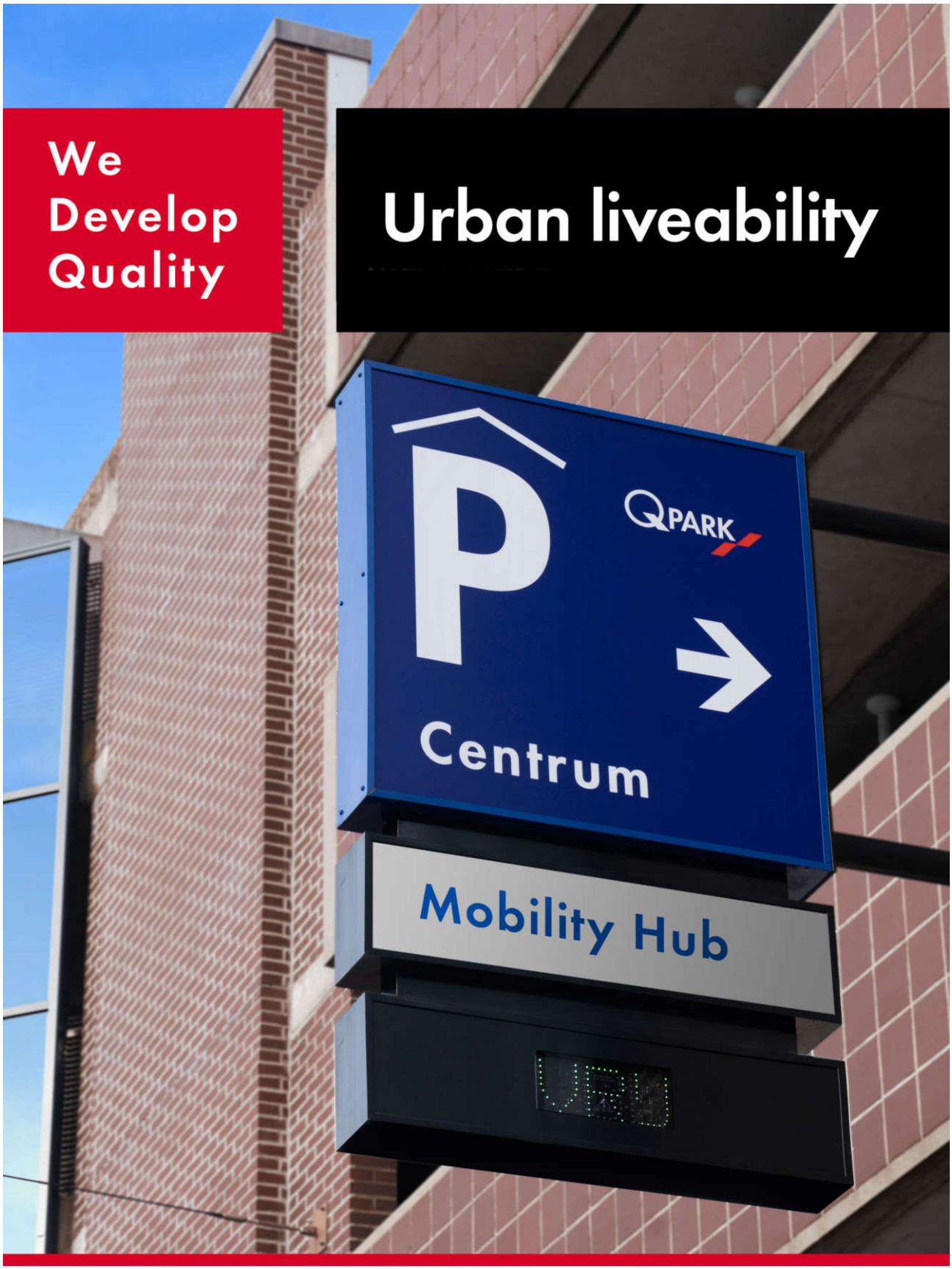
ANNUAL CSR REPORT 2024



QPARK Quality in parking

SEAMLESS PARKING SERVICES

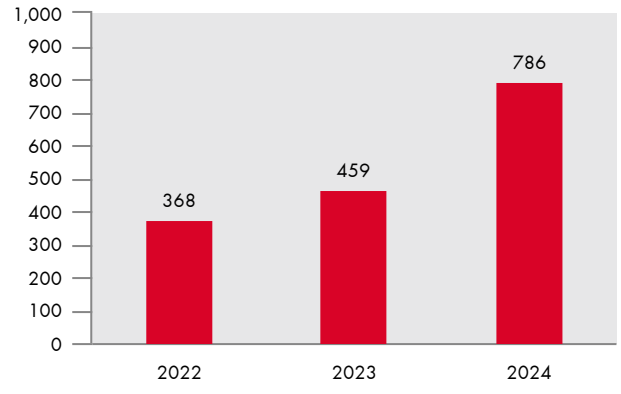
PaSS

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%.