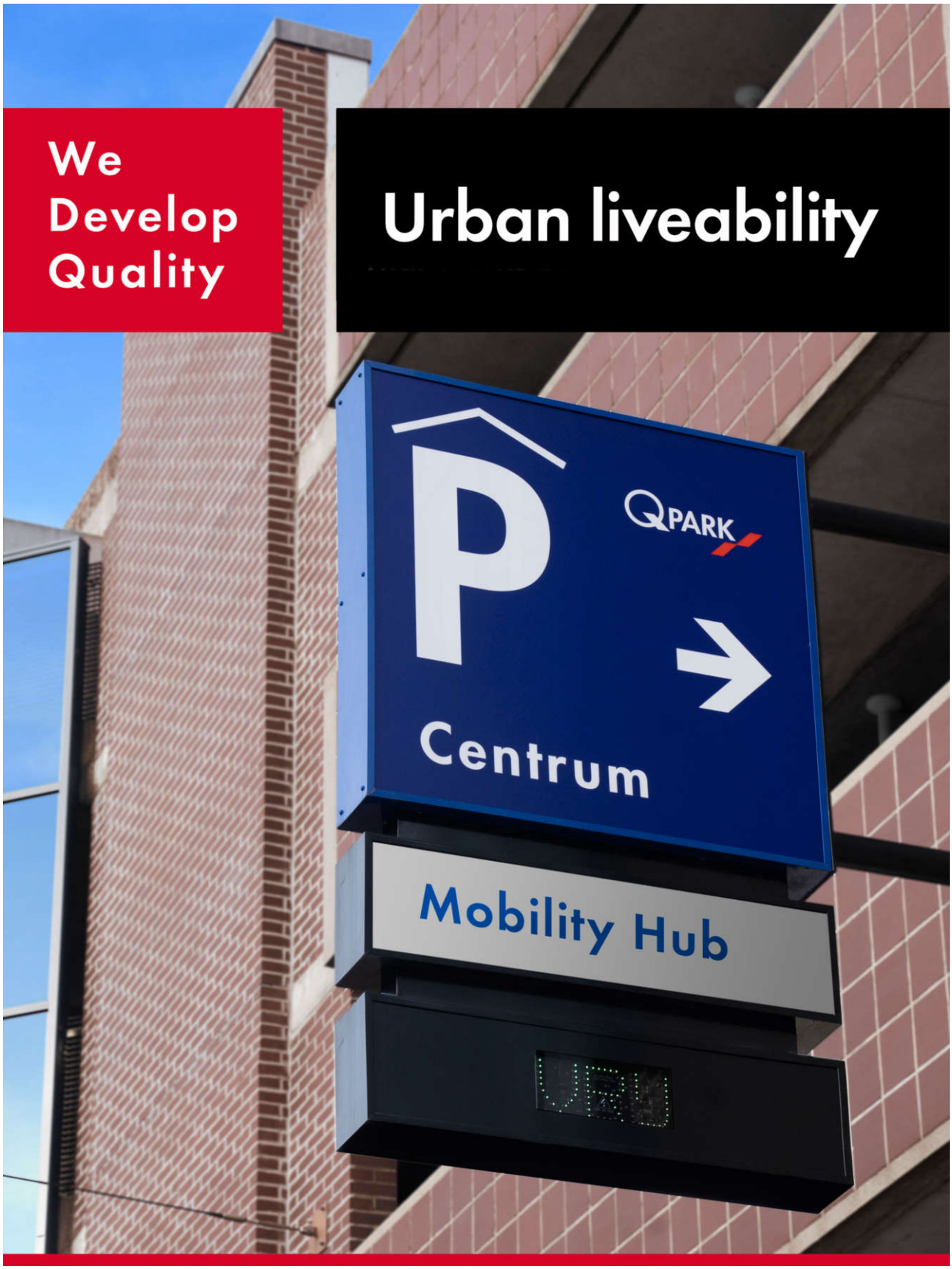
ANNUAL CSR REPORT 2024



QPARK Quality in parking

Health & Safety

Q-Park promotes the health and safety of customers and employees. We achieve this mainly by training our employees and by creating a safe and healthy working environment.

