
CONTENTS

ABOUT Q-PARK	4
Review of business	4
Profile	6
Quality in parking	7
Notable projects in 2018	8
Future outlook	14
STRATEGY	16
Sustainable development goals	16
How we create value	18
Materiality analysis	19
CSR strategy	20
RESULTS	23
Performance highlights	23
Value Creation	25
Value Capturing	36
Value Sharing	47
Value Retention	54
OTHER INFORMATION	63
Supply chain	64
Governance, policies and codes	65
Risk management	66
What we can do better	73
OVERVIEWS	74
GRI Content Index	74
Stakeholders	80
GLOSSARY	84

Parking solutions PaSS & PlatePay



Powered by Q-Park

Q-Park has taken parking convenience a step further – from cashless to ticketless to **cardless parking** – no bank or credit card required at the parking facility at all. This technology is embodied in the PaSS and PlatePay solutions which were introduced in 2019.

PaSS and PlatePay have been initially implemented throughout Belgium and in a few selected parking facilities in the Netherlands. We have firm plans to implement the innovation in a selection of our parking facilities in the Netherlands, Germany, UK, France, Ireland and Denmark in 2020.

Q-Park PaSS is an evolutionary innovation combining ANPR technology with digital payment solutions and Q-Park's proprietary Back Office Calculation (BOC) module. Now, we can integrate the Parking Management System (PMS) at access and exit points with Q-Park's BOC to create a seamless, fair and transparent parking experience.

Q-Park PaSS is an ecosystem. It is a collaborative economic innovation because in recent years, boundaries between industries have become blurred and customers are hyper-connected. Everyone now has access to ambient intelligence and connectivity, boundless information and unlimited choices.

Understanding this created the opportunity to grow our business by delivering and capturing value from innovation with a variety of business partners. Together we considered how to:

- I simplify the various steps a parking customer needs to take (literally and figuratively) and

we innovated to make these steps as simple as possible;

- I connect the various sales & service channels a customer uses and we innovated for transparency, flexibility and freedom of choice;
- I plan adaptively for businesses who wish to offer parking as part of their service and we innovated to ensure seamless integration with their back-office systems.

In Belgium PaSS is integrated with partner applications:

- I KBC, providing effortless parking for their clients using their mobile banking app;
- I EasyPark, providing an integrated on-street and off-street solution for their app users.

PlatePay is the specific Q-Park implementation of this service and is available to any customer using the Belgium Q-Park Mobile-app. Customers register their number plate in the app and link it to a bank account. Their number plate then forms their key to access Q-Park car parks.

 [More about PaSS PlatePay for customers.](#)

 [More about PaSS PlatePay for car park owners.](#)

 [More about PaSS, a Q-Park expertise article.](#)

Safety first at Q-Park Mailbox



In partnership with MotaGoGo, Q-Park has installed an innovative tyre tread scanner at Q-Park Mailbox in the centre of Birmingham. This offers motorists a free tyre check as they exit the car park.

Motorists simply drive over a small ramp as they exit the car park and the scanner automatically checks the condition of the tyres. To see the results, customers can either go to the Q-Park Rewards app or the MotaGoGo website where they simply enter their vehicle registration to view the condition of the tyres and depth of tread measured.

The aim of this partnership is to increase road safety and provide added value for Q-Park customers. This innovation stems from Q-Park's passion to be at the leading edge of technological developments in the car parking market.

Tyres are crucial to road safety. The regular vehicle roadworthiness checks that are mandatory in all European countries require a minimum tread of 1.6 mm. However, motorists are recommended to replace tyres with less than 2.5 mm tread depth. Motorist may not notice their tyres being damaged by poor road surfaces or hitting a kerb. This tyre check service can contribute to the safety of our customers.

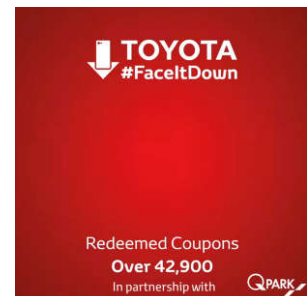
A recent UK survey reported that more than 1,000 people per year are killed or seriously injured from accidents involving cars with faulty tyres. In addition to this, there are fines and driving licence penalties for driving with tyres under the legal tread limit.

 [More about this tyre safety partnership.](#)

Q-Park Ireland promotes safe driving

Q-Park have joined Toyota's FaceltDown initiative

Car manufacturer Toyota launched the **FaceltDown** application in 2017, to help combat motorists using their mobile phones while on the road. The app encourages motorists to put down their phone at the start of a journey, and keep it down. The app can be used in any make of vehicle, not just Toyota cars.



To benefit, the user launches the app before setting off on a journey and simply puts the phone face down, the phone will then buzz to confirm it's tracking. Points will be earned for every kilometre driven without picking up the phone. If the user turns over the phone while driving, all the points accumulated will be lost.

With each completed journey during which the motorist successfully kept their phone face down, a point per kilometre travelled will be earned and can be used for rewards. Rewards can be redeemed at various partners for things such as hot drinks, or money off at FBD Insurance. Q-Park are proud to be the latest partner added to this initiative, to offer motorists money off their parking as an incentive to not use their phone while driving.

Q-Park offers safe motorists the chance to cash their rewards for vouchers they can use when they pre-book a parking space online. The rewards are:

- | €2 off parking – 250 points
- | €3 off parking – 400 points
- | €4 off parking – 550 points

 [More about this road safety initiative by Q-Park.](#)

 [More about this road safety initiative by Toyota.](#)