

# WHO WE ARE

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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 operate off-street parking spaces we own, have under concession or with lease contracts from public and private landlords. We focus on off-street purpose-built parking facilities at strategic locations.

The seven countries in which we operate are the Netherlands, Germany, France, Belgium, United Kingdom, Ireland and Denmark. We are present in over 360 cities, have more than 5,300 parking facilities in our portfolio comprising over 1 million parking spaces. Based on publicly available industry data for

our competitors, we estimate that we are a top three player in terms of estimated off-street revenues in all the countries in which we operate.

Besides operating off-street parking facilities we also offer:

- | Off-street parking management
- | On-street parking and kerbside management
- | EV charging points
- | Parking as a Smart Service (PaSS) platform
  - | an industry leading seamless parking service; and
  - | a fully integrated cloud-based digital infrastructure.

### Q-Park market position

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Based on (estimated) off-street revenues.

We demonstrate that effective regulated and paid parking combined with smart tariff plans, and pre-booking propositions along with digital access and payment services, makes an economic and sustainable contribution to cities and society. Effective regulated

and paid parking positively influences how people enjoy their urban visit, journey, shopping, commute or residence.

## STRATEGY & VALUE DRIVERS

Our strategies focus on value creation and are aligned with our purpose and vision. We have a disciplined and conservative approach to investment. We intend to drive sustainable growth and sustained business performance through revenue growth and portfolio growth.

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

- I Scalable growth – in assets and in prime locations in the seven countries in which we operate.
- I Operational excellence – with our digital platform PaSS, commercial reach and efficient remote solutions.
- I Incremental value – EV charging points and shared mobility solutions at unique urban locations.
- I Long-term value – sustainable development with our CSR programme and our mobility hubs.
- I Functional quality – supported by our data analytics, quality brand, compliance, Parking Hosts, mobility partners, real estate and ICT.

### Q-Park strategies



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### Value drivers

Our proven value drivers are:

- I Off-street parking solutions as cities move towards more space for people.
- I Smart parking tariffs differentiated according to car park profiles and sales channels.
- I Digital transformation with pre-booking, Q-Park app and third-party connections.
- I Lean and mean operations and data-driven decision making.
- I On-street parking regulations control to assist cities with kerbside management.
- I EV charging and energy management.
- I Portfolio expansion.

By offering a substantial portfolio of parking facilities in urban areas throughout western Europe, we contribute to the sustainable urban mobility plans (SUMP) of cities by balancing individual and societal needs.

On the one hand, there is an individual need to travel for educational, economic, social, living and leisure purposes – whenever possible and without hassle. On the other hand, 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 to offer affordable and equitable access for all.

### Value for customers

With our portfolio of parking facilities in or near inner-city areas, we serve customers who wish to park near their destination. With an increasing number of EV charging points, we also offer our customers the opportunity to top-up their electric vehicle while parked.

### Value for partners

As a sustainable mobility partner, we know the value of partnering with a variety of sustainable mobility providers to offer complementary mobility solutions to residents, commuters and visitors of urban areas, encouraging active travel and public transport use.

### Value for landlords

For public and private landlords, we offer a range of contract types and value propositions, which are supported by our business intelligence and our proprietary digital platform PaSS.

### Value for society

We operate with a long-term perspective and from a solid financial basis. Our Corporate Social Responsibility (CSR) report provides insight into our social and environmental impacts and how we enhance urban liveability and connect communities for years to come.