
CONTENTS

ABOUT Q-PARK	5
Review of business	6
Profile	9
Quality in parking	10
Notable projects in 2018	12
 STRATEGY	 19
Sustainable development goals	20
GHG Reporting	22
How we create value	23
Materiality analysis	24
Redefined CSR strategy	27
Risk management	30
 RESULTS	 36
Performance highlights	36
Value Creation	39
Value Capturing	49
Value Sharing	62
Value Retention	70
 OTHER INFORMATION	 79
Governance, policies, and codes	80
What we can do better	81
Future outlook	82
 OVERVIEWS	 83
General information	83
Stakeholders	88
 GLOSSARY	 92

PROFILE

Q-Park is one of Europe's leading parking services providers, with parking spaces in secure, clean, and well-managed parking facilities across Northwest European countries.

The high level of quality that we provide is maintained by our employees and costs are controlled through the use of increasingly smarter solutions and systems.

We demonstrate that effective regulated and paid parking make an economic contribution to cities and society, and that a positive parking experience contributes to how people enjoy their visit, journey, shopping, or commute.

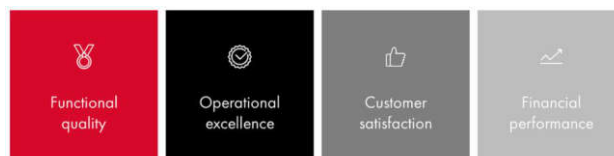
Our vision

We aim to be the most preferred and recommended parking partner at strategic locations in Northwest



Q-Park's market position across Northwest European countries.

Europe, based on functional quality, operational excellence, customer satisfaction and sustainable financial performance.



Our mission

We enhance quality of life by providing clean and safe parking facilities, based on the pillars convenience, reliability and hospitality.

Our strategy

We endeavour to be the parking operator that best understands and seizes car parking market opportunities. By applying innovative technology and by working together with strategic partners, we offer sustainable and profitable parking solutions.

Our value

We create value for all our stakeholders through our portfolio of purpose-built parking facilities and off-street parking at strategic locations: in or near multifunctional inner-city areas, at public transport interchanges, and at hospitals.

We offer public and private landlords a range of contract types and value propositions, which are supported by our unique digital and pricing optimisation capabilities.

We do business with a long-term perspective and from a solid financial basis. Our corporate social responsibility (CSR) report gives insight into how we create non-financial value.

 [More about who we are on **www.q-park.com**.](https://www.q-park.com)

 [More about our corporate social responsibility.](#)