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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