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# CONTENTS

<b>PREFACE</b>	4
<b>ABOUT Q-PARK</b>	6
Profile	6
Quality in parking	7
Review of business	8
Review of sustainability	12
Review of activities	14
Future outlook	21
<b>STRATEGY</b>	23
How we create value	23
Materiality analysis	26
Targets	27
Sustainable development goals	28
<b>RESULTS</b>	30
Performance highlights	30
Our financial performance	32
Our products and services	34
Our innovations	42
Our employees	50
Our social engagement	52
Our environmental impact	57
<b>OTHER INFORMATION</b>	61
Risk management	62
What we can do better	70
<b>OVERVIEWS</b>	71
GRI Content Index	71
Stakeholders	77
<b>GLOSSARY</b>	80

# STRATEGY

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## HOW WE CREATE VALUE

### Creating value

The value we create for our stakeholders can be directly traced back to our business model. Our financial results ensure we can continue to create value for society in the long term by improving the accessibility and quality of life in urban areas.

We create value for shareholders, investors, landlords, municipalities, mobility and commercial partners, customers and communities, as well as for our employees. Ongoing dialogue with our stakeholders is vital to ensure that their interests and needs are represented in the choices we make.

If you want to know more, please visit the Profile chapter.

### Strengthen our position

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

- 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 efficiency.
- I We seek to support cities in achieving their sustainable urban mobility plans (SUMP) by positioning ourselves as their Sustainable Mobility Partner.
- I We focus on increasing our market share through acquisitions and different types of lease and management contracts.

### Impact on society

Our aim in society is to be an integral part of SUMP and to work towards **sustainable freedom of mobility** and **increased liveability in urban areas**. We achieve this through adopting a fair pricing policy, facilitating actual and relevant information provision, partnering with sustainable mobility providers and integrating our parking facilities with alternative modes of transport.

- I We create sustainable value for society with our parking products: they help improve urban

liveability and reduce air pollution generated by traffic cruising for a place to park.

- I We add value by providing functional services and digital solutions.

### Value creation model

Our value creation model is a visualisation of our reinforcing loop and of how we grow as a company by creating value for society and the environment – from which we derive our license to operate.

The core of our value creation model is formed by our vision, mission, strategies, activities and the customer groups we serve.

The value creation process consists of three elements:

- I determining what value we can provide to our customers (the 'value customer receives');
- I determining what value we receive from our customers (the 'value organisation receives');
- I successfully managing this value exchange.

With our value creation model, we aim to provide insight into our efforts, from capital input to long-term impact, serving our stakeholders and society at large. It shows the values we can provide and the impact we have on sustainable development goals (SDGs).

### Reporting processes and data quality

We continually endeavour to simplify the reporting process and make this more efficient. Our KPIs are well-defined and our back-office systems allow us to extract more and more relevant information. This increases the data quality and reduces the effort required from our country organisations to complete our CSR reporting.

In the following sections we report on our results over 2021 and where we have the data available, we show comparable results from previous years.

Figure 13: Value creation model



# long-term value

## Our customer groups

### Motorists

- Short Term Parkers**
- | Access via parking ticket, payment card or number plate

### Pre-bookers

- | Meeting & Leisure
- | Event Venues & Organisers

### Long Term Parkers

- | Season ticket holders
- | Key accounts with ≥ 5 contracts
- | Fleet owners

### Sales Channels

- | Purpose Partners (URL)
- | Mobility Partners (API)

### Asset Owners & Infra Influencers

- | Public & Private Landlords
- | National & Local Authorities
- | Project Developers

## The results of our efforts



### Financial performance

(x EUR million)

Underlying revenue EUR **520.0** ▲

Underlying result EUR **81.6** ▲



### Products & Services

Parking facilities (PFs) **3,308** ▲

Parking spaces (PSs) **649,189** ▲

EV charging points **2,114** ▲



### Innovations

EV Charging Programme signed off ✓

PFs with ANPR **204** ▲

Q-Park QCR **24/7** ✓



### Employees

Average training hours **16.5** ▲

Work related incidents **58** ×

Employees **1,857** ▲



### Social engagement

PFs with public transport **209** ▲

PFs with bicycle parking **119** ▲

Google review **3.7** ▲



### Environmental impact

GWh consumed **71.1** ✓

kWh consumed per PS **244** ✓

CO<sub>2</sub> per PS **93** ✓

## The impact on SDGs



7

### Affordable & Clean energy

- | Renewable energy
- | Solar & Wind



9

### Innovation & Infrastructure

- | Accessible amenities
- | LED lighting
- | EV charging points
- | Mobility hubs
- | Bicycle parking
- | Circular constructions



11

### Cities &

### Communities

- | Mobility solutions
- | Digital solutions
- | Reduce search traffic
- | Walking & Cycling
- | Spaces and lifts for PRMs