

# WHO WE ARE

## VISION & MISSION



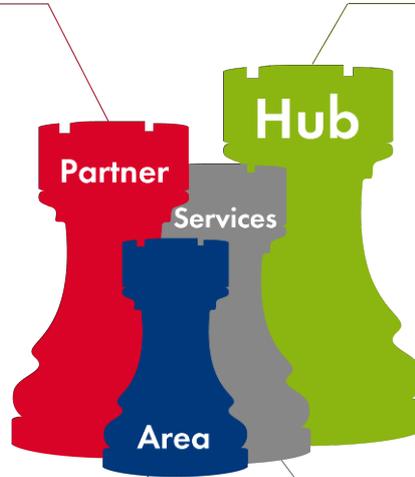
### Operator to Partner

Q-Park moves from traditional parking operator to sustainable **mobility partner**



### Location to Area

Q-Park moves from parking facility perspective to **area perspective**



### Facility to Hub

Q-Park moves from operating parking facilities to building **Mobility Hubs**



### Space to Services

Q-Park moves from providing parking spaces to enabling **mobility services**.

We are one of Europe's leading parking infrastructure owner and operator with more than 677,000 parking spaces in over 3,400 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.

We have numerous mobility hubs which provide access to a variety of sustainable mobility services. Supporting urban accessibility, sustainability and liveability.

We provide sustainable mobility services such as:

- | last mile logistics and locker walls;
- | EV charging points and EV fleet charging hubs;
- | public transport, car sharing and bicycle parking.

### Sustainable Mobility

#### Mobility hubs are the solution

We seek to combine public and private modes of transport with public and private parking facilities. When transport nodes converge, they form a hub, making individual and sustainable mobility feasible. Meeting the needs of residents, commuters, visitors and the economic function of an urban area.

#### Sustainable Mobility Partner (SMP)

As sustainable mobility partner, Q-Park helps get SUMP moving in the right direction. We contribute our considerable knowledge and experience. Together with our partners we seek ways to make sustainable mobility in urban areas successful. Measures we can help introduce include:

- | transitioning from on-street to off-street parking;
- | transforming search traffic to destination traffic with smart navigation and pre-booking;
- | facilitating EV charging and shared mobility;
- | providing bicycle parking solutions;
- | offering logistics services at the edge of the city and before low- and zero-emission zones.

#### Vision

We aim to be the most preferred and recommended parking partner at strategic locations in Western Europe, based on functional quality, operational

## HOW WE ARE DIFFERENT



Modern technology in historic city centre - Q-Park Coeur de ville in Chartres, France

We set ourselves apart by our continual focus on making a positive contribution to urban life, to optimising the role played by parking in the mobility chain, and to making the parking experience a pleasurable one.

### Quality, technology, hospitality

Quality is the reason customers keep using Q-Park. The combination of modern technology and well-trained, professional employees, the quality of our facilities at **Q-Park Control Room**

strategic locations, and efficient, value-added services, results in high customer satisfaction.

We provide mobility solutions for a variety of customers, ranging from offering parking spaces to motorists to developing quality upgrades for landlords. Our solutions utilise paid and regulated parking to add value and create efficiency.



The Q-Park Control Room (QCR) is an international help desk, available 24/7. It gives customers instant access to multi-lingual parking hosts in our central control room who can provide help and support with queries relating to the payment system or accessing or exiting the parking facility.

QCR employees also have direct access to onsite employees, service technicians and the customer service department. If customers have a query when they are in one of our parking facilities, the QCR will be able to help.

## CSR



Future of parking; underground parking at the inner ring road with an attractive green recreational park on top.

A strong sense of corporate social responsibility (CSR) is embedded in everything that Q-Park does as a company. It underpins every major management decision, every new project, and every engagement we have with our community of users. It's part of our Quintessence, which is how we bring together all of our ideas about regulated and paid parking, and about how we work with our partners and stakeholders to contribute to the quality of life in our cities.

Please click [here](#) for the Annual CSR Report 2022.

The fundamental choice for functional quality forms the core of our vision on our corporate social responsibility. With our parking facilities and associated services for our parking customers, Q-Park wants to be an integral part of the sustainable mobility chain. Regulated and paid parking - preferably in clean and safe facilities, with a variety of sustainable mobility services - offers an answer to the current and future challenges posed by the urban environment. It is on these topics that we engage in dialogue with local authorities.

The five major challenges faced by cities today relate to mobility, facility, society, economy and environment. In each of these areas paid parking has a role to play. We have a programme of CSR actions designed to meet these challenges, and we monitor our progress

against well-defined benchmarks and performance indicators. For more details, please read our Annual CSR Report online.

### Supporting responsible mobility

Cities have to contend with limited space to facilitate mobility, while the number of cars continues to grow. Together with its partners, Q-Park is committed to a coherent sustainable mobility policy in which economic growth, quality of life, sustainable development, and environmental protection go hand in hand.

A regulated parking and a well-thought-out pricing policy as part of the city mobility policy helps to manage the growing demand. It also shifts the cost to the user and limits unnecessary car use. Additionally, linking parking facilities with public transport, for instance by creating sufficient parking spaces for those who continue their journey by public transport and combining paid parking and public transport season tickets, also offers opportunities.

### The ideal parking tariff

Ideal parking tariffs are part of the mobility policy. They encourage motorists to look for cheaper alternatives, such as another means of transport (public transport or bicycle) or to park away from the centre.