

Auctav January Sales New Feature: Auctav Embraces Transparency

Auctav is introducing a first-of-its-kind initiative in France during its two online sales sessions on 29 January, enabling prospective buyers to place their bids with greater confidence and efficiency.

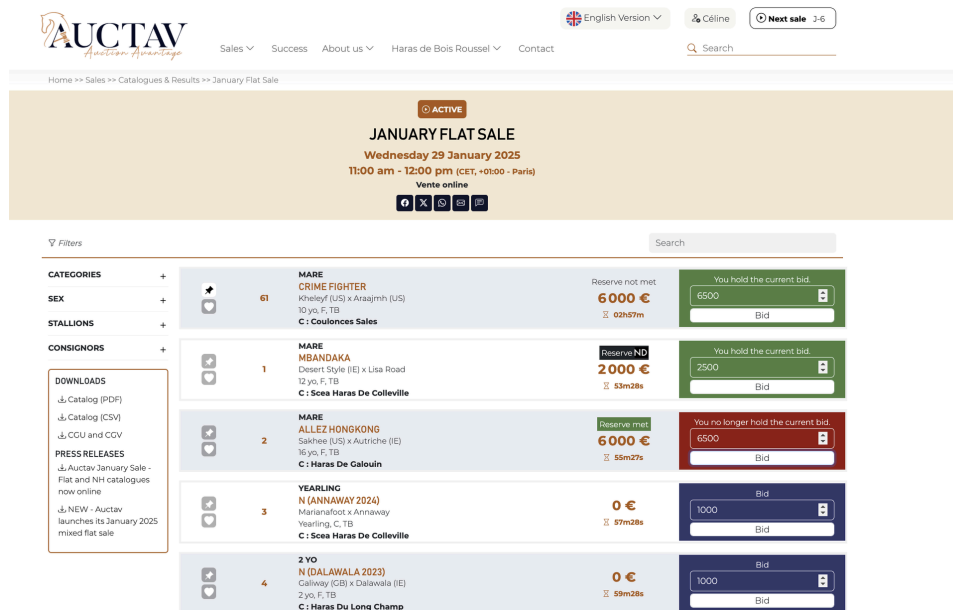
Smoother Bidding Process

On 29 January, Auctav hosts its largest online sale to date, with over 120 lots in the catalogue. Divided into two sessions—Flat from 11 a.m. and National Hunt from 4 p.m.—this auction introduces a major innovation: the visible display of reserve price information.

A Visible Impact on Bidding

During the live auction, a status above each current bid will indicate one of three possibilities:

- **Reserve ND / Reserve Not Disclosed:** for reserve prices not made public
- **Reserve Not Met :** if bidding is below the consignor’s minimum
- **Reserve Met :** meaning any further bid will definitively secure the lot



The screenshot shows the Auctav website interface for the 'JANUARY FLAT SALE' on Wednesday 29 January 2025, from 11:00 am to 12:00 pm (CET, +01:00 - Paris). The page displays a list of lots with their current status and reserve information:

Lot ID	Category	Consignor	Current Status	Reserve Price	Current Bid
61	MARE CRIME FIGHTER	Khaleef (US) x Araajmh (US)	Reserve not met	6000 €	6500 €
1	MARE MBANDAKA	Desert Style (IE) x Lisa Road	Reserve ND	2000 €	2500 €
2	MARE ALLEZ HONGKONG	Sakhee (US) x Autriche (IE)	Reserve met	6000 €	6500 €
3	YEARLING N GUNNAWAY 2024	Marianafot x Annaway	Reserve met	0 €	1000 €
4	2 YO N (DALAWALA 2023)	Galway (GB) x Dalawala (IE)	Reserve met	0 €	1000 €

(This example does not reflect the actual reserves of the listed lots.)

Arnaud Angélaume, Auctav General Director, explains: “This is a practice seen elsewhere in the world that greatly enhances bidding fluidity. A buyer has a set budget and needs to know whether a lot is truly on the market at the moment they bid. Being aware that the reserve is met and the horse is genuinely for sale can generate stronger interest and bidding activity for those lots. For Auctav, taking this initial step provides a real boost for the market in every respect.”

AUCTAV JANUARY SALE – 29 JANUARY – 100% ONLINE

- **Flat Catalogue (starts 11 a.m. - French Time)** – First lot closes at 12 p.m., then every two minutes.
 - **Jump Catalogue (starts 4 p.m. - French Time)** – First lot closes at 5 p.m., then every two minutes.
- Catalogues also available on auctav.com and Equineline.