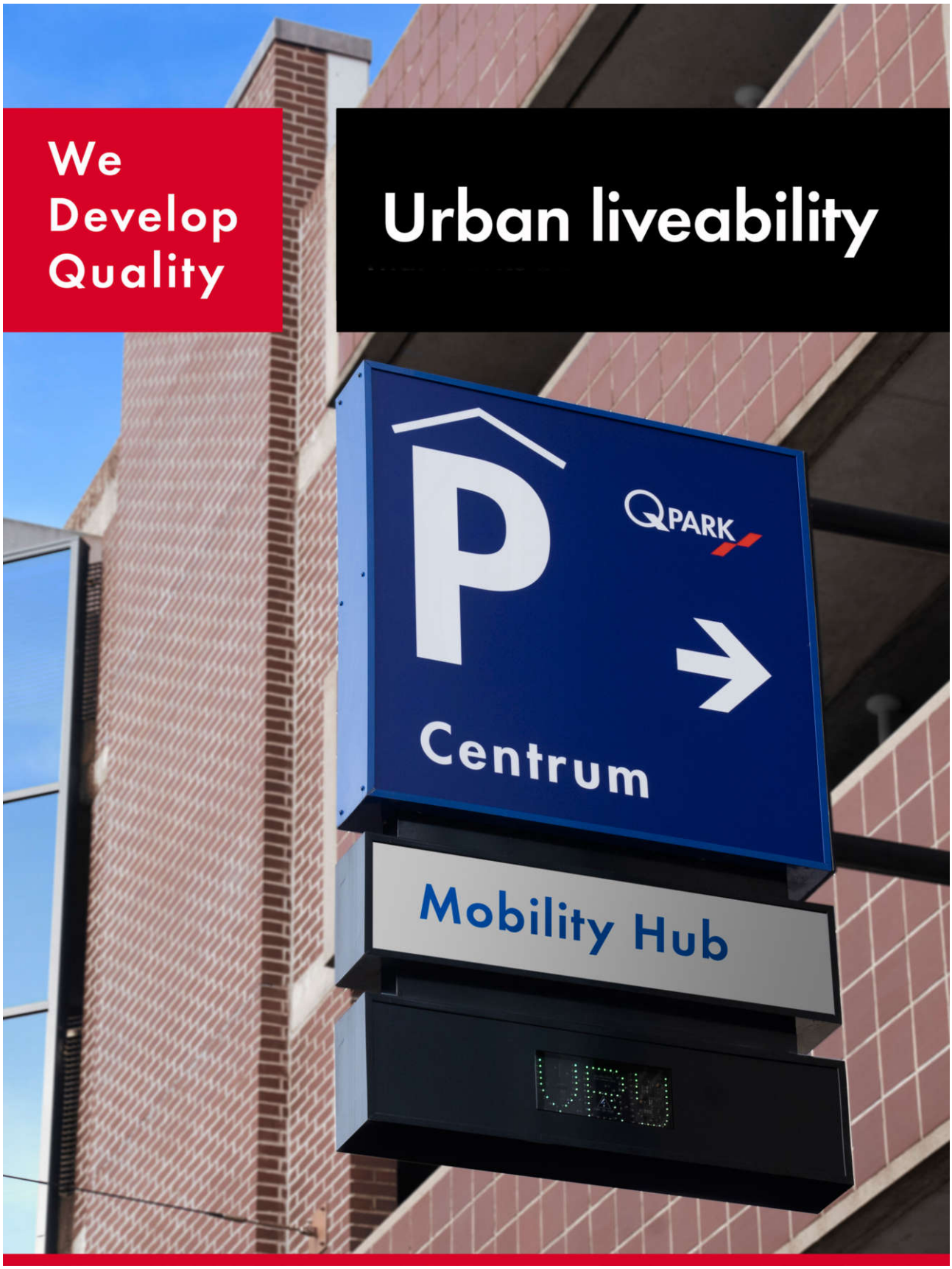
ANNUAL CSR REPORT 2024



QPARK Quality in parking

SEAMLESS PARKING SERVICES

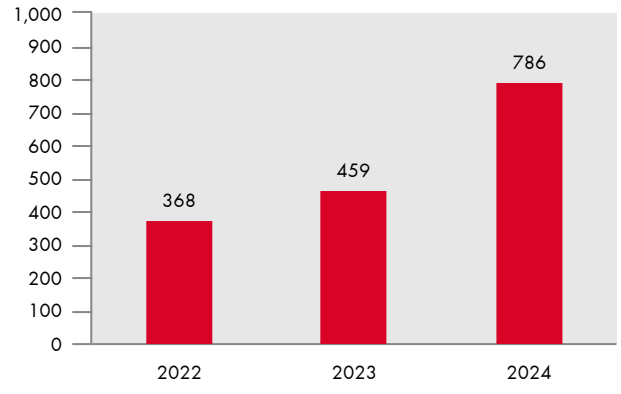
PaSS

Digitalisation of many of our business activities is a true enabler for the future development of our operations, including providing innovative services for landlords, partners and customers. Our proprietary platform and portals enable us to facilitate the customer journey, in both the virtual and physical sense, from the comfort of the home to the final destination.

