

ANNUAL CSR REPORT 2022

**We
Develop
Quality**

Urban liveability



ABOUT Q-PARK

PROFILE

Q-Park is a leading off-street parking infrastructure owner and operator with well-managed commercial parking facilities across seven Western European countries.

The off-street parking spaces we operate are mainly owned by us or under concessions and long-term leases from public and private landlords.

We demonstrate that effective regulated and paid parking combined with seamless services make an economic and sustainable contribution to cities and society, and that a positive parking experience impacts how people enjoy their visit, journey, shopping, commute or residence.

Our vision

Q-Park aims to be the preferred and most recommended parking partner at strategic locations in Western Europe, based on functional quality, operational excellence, customer satisfaction, and sustainable financial performance.

Our mission

We enhance urban liveability by providing clean and safe parking facilities, based on convenience, reliability and hospitality.

Our strategy

To provide a response to external events and market trends our plans are built on five strategic pillars:

- I portfolio of strong locations;
- I differentiated contract types and propositions;
- I digital, commercial and pricing capabilities;
- I operational excellence, and
- I sustainable mobility partnerships.

By applying innovative technology and by working together with strategic partners, we offer profitable and sustainable parking solutions. Our sustainable solutions include Mobility Hubs and EV Charging Points.

Our value

By offering a substantial portfolio of parking facilities in urban areas throughout Western Europe, we contribute to accomplishing sustainable urban mobility by balancing individual and societal needs.

On the one hand, there is an individual need to travel for educational, economic, social, living and leisure purposes – whenever possible and without hassle. On the other, there is a societal need to improve the liveability of cities, increase safety for pedestrians and cyclists, provide access to green and public spaces, support economic development, and to offer affordable and equitable access for all.

Value for customers

With our portfolio of parking facilities in or near multifunctional inner-city areas, we serve customers who wish to park their car at convenient locations. With an increasing number of EV charging points we also offer our customers the opportunity to charge their electric vehicle while parked.

Value for partners

As a sustainable mobility partner, we know the value of partnering with a variety of sustainable mobility providers to offer complementary mobility solutions to residents, commuters and visitors of urban areas, encouraging active travel and public transport use.

Value for landlords

For public and private landlords, we offer a range of contract types and value propositions, which are supported by our business intelligence, unique digital solutions and price optimisation capabilities.

Value for society

We operate with a long-term perspective and from a solid financial basis. Our Corporate Sustainable Responsibility (CSR) report provides insight into how we serve society and improve liveability for years to come.

If you want to learn more about us, please visit our website www.q-park.com.

QUALITY IN PARKING

Contribution to quality of life

Q-Park wants to increase its presence in cities with attractive market dynamics as the population in urban conurbations continues to grow. This growth affects the number of passenger cars and the demand for parking spaces. The drift towards urban areas coincides with the trend towards more environmentally-friendly cars and the challenges to keep cities liveable.

We work together with project developers and local governments to create parking solutions that integrate in the mobility chain, limit impact on the environment, make room for people (not cars) and thus improve the quality of life for all stakeholders.

Innovation

Information technology is a true enabler for our future development and for implementing new and innovative services for landlords, partners and customers. Our proprietary ecosystem, platforms and portals enable us to facilitate the customer's journey, in both the virtual and physical sense, from the comfort of their home to their final destination.

Our back-office operations run on a profound digital infrastructure which seamlessly integrates with our front office (websites, apps and parking facilities) where we interact with partners and customers. For example, to find parking solutions online, order a season ticket, pre-book a parking space, access and pay for parking based automatic number plate recognition, or open a pedestrian door with a QR code.

Figure 3: PaSS – Parking as a Smart Service



Powered by Q-Park

We continue to install our proprietary **Parking as a Smart Service (PaSS)** ecosystem in parking facilities throughout the seven countries in which we operate. This enables us to launch value propositions to public and private landlords, commercial partners, sustainable mobility providers and our customers.

Our employees

Q-Park recognises that our goals can be met only with the dedicated input of committed and well-trained employees who share our passion for quality and customer service. We continuously invest in the development of our people.

Our commercial partners

Over a million customers use our parking facilities every day. With the cash flows we generate from this, we continue to invest in future-focused parking solutions which add value for our public and private landlords, partners who offer mobility services, and for motorists.

Our activities

A large proportion of our revenue comes from single parking transactions, our short-term parking customers. Revenue is also generated from season ticket sales, our long-term parking customers.

Our parking services mainly consist of providing parking spaces in purpose-built parking facilities or in off-street car parks. This can be parking behind barriers, by means of Pay & Display tickets, or via a parking service app. Through our country websites, we also offer customers the opportunity to pre-book parking spaces or order season tickets.

In addition, we offer services such as monitoring compliance to regulations applicable to parking on-street and on private property. We operate parking facilities for public and private landlords, and because of our scale, we do this efficiently and effectively.