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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

# ABOUT Q-PARK

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## PROFILE

Q-Park is a leading off-street parking infrastructure owner and operator with well-managed commercial parking facilities across seven Western European countries.

We mainly operate off-street parking spaces owned by us as well as parking spaces under concessions and long-term leases from public and private landlords.

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

### **Our vision**

We aim to be the preferred and most recommended parking partner at strategic locations in Western Europe, based on functional quality, operational excellence, customer satisfaction, and sustainable financial performance.

### **Our mission**

We enhance urban liveability by providing clean and safe parking facilities, based on convenience, reliability and hospitality.

### **Our strategy**

To provide a response to external events and market trends our plans are built on five strategic areas:

- I portfolio of strong locations;
- I differentiated contract types and propositions;
- I digital, commercial and pricing capabilities;
- I operational excellence, and
- I sustainable mobility partnerships.

By applying innovative technology and by working together with strategic partners, we offer profitable and sustainable parking solutions.

### **Our value**

By offering a substantial portfolio of parking facilities in urban areas throughout Western Europe, we contribute to fulfilling sustainable mobility needs.

On the one hand, there is an individual need to go to places for educational, economic, social, living and leisure purposes – whenever possible and without any hassle. On the other, there is a societal need to improve the liveability of cities, increase safety for pedestrians and cyclists, provide access to green and public spaces, support economic development, and offer affordable and equitable access for all.

### **Value for customers**

We create value through our portfolio of parking facilities at strategic locations: in or near multifunctional inner-city areas, at public transport interchanges, and at hospitals. And through an increasing number of electric vehicle charging points.

### **Value for partners**

We seek partnerships with other sustainable mobility providers to collectively offer flexible solutions for residents, commuters and visitors of urban areas, encouraging active travel and the use of public transport.

### **Value for landlords**

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

### **Value for society**

We operate with a long-term perspective and from a solid financial basis. Our Corporate Sustainability Report (CSR) provides insight into how we serve society and improve liveability for years to come.

If you want to know more about who we are, please visit our website [www.q-park.com](http://www.q-park.com).