

CSR REPORT 2018



**We
Develop
Quality**

**We are passionate
about space for people!**

QUALITY IN PARKING

Contribution to quality of life

Q-Park wants to grow in cities with attractive market dynamics and sees good opportunities for this strategy. Urbanisation continues and rural populations are declining fast. This affects the number of passenger cars and the demand for parking spaces, both of which are expected to continue increasing in large cities.

This drift to urban areas coincides with the trend towards increasingly autonomous and more environmentally friendly cars. One of the accompanying challenges for municipalities is to maintain a liveable city.

We work together with urban planners to create parking solutions that integrate in the mobility chain, and thus improve the quality of life for all stakeholders.

Innovation

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

Our back-office operations run on a profound digital infrastructure which seamlessly integrates with our front-office (our websites and parking facilities) where partners and customers interact. For example, to find

parking solutions online, order value cards or a season ticket, or to pre-book a parking space.

In 2018 we developed the **Parking as a Smart Service (PaSS)** platform. This will enable us to launch new value propositions to public and private landlords, and to commercial partners.

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 invest heavily in induction training and the continuous development of our people.

Our commercial partners

One million motorists use our parking facilities every day. With the cash flows we generate from this, we can continue to invest in future-focused parking solutions that add value for our **public & private landlords**, partners who offer parking as part of their own service offering, and motorists.

Our activities

A large proportion of our revenue comes from single parking transactions, our short-term parking customers. About one quarter comes from multiple parking transactions, our season ticket holders.

Figure 1: PaSS - Parking as a Smart Service



Our parking services mainly consist of providing parking spaces in purpose-built parking facilities or in off-street car parks. This can be pay-on-exit parking behind barriers, or parking paid by means of Pay & Display parking tickets, or via a parking service app. We also offer customers the opportunity to pre-book a parking space.

In addition, we offer services such as monitoring compliance to parking regulations applicable on street and on private property. For public & private landlords, we are happy to operate their parking facility, and because of our scale, we can do this efficiently and effectively.

NOTABLE PROJECTS IN 2018

Boulogne-sur-Mer

In 2018, Q-Park France won the Boulogne-sur-Mer city tender to develop and manage the car park at the Nausicaá National Sea Centre. This is the biggest aquarium in Europe and features a touch pool, sharks, sea lions and penguins as well as a tropical lagoon with colourful coral.

Boulogne-sur-Mer wanted to expand the number of parking spaces and modernise its parking facilities to ensure better traffic flow around the harbour area and visitor centre.

Q-Park is responsible for developing and managing the new Nausicaá car park which is required to accommodate visitors coming by car to the extended Centre National de la Mer. The new parking facility will have almost 800 parking spaces and will replace the existing facility which has only 200 spaces.

Q-Park's investment exceeds EUR 6 million, with an additional EUR 1 million annually for upkeep and maintenance.

The parking facility will include Q-Park signature features such as:

- | Separate car and pedestrian traffic routes
- | Clear signage to guide motorists and pedestrians, inside and outside the parking facility
- | State-of-the-art parking management system
- | Parking facility decorated in keeping with the aquarium destination
- | Parking Hosts and 24/7 connection to French QCR
- | E-charging stations
- | Special tariffs for Nausicaá visitors via pre-booking or ticket validation on location
- | Fire detection and video surveillance equipment

Figure 2: Nausicaá National Sea Centre

