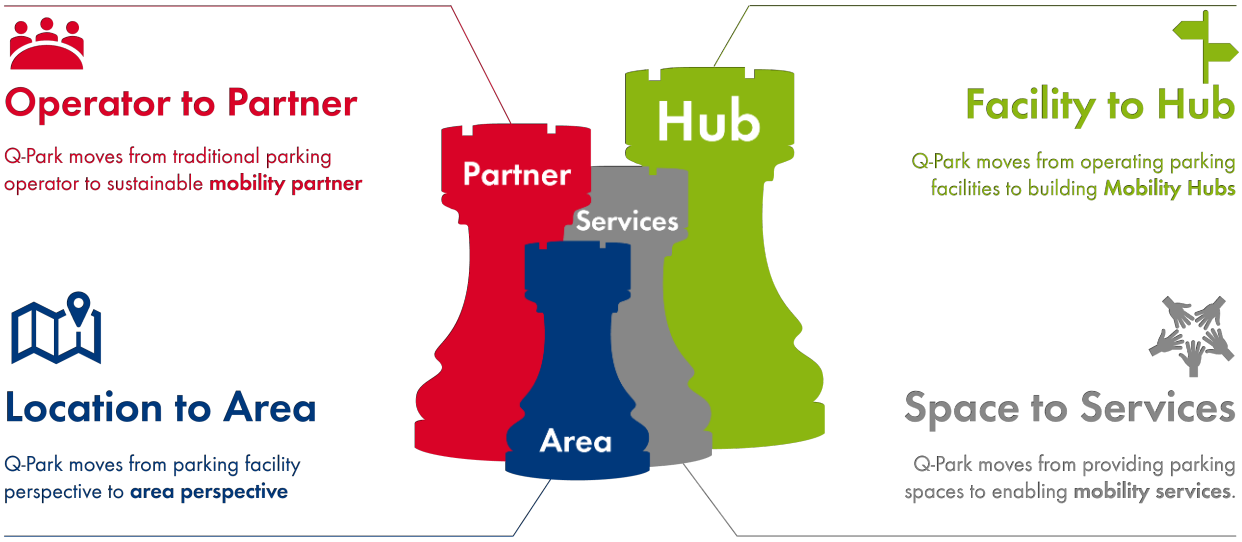
WHO WE ARE

VISION & MISSION



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 SUMPs 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 CREATE VALUE



We create value through our portfolio of parking facilities at key locations. We offer public and private landlords a range of contract types and value propositions supported by our unique digital platform and our capacity, revenue and pricing optimisation functionality.

We contribute to societal value with our parking products: they improve the quality of life in urban areas and help reduce air pollution generated by traffic cruising for a place to park. We enhance our employees' job satisfaction and their competences by providing relevant training.

And for the parking customer, we add value by providing functional products and services and by involving them in our activities.

Products & Services

Products

Season tickets
Season tickets offer excellent value for money and are a very convenient option for those who frequently park in the same car park, for instance: employees at local companies, residents and regular visitors to the area.

Some of the benefits:
- You always have a parking space
- You pay the most favourable rate
- Easy access and exit - often based on ANPR

Value cards
Value cards are prepaid cards with a parking value in time or money. These value cards enable motorists to park for a reduced tariff or other promotional offer in a specific Q-Park car park. Value cards are an ideal way of making life easier for customers of shops, restaurants, cinema's, gyms, public transport, and the like!

Pre-booking
We enable our customers to pre-book a parking space at selected locations, be it for a lunch, an evening at the theatre, a weekend city trip or for a vacation. We have multiple options in various markets. Please visit the appropriate country website to see what's on offer.

Services

Real-time information
Q-Park supports the growing need for static and real-time parking information, ensuring that the parking information provided is correct and consistent over all channels and readily available. Our own systems, such as Q-Park websites, apps and parking route information systems, already display consistent and correct information.

Our information is also available for third party systems (i.e. local authorities' websites, mobility apps, route planners and navigation systems). With regard to external systems and their operators, we seek to establish Service Level Agreements together, ensuring

that our mutual customers are not misinformed nor have access to outdated information.

Onsite services

Each of our Q-Park car parks is equipped with a unique set of convenient services so that our customers feel superbly looked after from arrival to departure and enjoy an exceptionally positive experience.

My Q-Park

My Q-Park is a support portal that enables customers to view their invoices, their loyalty programme progress and, where appropriate, their flex credits online. The portal also enables our customers to pay their invoices online.

Parking tariffs

Why we should embrace paid parking

Few people are familiar with the added value of deploying the right parking tariff strategy. There appears to be much negative public opinion about paying for parking, although a customer survey we conducted in 2014 shows that most of our customers are very aware of the principle of paid parking.

Setting the right price

Setting the right price, at a given location, on a given day, at a given time, and for the time used, is part of our daily work. Our three guiding principles are:

- Profit - to ensure sustainable financial performance
- Added value– to integrate mobility and other essential urban needs
- Proactive approach – to enhance fair pricing for commuters, residents, people parking for short periods, and our partners

We need to find the perfect balance between price and demand. We work on the principle that it is unfavourable for an urban area if the occupancy rate of a parking facility exceeds 85%. Not having to queue to enter a parking facility is more economical for all involved; it is safer for cyclists and pedestrians, and better for the environment.

Price differentiation

We aim to have a variety of parking/price combinations available for our customers to consider. For instance: highly valued and high-priced parking within 300 metres of their final destination, reasonable priced parking slightly further away, and smart parking within a healthy walking distance.

Price differentiation enables us to benefit certain groups over others. For example, at shopping centres the cheaper rates for the first two or three hours favour shoppers rather than commuters, but at train stations, the daily tariff favours commuters.

Economic insight

We gain insight into the impact of various pricing strategy options by using proprietary calculation models. For example; our educational calculation model provides clear insight into why EUR 0.50 per



fifteen minutes is, from an operator 's perspective, not the same as EUR 2 per hour.

Would you like to do the maths and know the difference? Contact qurius@q-park.com.

Fair pricing
Wherever possible, we like to implement fair pricing strategies for the people parking, the surrounding communities as well as for the operator. For more information e-mail qurius@q-park.com.

Capacity optimisation

For detailed information on parking capacity optimisation please click here.