Every year, we receive millions of visitors in our parking facilities at all hours of the day. Unfortunately, it is inevitable that our employees will encounter aggressive or inappropriate behaviour. We do everything we can to ensure their wellbeing.

- We offer conflict management training.
- We have CCTV monitoring and direct links with the police if intervention is needed.
- Our Parking Attendants who issue control fees wear an alarm they can press when needed. When pressed the police are called to rush to their aid.
- Initiatives with bodycams are being evaluated for further roll out.

We consider the wellbeing of our employees to be a key concern. For this reason, we monitor and report quarterly on the number of incidents involving employees as well as the resulting lost days.

We encourage employees to report all incidents, however small they may seem. By analysing the nature of incidents and their frequency we can put relevant prevention and training programmes in place to help our employees respond appropriately and cope with the consequences of an incident.

Results

The number of incidents reported fluctuates from year to year. However, the number of days lost per incident has decreased steadily over the past few years. Although the number of incidents reported has increased, the ratio of incidents per employee remains stable at around 4%.

Chart 23: Average lost days per incident

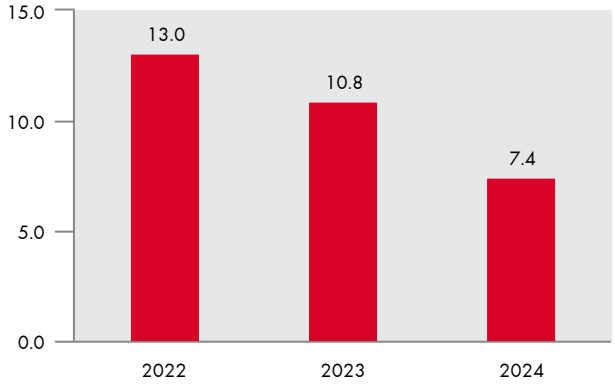
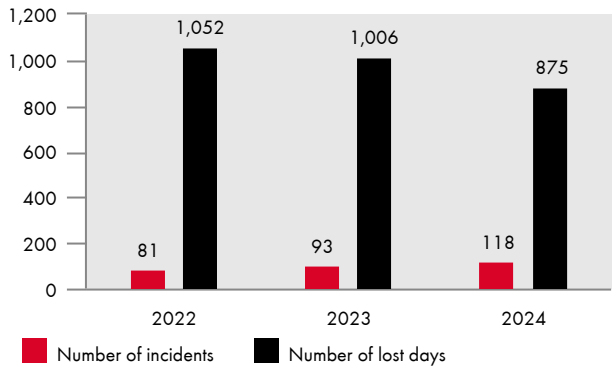


Chart 24: Number of incidents and lost days



Please note that Health & Safety risk assessments are always the starting point for preventing avoidable incidents and lost days. We conduct different risk assessments for parking facilities, as well as for Parking Hosts and Parking Attendants who issue control fees. The assessments help us to prioritise relevant actions aimed at preventing and reducing risks. We inspect equipment, and employees receive relevant information, training and when needed, mental support.

Customer satisfaction

Google reviews

For several years now, all Q-Park countries have been using the same platform, designed to improve online visibility and the customer relationship. The platform gives customers the opportunity to leave a Google review of the parking facility they just visited.

A Google review includes giving a score from one star (poor performance) to five stars (excellent service). Google reviews can be a useful customer feedback tool, as they:

- improve search ranking and online exposure;
- increase trust, credibility and provide feedback;
- influence purchase decisions, improve click-through rates and convert more customers.

As paid parking, by definition, triggers some overall customer dissatisfaction, we are well aware that obtaining a 5-star rating is a bit much to expect. However, we aim to keep our average rating at or above 3.5.

Results

- 5-star rating given in 40% of customer reviews;
- 3.5 average rounded rating;
- 66 million customer queries served; and
- 120 million customer connections online.

Figure 14: Google review overview

