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STAKEHOLDERS

Q-Park has a large number of stakeholders. In the first place these are employees, shareholders and financial institutions. Based on our symposium 'The Future of Paid Parking' held in June 2016 and an environmental analysis we have also identified other stakeholder categories. These are customers (private individuals and businesses), business partners, municipalities and regions, government bodies, politicians, and society as a whole.

The following overview shows how we involve our stakeholders in our policy. By working together with our stakeholders we inform them and enquire after their requirements, and we request a response to our policy. A selection of topics on which we have been in dialogue with stakeholders is given in the following table.

Stakeholders	Requirements	Activities	Resources
Capital market - Shareholders - Banks ¹	Benchmarking	Strategy, policy, risk management, and calculating financial results	General meeting of shareholders, meetings with banks
	Financial health and insensitivity to risks	Relationship between financial and sustainability reporting	Website, press releases, annual reports
	Innovation, research, and development	Reporting according to guidelines, as basis for comparison with other organisations	Compliance programme
	Transparency and communication	Reputation management	Relationship management
	Good reputation	Compliance with legislation and interpretation of responsibilities	Integrity Policy
	Ethical operating activities and compliance	Information over consequences of investments and divestments	CSR Code
	Privacy and data security	Information over future opportunities and product innovations	
	Clarity about the relationship between financial and sustainability reporting		
Customers - Private - Business ²	Fair competition and prices	Quality management	Website, press releases, annual reports
	Accessible parking facilities	Information regarding liability	Compliance programme
	Security practices	Health and safety measures	Customer Service Desk
	Quality and good parking services	Product development and environmental management	Customer satisfaction surveys
	Privacy and data security		Information at the location
	Good complaints processing		

¹ Interaction frequency: quarterly

² Interaction frequency: daily

Stakeholders	Requirements	Activities	Resources
Employees - Existing - Future ¹	Job security and correct remuneration Ethical business operations Safety and good working conditions Good reputation Diversity Transparency and communication	Inform about Q-Park's plans and intentions Work policy and HRM Health and safety measures and prevention of incidents, emergencies, and accidents Education and training Prevention of fraud and undesirable behaviour Risk and reputation management	Consultation between management and employees Performance and appraisal interviews Employee training Internal reputation and communication Employee satisfaction surveys Integrity Policy
Business partners - Suppliers - Commercial parties ²	Ethical business operations Partnerships Quality Chain responsibility Transparency and communication Innovation, research and development	Inform about Q-Park's plans and intentions Quality control and information about liability Health and safety measures Prevention of fraud and undesirable behaviour Production conditions (also in the chain) Product development and care for the environment Sharing 'best practices' Drafting standards Comply with voluntary agreements within sector	CSR Code Annual reports Negotiations Position papers and showcases Collaboration (on innovation) and consultation Integrity Policy Participate in knowledge platforms

¹ Interaction frequency: daily

² Interaction frequency: monthly

Stakeholders		Requirements		Activities		Resources
Municipalities		Benchmarking		Design and		Website, press
- Local authorities		Employment		implementation of		releases,
- Communities ¹		Ethical operating		the policy		annual reports
		activities		Sharing 'best practices'		Collaboration
		and compliance		Own regional initiatives		and consultation
		Integration of		Modify design of		CSR Code
		transport modes		parking facilities to suit		Sponsoring
		Viable, accessible,		the surroundings		and donations
		and economically		Sustainable construction,		
		flourishing cities		maintenance		
		Cooperation and		and renovation		
		support for		Public-		
		social projects		Private Partnerships		
Governments, politics and society as a whole		Safe, healthy, pleasant and social living environment		Initiatives for sustainable urban mobility		Website, press releases, annual reports
- National governments		Countering climate change		Prevention and reduction of damaging environmental impact		Consultation groups
- EU		Economical use of raw materials, energy and water		Contribution to transparency of sector		Integrity Policy
- International institutes ²		Ethical business operations				

1 Interaction frequency: monthly

2 Interaction frequency: at least once a year