

ANNUAL CSR REPORT 2022

**We
Develop
Quality**

Urban liveability



Maastricht Frontenpark

Q-Park Frontenpark, a sustainable mobility hub to be developed in Maastricht, the Netherlands. One of the proofpoints showcasing our strategic shift from operator to sustainable mobility partner.

This project involves expanding Q-Park Frontenpark by constructing an above-ground four-storey parking facility on the existing open-air car park.

After the expansion, Mobility Hub Q-Park Frontenpark will be an essential contributor to the accessibility and liveability of Maastricht.

Planned solutions, services and activities are:

- I Regular EV charging points and Fast EV charging points (together with Shell);
- I Shared mobility services such as electric bicycles, mopeds and cars;
- I Logistic services for emission-free last mile deliveries, locker walls and parcel services.

Figure 5: Maastricht Frontenpark impression



Rotterdam Zuidplein pedestrian route

As mobility partner, Q-Park goes beyond just providing parking. We actively participate in planning how both motorists and pedestrians can access parking facilities.

At this site in the south of Rotterdam, the existing underground car park and the new extension are located under a shopping centre and office complex. There is a public transport hub on one side with metro and bus stops, and a hospital on the other.

In the past, when the shopping centre was closed, people walking between the hospital and the bus/metro stations had to take a narrow and poorly lit path around the exterior of the shopping centre.

Q-Park played an active role in redesigning the pedestrian access routes. By moving the car access and exit lanes to the side, an area was created for a spacious walkway which also connects Q-Park Zuidplein 1 with the new Q-Park Zuidplein 2 car park. Pedestrians can now enjoy this wide and well-lit walkway between the hospital and public transport hub 24/7.

For this ongoing redevelopment, Rotterdam municipality is working together with developers and construction companies. The aim is to create a community centre for the south of Rotterdam with many amenities where people can live, work and relax in pleasant surroundings. Pedestrian safety as well as sufficient car parking capacity is an important part of this development.

Figure 6: Rotterdam Zuidplein well-lit walkway



Brand story



Over the past few years we have been shifting our focus. We are more than just a parking operator, we are a sustainable mobility partner.

We updated our brand story to match our role as sustainable mobility partner and developed a new company video to reflect this shift.

The new brand story is an expression of our motivation and ambitions, and forms the basis for all our communications. It supports our brand and gives us direction so we communicate consistently, both internally and externally.

We matched our tone of voice to who we are:

- | What we do, we want to do well.
- | Stakeholders choose us for our long-term strategy.
- | We work together with mobility partners.
- | Our entrepreneurial spirit shows through in everything we do.
- | We facilitate mobility which results in growth.

Functional quality is and will always be the foundation of everything we do. We mobilise partners and colleagues to make progress for the long term.

So, as the proverb goes: if you want to go fast, go alone; if you want to go far, go together!

We are a driving force for mobility. Born from the belief that parking could be better. As a major player, partners come to us and trust our expertise. We have made a name for ourselves by daring to set a new standard. Quality in parking. Nothing less.

Parking is always on the move, and so are we. We develop quality. Because we're an ambitious company with a clear drive: what's good can always be made better. And so we keep pushing the quality standard higher and higher.

We progress. We never stop innovating. We aren't drawn in by hypes, but we do keep an eye on the changing world around us. We focus on what we do best: developing reliable parking and mobility solutions that make people feel welcome.

Parking isn't just about finding a safe place to park your car. Parking is part of a broader and more complex challenge in urban liveability. That's why we broaden our perspective, seeking connectivity with others. With municipalities, project developers, and partners with leverage, like us. Because when we join forces, we can achieve more. And that's the smart way forward.

We always aim to combine accessibility and liveability. Cities should be designed for people, not cars. That's where we come in, helping everyone get from A to B. So city traffic flows freely.

Q-Park keeps your world moving.

[Click here to view the new brand video.](#)