

We
Develop
Quality

Urban liveability

Digital services

PaSS PlatePay

In 2019 we implemented our innovation PaSS PlatePay in most of our parking facilities in Belgium and in a few parking facilities in the Netherlands, enabling pre-booking propositions for Park+Fly as well as Event Parking.

This innovation relies on ANPR to grant customers access to the parking facility. They do not need to present their bank card or take a ticket, and as the parking is automatically paid for, they can simply drive to the exit barrier. Our systems recognise their number plate and open the barrier.

PaSS PlatePay is very easy to use. Customers register their number plate in the mobile-app of their choice to access and exit a Q-Park parking facility by means of their number plate which is connected to a payment method. There's no need to wind down the window to take a ticket or present a payment card.

This innovation allows us to create partnerships with payment providers who seek to provide additional services for their customers. This innovation enables our customers to:

- | Effortlessly access and exit our car parks
- | Use their preferred payment method
- | Pre-book their parking space:
 - | At a favourable rate
 - | Be assured there is a space for them

Results in 2019

- | Q-Park Belgium:
 - | 35 parking facilities equipped for PaSS PlatePay
- | Q-Park Netherlands:
 - | 2 parking facilities equipped for Park + Fly
 - | 4 parking facilities equipped for Event Parking

Figure 24: Parking as a Smart Service



Digital payments

Cashless and contactless payments

In response to changes in customer needs and behaviour, digital and payment trends, and the evolution of smart cities, we are constantly developing our parking management systems and our operational processes. We have offered various cashless and contactless payment options at all our parking facilities since 2016.

Naturally, on accessing the car park, a motorist can still take a traditional paper ticket and pay by cash or card at a Pay-On-Foot (POF) machine before driving to the exit, but cashless and contactless payments continue to gain in popularity.

Cashless and contactless payments enable motorists to access and exit a parking facility using their payment card, just as they would pay for their groceries. This contemporary way of paying for parking enhances the customer experience and at the same time makes our payment transaction systems future-proof.

Top four advantages for the customer:

- I Customers can access and exit the car park using their debit or credit card, partner loyalty card, or smartphone
- I Customers save time as they don't have to go to the Pay-On-Foot machine
- I No paper ticket to lose
- I No need to carry change

All these developments reduce the total investment and cost of ownership of the parking management system, making a cashless and contactless barrier system even viable in smaller car parks. Some car parks are even 'cashless only'.

Figure 25: Cashless and contactless payments



Results

All of our owned and long-leased parking facilities offer digital payment options.

Validation

We offer a number of schemes to assist our purpose partners. We call this validation – it means that our partners can reimburse their customers for all or part of their parking fee. This may be in the form of a free exit ticket or specific time or value reduction on a parking transaction. For example:

- I First hour for free when they spend EUR 20 or more at a grocery store;
- I EUR 2 discount when they spend EUR 20 or more at a fashion store.

Q-Park UK has launched a loyalty programme in conjunction with purpose partners.

Q-Park customers can easily earn benefits using the Q-Park Rewards app. Customers register their bank card in the app and use that card to pay for parking at Q-Park or one of the many high-street retail partners. Q-Park tracks the payment and gives the customer rewards and benefits based on the amount spent on parking.

Q-Park UK has teamed up with a number of national retailers where customers can earn cashback rewards when they pay with their registered bank card.

VALUE RETENTION



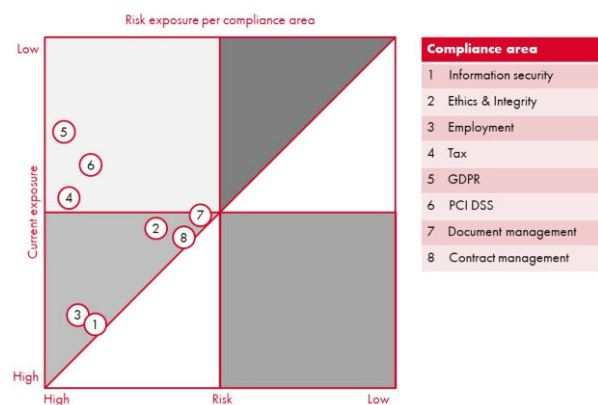
Compliance

We aim to comply with national and European laws and regulations regarding our industry. Our risk management policy states that we are averse to the risk of non-compliance with relevant laws or regulations, and to non-compliance with our own codes, contractual agreements, and covenants.

In 2019 we continued to update our Compliance Programme. This included completing the analysis of our risks and further improvement of our risk management mechanisms throughout the organisation.

We had previously mapped our compliance areas in a risk matrix and defined improvement actions related to our high priority compliance areas. GDPR (EU General Data Protection Regulation), PCI DSS (Payment Card Industry Data Security Standard), ethics and integrity continue to be our high priority areas.

Figure 26: Map of compliance areas



GDPR

Our GDPR team continues to monitor all aspects of the GDPR. Although GDPR is now in the operational phase, it still requires ongoing attention to ensure compliance with:

- I data retention periods and clean systems
- I data processor agreements at corporate and country level