms of the Essen-based company. ‘We are generating an inquiry volume of over 10 billion euros a month’, says Muschler. ‘The high level of interest makes it extremely attractive for dealers to list their machines and vehicles with us.’




Company development





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Your Personal Contact

We are happy to make time for you. Visit us in our beautiful office in Essen. For photo, video and interview requests, please contact:



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