CSR REPORT 2018

We Develop Quality

We are passionate about space for people!

QPARK Quality in parking

HOW WE CREATE VALUE

Q-Park's strategic ambition is to be the strongest European car parking operator that best understands and seizes car parking market opportunities.

Our strategic focus is to create value for all stakeholders: shareholders, landlords, municipalities, commercial partners, customers and employees.

Q-Park operates in a dynamic environment. To provide a dynamic response to external events and market trends our tactical plans are built on five focus areas:
I   Portfolio of strong locations
I   Differentiated contract types & propositions
I   Digital & pricing capabilities
I   Operational excellence
I   Proactive learning organisation

We maintain and strengthen our position by remaining alert to new developments and responding with forward-looking strategies.

We Develop Quality

Freedom of mobility

Ongoing dialogue with our stakeholders is vital to ensure that their interests and needs are represented in the choices we make. Our materiality analysis helps us to understand the most relevant issues.
I   We aim to gain substantial benefit by utilising our scale of operations and market position.
I   We want to increase the margins on our operating activities by focusing on greater efficiency.
I   We are focusing on increasing our market share through acquisitions and different types of lease and management contracts.

Integral mobility

Our aim in society is to be an integral part of city mobility policies and to work towards sustainable freedom of movement. We achieve this through adopting a fair pricing policy, facilitating good information provision about available parking spaces, and integrating with alternative modes of transport.

Sustainable value
I   We create sustainable value in society with our parking products: they help to improve quality of life and to reduce air pollution generated by traffic cruising for a place to park.
I   As a proactive learning organisation, we enhance our employees' job satisfaction and their competences by providing relevant training and education.
I   And for the parking customer, we add value by providing functional products and services and by involving them in our activities.

Value clarification

To clarify the sustainable value we create, we use the following categories throughout this report:
I   Value creation
I   Value capturing
I   Value sharing
I   Value retention

MATERIALITY ANALYSIS

Material aspects

In 2014 and in 2016 we conducted a materiality analysis, entirely in accordance with the **G4 guidelines,** to determine whether the issues we present are relevant and valuable to our stakeholders, and to ascertain whether they are still sufficiently in line with our strategic plans.

The issues with the most impact for Q-Park and of most concern for our stakeholders are, in order of impact:
1. Economic performance
2. Partnerships
3. Corporate reputation and ethics
4. Employee satisfaction and employment practices
5. Parking integrated with other modes of transport
6. Customer satisfaction
7. Facilitating cars with enhanced environmental performance
8. Accessibility of parking facilities
9. Compliance with law and regulations
10. Training and education
11. Parking information
12. Energy consumption
13. Innovation and digital capabilities
14. Transparent and integrated reporting
15. Local community: health and safety

In 2018 we commissioned our partner Sustainalize to analyse parking policies in a number of our target cities. Surveys were conducted in 14 cities in 6 countries, the Netherlands, Belgium, Germany, UK, France and Denmark.

The results revealed that all cities studied want to invest in and promote public transport. Of the cities in our scope, 64% say they want to reduce city centre car traffic because there is considerable congestion. Another commonly mentioned priority is to facilitate car sharing, with 78% mentioning this. However, none actually indicate how this is to be implemented.

Rotterdam stands out for its ambition to be a smart city and frontrunner regarding mobility innovations such as autonomous vehicles and dual utilisation of parking spaces, for example facilitating parking spaces for use by visitors to the city during weekdays and residents at weekends and in the evenings.

Only two cities, Antwerp and Amsterdam, mention using ANPR. However, as Rotterdam is keen to adopt smart technologies, we can expect ANPR to be tested and/or introduced there too.

Saarbrücken expressed the ambition to increase the visual attractiveness of parking facilities and even mentioned specific actions, in cooperation with Q-Park as the biggest parking operator in the city.

UK cities emphasise safety for all traffic participants whereas cities in other countries focus more on liveability and accessibility.

The table shows which cities have plans to adopt which measures. The table is sorted according to the most frequently mentioned measure with 'improve public transport' being mentioned by 13 of the 14 cities surveyed and introducing ANPR being mentioned by only 2.

Armed with the results of this desk research, we revisited our materiality analysis, redefined our CSR strategy and rationalised the number of targets we measure. These changes have enabled us to simplify the data collection and reporting process on our material goals and targets. In addition, we have now visualised our strategy, focus and results by means of the Q-Park Liveability Model.