

# ANNUAL CSR REPORT 2022

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**We  
Develop  
Quality**

**Urban liveability**



## Accessibility

### Parking in urban areas

Off-street parking facilities have a positive impact on the quality of life in urban areas and in large cities in particular. After all, a city is more attractive if it is easily accessible while having fewer cars parked on streets and town squares. With our parking facilities and services, we contribute to the accessibility of vital functions.

Some visitors prefer to travel as close as possible to their final destination by car and are willing to pay for that service, others opt for a journey including Park+Ride or Park+Walk.

Inner-ring purpose-built parking facilities particularly enhance accessibility while maintaining mobility and access for all. They reduce inner-city search traffic and on-street parking which, in turn, improves the liveability for residents and visitors alike.

With purpose-built parking facilities at varying distances from the city centre and with varying parking tariff schemes, Q-Park contributes to:

- | accessibility to amenities such as public transport, hospitals, shops and events;
- | decreasing traffic searching for a place to park;
- | freeing up public space for urban parks and town squares;
- | creating opportunities to reduce on-street parking;
- | nudging motorists to make informed choices;
- | creating sustainable parking solutions;
- | decreasing subsidised parking, by pursuing the 'user pays' principle.

## Results

- | We operate in seven Western European countries: Netherlands, Germany, France, Belgium, UK, Ireland and Denmark.
- | We are present in more than 330 cities.
- | We manage a total of:
  - | 3,460 parking facilities
  - | 677,979 parking spaces

Our off-street portfolio consists of:

- | 796 parking facilities
- | 334,779 parking spaces

Figure 12: Accessible city centre of Dresden



## 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).

