

# ANNUAL CSR REPORT 2022

We  
Develop  
Quality

Urban liveability



## Parking products

### Short-term parking

We serve thousands of customers every day and most of them just take a parking ticket or use their bank card to access and exit our parking facilities. They visit us irregularly which makes it very convenient to use our services without having to register or log in.

As part of our efforts to create a better customer experience, increase parking convenience and enable customer interaction:

- I our partners provide access to our car parks by means of their apps;
- I our own Q-Park app provides customer access based on ANPR.

When short-term parking customers to use these apps, they enjoy a seamless parking journey whenever and wherever they park at Q-Park. No more tickets, no more going to the payment machine, and seamless access and exit thanks to number plate recognition.

### Results

The net revenue from our short-term parking services is EUR 483.6 million (2021: EUR 322.9 million). This represents 74% of our net revenue from parking activities (EUR 649.6).

### Pre-booking

Pre-booking services are a smart and responsible choice for motorists who wish to make sure a parking space is available for them or who seek an economic parking option near their destinations. Pre-booking converts search traffic into destination traffic, allows for economic parking tariffs, and encourages parking at P+R locations which decreases traffic in inner-cities.

We offer a variety of pre-booking propositions to customers via our websites and we offer pre-booking solutions to commercial partners so they can serve their customers via their sites and sales channels.

With pre-booking options for events such as festivals or concerts, it is easier to manage peak traffic flows while allowing audiences to enjoy a variety of events in urban areas.

### Results

In 2022, we now have 476 (2021: 385) parking facilities offering pre-booking services online, a 24% increase.

Revenue from pre-booking is included in our short-term parking revenue.

### Long-term parking

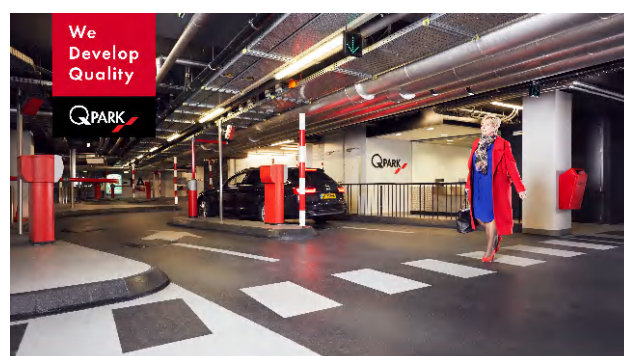
We offer a wide variety of season tickets for our customers who park with us frequently and who are looking for a more economic solution.

- I Nights + Weekend products for residents.
- I Flexible office solutions for employees e.g. for those two or three days at their office location.
- I Retailers may want a 6x24 hours solution.

As well as the traditional annual season ticket, we also offer season tickets for one month or quarter for customers wanting greater flexibility.

### Results

The net revenue from our long-term parking services is EUR 166.0 million (2021: EUR 131.1 million). This represents 26% of our total revenue from parking activities (EUR 649.6).



## Parking information

### Online information

The Q-Park country websites present a range of information about parking, services and products in a clear and orderly manner.

Parking information is presented per city where visitors will also find special parking deals such as day tickets or weekend options.

Customers can open Google Maps directly from the car park page to plan their journey. And, if pre-booking is available, a 'book now' button is also shown.

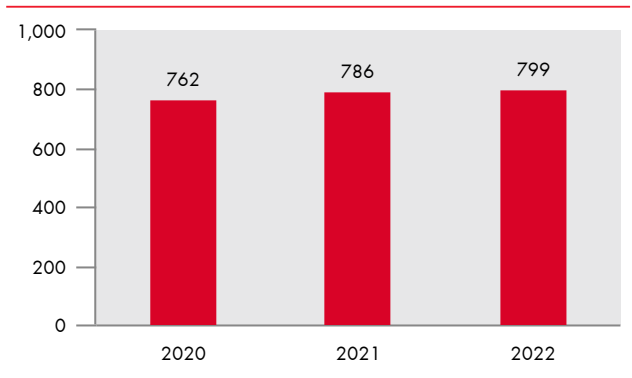
Besides mentioning popular destinations nearby, the information presented includes:

- | number of parking spaces, including those for people with reduced mobility (PRMs);
- | drive through height;
- | number of EV charging points;
- | parking tariffs, pre-booking and season tickets;
- | services such as AED, family parking, and toilets.

### Results

In 2022, we have 799 (2021: 786) parking facilities providing sought-after information online.

Chart 11: PFs offering online information



### Points of interest

On the city pages, website visitors can also see main points of interest (POIs) at a glance. On selecting a POI, users see the nearest parking facilities including the relevant walking time.



### Results

In 2022 we listed 2,813 (2021: 2,436) POIs which are near to our parking facilities. We provide useful information online to help customers make an informed decision about where to park, including:

- | walking distance from car park to POI;
- | parking tariff;
- | navigation information to the car park;
- | special pre-booking propositions.

Chart 12: POIs listed online

