

ANNUAL CSR REPORT 2022

We
Develop
Quality

Urban liveability



Commercial & Digital Programme

Over the past few years we have invested considerably in our digital services. Our Commercial & Digital Programme has enabled us to focus on developing the most impactful commercial digital solutions that support our business, partners and customers today.

Supported by our digital ecosystem PaSS, we offer pre-booking options and tailored partner propositions. We also provide information regarding parking tariffs and payment options, car park capacity, navigation, availability of EV charging and other services.

Our Commercial & Digital Programme helps:

- | reduce the hassle of parking with a seamless, contactless, queue-less customer journey;
- | reduce search traffic during a customer's physical journey and close to their destination;
- | reduce paper tickets and receipts, plastic access cards, and cash;
- | reduce queues at access and exit barriers;
- | highlight off-street parking options and enabling urbanisations to reduce inner-city congestion;
- | gather (operational) data and data analytics to improve our operational excellence.

PaSS is our key

PaSS incorporates relevant information for our business, partners and customers, ANPR, and cashless and contactless payments. It enables pre-booking and parking rights are managed via the Q-Park Fleet Portal and our App.

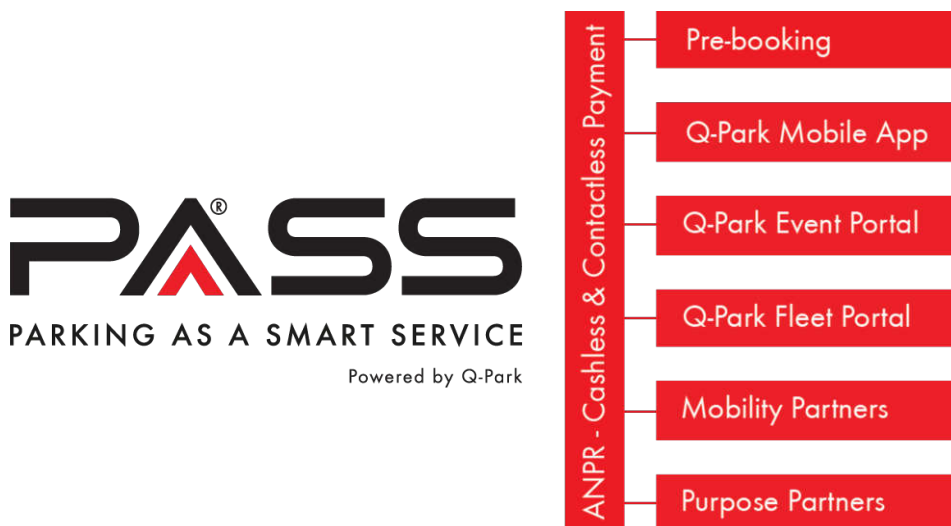
There is no need for plastic access cards, special tokens or paper tickets. No need to go to the payment machine, and a QR code or PIN opens the pedestrian door.

Q-Park has made this functionality available to partners via an API or URL. The API solution is for parking service providers such as ParkMobile, EasyPark, 4411 and Skipr. The URL solution is for purpose partners who want to offer parking as part of their customer proposition or for cities who want to have integrated mobility offerings.

Results

- | Our proprietary PaSS ecosystem is now live in all countries in which we operate, in 368 parking facilities (2021: 204).
- | Our pre-booking transactions have more than doubled, turning more and more search traffic into destination traffic.
- | Our PaSS transactions have more than doubled, reaching almost 7% of all our parking transactions.

Figure 20: Q-Park PaSS – our digital ecosystem

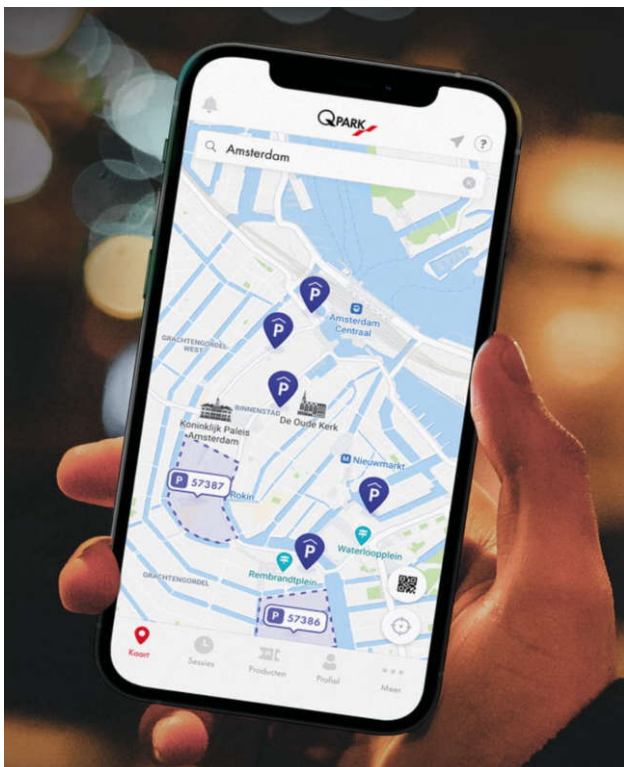


Q-Park app

As sustainable mobility partner, Q-Park has not only made a transformation in the physical world by adapting parking facilities into multifunctional mobility hubs. Q-Park has also been at the forefront of digital transformation with its Commercial & Digital Programme. Part of this programme and worth giving it a bit more attention is the Q-Park app.

The Q-Park app has reached maturity. It is a digital solution for individual customers as well as for partner organisations. With the app, we offer a digital Parking & Payment solution in one, adding season ticket options and access and identity management with a Quick Response (QR) code.

Figure 21: Q-Park app



In 2022, we launched two important updates to the app. Customers can now enjoy the Q-Park experience wherever they park. Customers park based on their number plate i.e. fully contactless. The new features are:

- | in the Netherlands and Belgium – digital payment by connecting bank account details;
- | in the Netherlands – on-street parking throughout the country, for a quick errand or a visit to the doctor;
- | the app recognises the nearest on-street payment machine and connects the default number plate;
- | payment is taken automatically, customers no longer have to walk to the on-street payment machine;
- | the app provides insights into relevant regulations and keeps users informed on their parking status.

The app offers our customers a better parking experience:

- | helps find the most convenient car park;
- | ANPR contactless access, raising the barrier at the access and exit;
- | no ticket, no touch, no cash and no queues;
- | insight into parking transactions;
- | start and stop on-street parking in the app.

The app expands and integrates our digital parking experience. This is not a one-off project – it's a continuous development and the result of strategic choices and developments initiated several years ago to help keep Q-Park in its market leader position.