Our back-office operations run on an extensive 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 services online, order a season ticket, pre-book a parking space, access and pay through automatic number plate recognition (ANPR), or open a pedestrian door with a QR code.

We implemented the first iterations of PaSS in 2020 and can now consider our PaSS platform mature. It forms the basis of all our parking products, from season tickets to pre-booking and event parking.

Chart 22: Parking facilities PaSS enabled



Parking products

Short-term parking

We serve thousands of customers every day and most of them just take a parking ticket or use their bank card to access and exit our parking facilities. As part of our efforts to create a better customer experience, increase parking convenience and enable customer interaction:

- our partners provide access to our car parks through their apps;
- our own Q-Park App provides customer access based on ANPR.

When short-term parking (STP) customers use these apps, they enjoy a seamless parking experience whenever and wherever they park at Q-Park. No more tickets, no more going to the payment machine, and seamless access and exit thanks to automatic number plate recognition (ANPR).

- STP accounts for 73% of our total revenue from parking activities.
- STP (excluding control fee) accounts for about 80% of all PMS transactions.
- STP transactions from known customers accounts for more than 5%.

Pre-booking

Pre-booking services are a smart and responsible choice for motorists who wish to make sure a parking space is available for them when they arrive, or motorists looking for an economic parking option near their destination. Pre-booking converts search traffic into destination traffic, allows for economic parking tariffs, and nudges parking at P+R locations which decreases traffic in inner-cities.

We offer a variety of pre-booking propositions to customers via our websites and we offer pre-booking solutions to commercial partners so they can serve their customers via their sites and sales channels.

With pre-booking options for theatres, concerts and festivals, it is easier to manage peak traffic flows while allowing audiences to enjoy a variety of events in urban areas.

Pre-booking transactions are part of our STP revenue and STP PMS transactions. Pre-booking accounts for 2.3% of all STP transactions.

Long-term parking

We offer a wide variety of season tickets for our customers who park with us frequently. As well as the traditional season tickets, we also offer flexible office solutions, city-wide access, and resident and student season tickets.

In principle, all our season ticket customers are known customers and access our parking facilities by means of their number plate. They use the Q-Park App to manage their parking rights, number plates and payment methods when applicable.

The Q-Park PaSS Business Portal empowers businesses with multiple season tickets to handle parking access and payment themselves. They can manage parking access digitally for their target audiences, such as employees, students, patients, leisure guests, customers, and visitors.

Long-term parking (LTP), mainly season tickets, accounts for 23% of our total revenue from parking activities and about 20% of all PMS transactions.

Parking services

24/7 availability



All our parking facilities are open 24/7 for customers to access and exit the facility. Customers needing assistance can call our international help desk, the Q-Park Control Room (QCR), 24/7 using the call button at the payment machine or barrier.

International help desk



Our international help desk, the Q-Park Control Room (QCR), is available 24/7. This gives customers instant access to multi-lingual Parking Hosts in our central control room who can provide help and support with queries relating to the payment system or accessing or exiting the parking facility.

QCR employees also have direct access to onsite employees, service technicians and the customer service department. If customers have a query when they are in one of our parking facilities, the QCR will be able to help.

Security



We use closed-circuit television (CCTV) for security purposes and for automatic number plate recognition (ANPR). Where we install cameras, we make it clear to people that they or their cars are on camera.

Sustainable mobility solutions



Mobility partners offering sustainable and shared mobility concepts are welcome in our parking facilities. Customers can easily find these providers by following directions indicated by the connected three-dot icon. Popular sharing concepts include shared cars and car rental services, as well as micromobility concepts, including bicycles, e-bikes and motor scooters.



All our parking facilities are at a walking distance from one or more points of interests (POIs). Nearby POIs are listed online per parking facility and often offer special parking deals too.



The number of parking facilities with EV charging points is growing steadily. Currently, about one third of our operational portfolio has EV charging points onsite, allowing our EV customers to top-up their battery for their onward journey. Also note, most of our EV charging points are powered with renewable energy.

Seamless parking services



The parking facilities in our operational portfolio are PaSS-enabled, granting customers access via their number plate (ANPR). These customers don't need to take a ticket or go to the payment machine before they leave.



Known customers access our parking facilities via their number plate. These customers also need to use the secure pedestrian access, so we provide a QR code in the parking app of their choice.



About 60% of our operational portfolio parking facilities allow customers to pre-book a parking space and this often means they can take advantage of parking deals. Pre-booking transforms search traffic into destination traffic, a win-win for the environment, society and the customer.