

---

# CONTENTS

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

## 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.

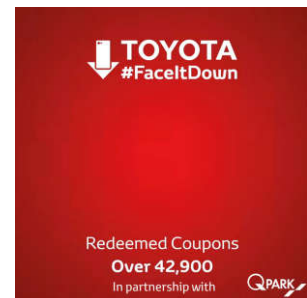
A recent UK survey reported that more than 1,000 people per year are killed or seriously injured from accidents involving cars with faulty tyres. In addition to this, there are fines and driving licence penalties for driving with tyres under the legal tread limit.

 [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.](#)