

# CORPORATE WEBSITE

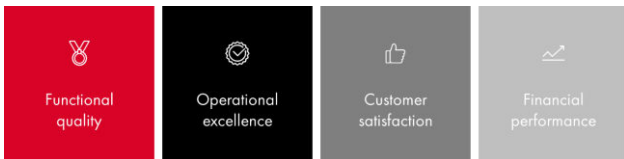
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# VISION & MISSION

## Vision

Q-Park aims to be the most preferred and recommended parking partner at strategic locations in West Europe, based on functional quality, operational excellence, customer satisfaction and sustainable financial performance.



## Mission

Q-Park enhances quality of life by providing clean and safe parking facilities, based on the pillars of convenience, reliability and hospitality.

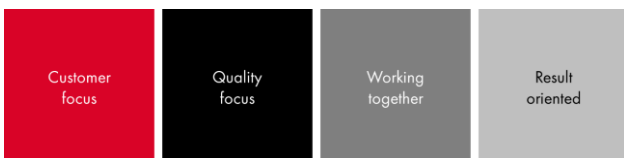


## Values

Q-Park recognises that our goals can be met only with the dedicated input of committed, well-trained and well-managed employees who share our passion for quality and customer service. We invest heavily in induction training and continuous development of our people.

The curriculum in our dedicated Q-Park academy is based around four core themes:

- | Customer focus;
- | Quality focus;
- | Working together; and
- | Result oriented.



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## MARKET POSITION



Q-Park's market position across seven West European countries.