

We
Develop
Quality

Urban liveability

QUALITY IN PARKING

Contribution to quality of life

Q-Park wants to grow in cities with attractive market dynamics and sees good opportunities for this strategy. Urbanisation continues and rural populations are declining fast. This affects the number of passenger cars and the demand for parking spaces, both of which are expected to continue increasing in large cities.

This drift to urban areas coincides with the trend towards increasingly autonomous and more environmentally friendly cars. One of the accompanying challenges for municipalities is to maintain a liveable city.

We work together with urban planners to create parking solutions that integrate in the mobility chain, and thus improve the quality of life for all stakeholders.

Innovation

ICT is a true enabler for our future development and implementation of new and innovative services for landlords, partners and customers. Our proprietary system and portals enable us to facilitate the customer's journey, in both the virtual and physical sense, from the comfort of the customer's home to their final destination.

Our back-office operations run on a profound digital infrastructure which seamlessly integrates with our front office (our websites and parking facilities) where partners and customers interact. For example, to find parking solutions online, order value cards or a season ticket, or to pre-book a parking space.

In 2018 we developed the **Parking as a Smart Service (PaSS)** platform. This will enable us to launch new value propositions to public and private landlords, and to commercial partners.

Our employees

Q-Park recognises that our goals can be met only with the dedicated input of committed and well-trained employees who share our passion for quality and customer service. We invest heavily in induction training and the continuous development of our people.

Our commercial partners

One million motorists use our parking facilities every day. With the cash flows we generate from this, we can continue to invest in future-focused parking solutions that add value for our **public & private landlords**, partners who offer parking as part of their own service offering, and motorists.

Our activities

A large proportion of our revenue comes from single parking transactions, our short-term parking customers. About one-fifth comes from multiple parking transactions, our season ticket holders.

Our parking services mainly consist of providing parking spaces in purpose-built parking facilities or in off-street car parks. This can be pay-on-exit parking behind barriers, or parking paid by means of Pay & Display parking tickets, or via a parking service app. We also offer customers the opportunity to pre-book a parking space.

In addition, we offer services such as monitoring compliance to regulations applicable parking on-street and on private property. For public & private landlords, we are happy to operate their parking facility, and because of our scale, we can do this efficiently and effectively.

Figure 2: PaSS – Parking as a Smart Service



NOTABLE PROJECTS IN 2018

Handelsbeurs

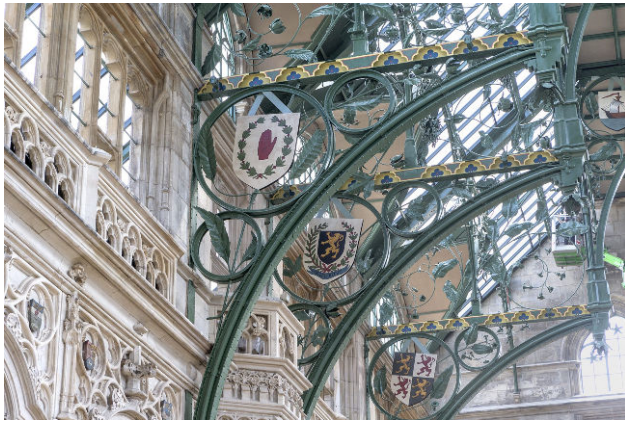


Photo courtesy Denys website

Q-Park excels in collaboration projects and the restored Handelsbeurs in Antwerp is an excellent example. In conjunction with architect eld, restoration specialists Origin and contractor Denys, in September 2019 Q-Park opened a modern 300-space car park in the centre of Antwerp.

The parking facility includes many of Q-Park's signature features on which the company has built its reputation for quality and convenience.

Pre-booking & Event management

This parking facility is equipped with Q-Park PlatePay, our proprietary solution which allows customers to access and exit parking facilities with their number plate. Customers can pre-book a parking space online and choose from a variety of parking propositions: for meetings, leisure or events.

Event organisers, offices and leisure providers please note: **Q-Park PlatePay** enables you to create bespoke solutions tailored to specific target audiences, needs and requirements.

 [More about the Handelsbeurs.](#)

Veerkaden – 100% energy neutral

The upgrade and transformation of the Veerkaden parking facility was completed in Q4 2019.



The transformation into an energy-neutral parking facility will help Q-Park reduce its overall CO₂ per parking space and contributes to meeting the Paris 2016 UN climate change commitments, the Energy Efficiency Directive (EED) from which the ISO 50001 energy management standard is derived. Q-Park Netherlands and Q-Park Germany both have multisite ISO 50001 certificates.

Veerkaden required substantial renovation to bring it in line with Q-Park's updated functional quality standards and to meet changing requirements regarding energy consumption, e-charging and CO₂ footprint.

Q-Park took this opportunity to not only refurbish the visible and aesthetic aspects of the car park, but to go much further and equip the parking facility with the means to be self-sufficient for energy. Government subsidy was available for this extensive project, meaning the investment is expected to pay for itself within 7 years, about half the usual return on investment period.

To achieve energy self-sufficiency, the renovation included:

- I PV panels
- I Nilar EC Batteries
- I DC LED lighting
- I Smart energy hub