

WHO WE ARE

VISION & MISSION



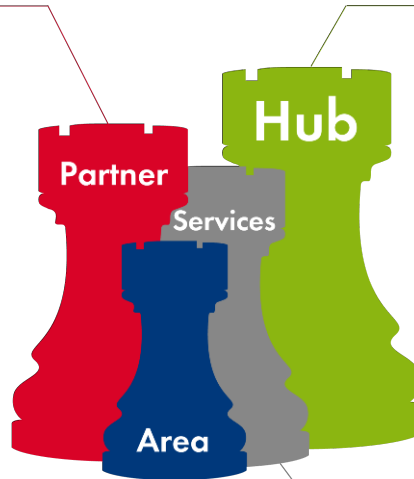
Operator to Partner

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's 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

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.