

CORPORATE WEBSITE



VISION & MISSION

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.

Mission

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

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.

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 (walking and cycling) 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.

QUALITY IN PARKING



People above ground - cars and coaches below ground

The need for parking solutions

Throughout the developed world, cars continue to be the preferred mode of transport for large numbers of people, as cars have the very significant benefits of door-to-door capability, 24-hour availability, flexibility, privacy and at relatively low cost.

The downside, however, becomes apparent when large numbers of people want to be in the same place at the same time – this leads to traffic congestion and competition for available parking space.

Parking solutions that are intelligently designed and well located, and that are integrated with the public transport system, can help to address these challenges, and so make a major contribution to society's well-being.

Customer focus

Quality aspects that play a major role for customers are:

- | Available and well-organised space to park
- | Value for money
- | Safety and security
- | Cleanliness and tidiness

Q-Park is mindful of these customer quality requirements. Our customers know what they can expect from a Q-Park parking facility as we have a strong and recognisable quality brand. We invest in design, development and renovation of car parks and all our effective products and services meet the needs and wishes of our customers.

The strength of our brand also makes us an attractive party for existing and potential partners.