WHO WE ARE

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.

Next to operating off-street parking facilities we 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

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.

We have a strong portfolio of quality assets at prime locations, stable financial performance with proven resilience, and multiple levers for scalable value creation. We're highly predictable and have shown dependable revenue and reliable EBITDA growth over decades, together with accretive portfolio expansion.

Together with key parking and digital infrastructure features underpinning our business model and the continuing regulatory shift in favour of off-street parking, our business benefits from a high level of stable and recurring cash flows.

Timeline

We started our operations in the European market in the Netherlands in 1998. We expanded to Belgium, Germany and the United Kingdom in the early 2000s. Further European expansion and additional details can be found in the our timeline from 1998 onwards.

Q-Park timeline

STRENGTHS & TRENDS

We distinguish ourselves from competition with our quality portfolio of predominantly owned and long-leased off-street parking facilities in prime western European city centre locations, with our local market leadership positions, with our proprietary digital platform PaSS (Parking as a Smart Service), with our value-added EV charging propositions, with the longevity of our cash flow and a scalable parking-infrastructure platform which has tangible growth opportunities across our core parking business.

Together with key parking and digital infrastructure features underpinning our business model and the continuing regulatory shift in favour of off-street parking, our business benefits from a high level of stable and recurring cash flows.

Trends

We expect to benefit from the following key trends;

- urbanisation - growing urban congestion driving the shift from on-street to off-street parking;
- mobility mix - personal car ownership and private journeys continue to grow;
- city as an experience - inner-city off-street parking ideally suited for longer stays;
- liveability - shifting parking from on-street to off-street;
- growth of paid parking - parking operators are important partners in creating accessible city centres;
- digitalisation - off-street parking can offer smart digital solutions which customers want such as pre-booking, and
- energy transition - off-street parking facilities are ideally suited to offer EV charging and energy management at scale.

Strengths

We are well positioned to take advantage of these trends given our;

- continued focus on off-street parking;
- strategically located parking assets to capture continued demand;
- highly-developed and mature PaSS platform providing a digital parking ecosystem and seamless customer services, and
- EV charging programme which substantially increases the number of EV charging points in our owned and long-leased parking facilities.

PURPOSE & VISION

Purpose

Our purpose is to enhance urban liveability and connect communities by providing sustainable mobility solutions and seamless parking services.

Vision

Our vision is to be the most preferred sustainable mobility hub partner by 2030.

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:

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

Q-Park strategies

Value drivers

Our proven value drivers are:

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

By offering a substantial portfolio of parking facilities in urban areas throughout western Europe, we contribute to the sustainable urban mobility plans (SUMPs) 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.

QUALITY IN PARKING

Contribution to quality of life

Q-Park wants to increase its presence in cities with attractive market dynamics as the population in urban conurbations continues to grow. This growth affects the number of passenger cars and the demand for parking spaces. The drift towards urban areas coincides with the trend towards more environmentally-friendly cars and the challenges to keep cities liveable.

We work together with project developers and local governments to create parking solutions that integrate in the mobility chain, limit impact on the environment, make room for people (not cars) and thus improve the quality of life for all stakeholders.

Q-Park off-street parking

People above ground - cars and bicycles under ground

Innovation

Information technology is a true enabler for our future development and for implementing new and innovative services for landlords, partners and customers. Our proprietary ecosystem, platforms and portals enable us to facilitate the customer's journey, in both the virtual and physical sense, from the comfort of their home to their final destination.

Our back-office operations run on a profound digital infrastructure which seamlessly integrates with our front office (websites, apps and parking facilities) where we interact with partners and customers. For example, to find parking solutions online, order a season ticket, pre-book a parking space, access and pay for parking based on automatic number plate recognition (ANPR), or open a pedestrian door with a QR code.

Our employees

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

Our commercial partners

We serve millions of customers every year. With the cash flows we generate from this, we continue to invest in future-focused parking solutions which add value for our public and private landlords, partners who offer mobility services, and for motorists.

Our activities

A large proportion of our revenue comes from single parking transactions, our short-term parking (STP) customers. Revenue is also generated from season ticket sales, our long-term parking (LTP) customers.

Through our country websites, we also offer customers the opportunity to pre-book parking spaces.

In addition, we offer services such as monitoring compliance to regulations applicable to parking on-street and on private property. We operate parking facilities for public and private landlords, and because of our scale, we do this efficiently and effectively.

QPARK Quality in parking