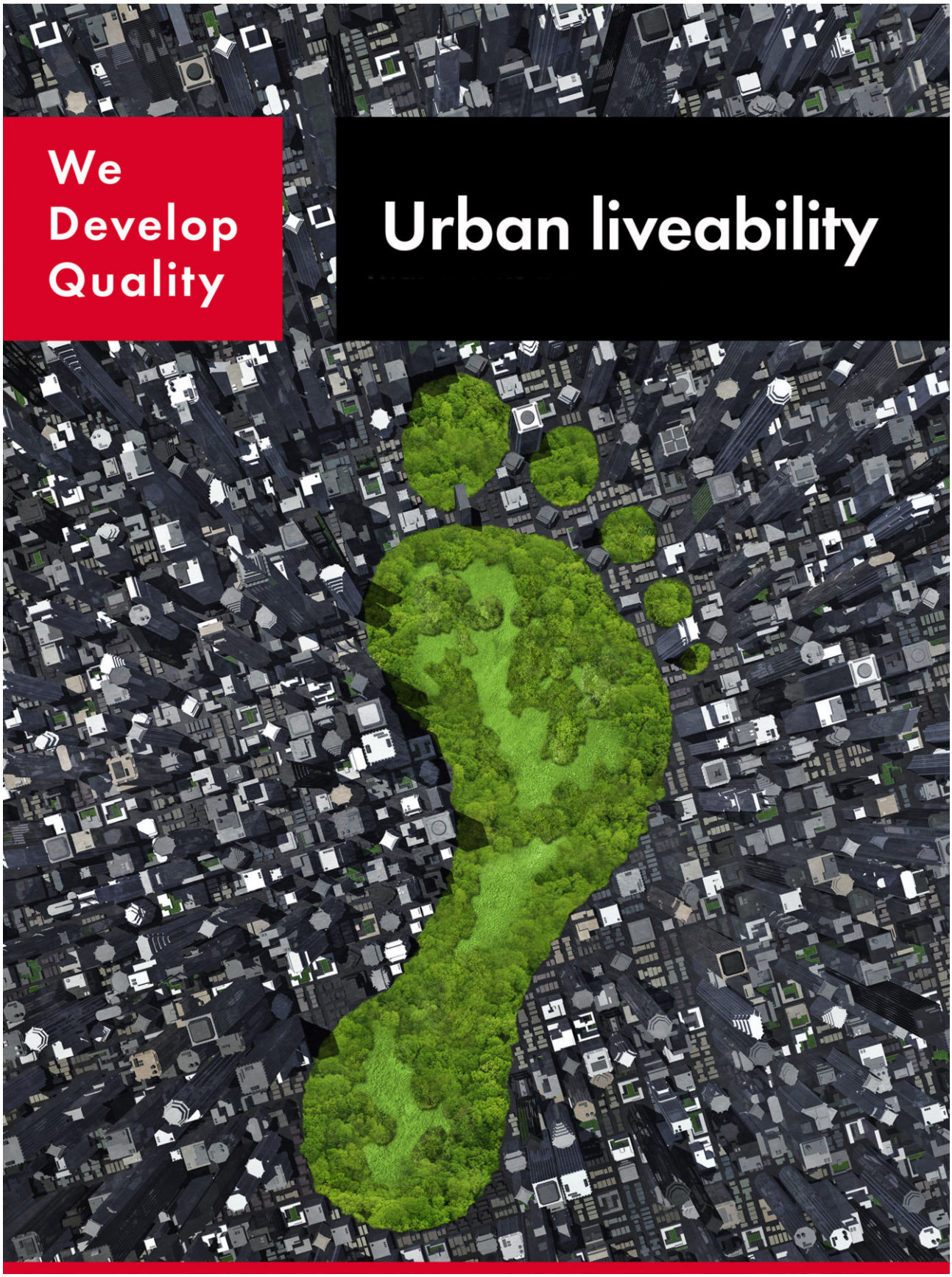
CSR REPORT 2019



QPARK Quality in parking

Co-creation

We aim to create value through co-creating partnerships, growing our asset portfolio and its performance as well as our indirect sales channels.

Strategic partnerships in which we pursue a form of agreement with mutually beneficial goals are important to our business. Naturally, in our partnerships, we depend on the willingness of the other party to collaborate and achieve the desired results. For this reason, it is not possible to set quantitative targets but we have defined partnership objectives to guide us, we seek partnerships to:

- improve and/or expand our market coverage;
- broaden product and service offerings;
- build brand awareness.

Parking Payment Service Providers (PPSPs)

We work together with parking payment service providers (PPSPs) who want to combine their on-street parking and payment solutions with off-street parking for their customers.

These partnerships enable customers to:

- park in our facilities with the PPSP mobile-app of their choice;
- receive a convenient overview of all their parking transactions;
- pay immediately or make a single payment at the end of the month.

Mobility hubs

In the Netherlands, Q-Park has a co-creation solution with the NS, the national railway operator. Q-Park manages the Park+Ride car parks at train stations and enables NS Business Card holders to use their public transport card for parking as well.

Infrastructure

We co-create with public and private landlords to provide underground bicycle parking, infrastructure solutions, green spaces as well as routes for pedestrians and cyclists above ground.

Indirect online sales channels

- We have programmes in place for marketing arrangements whereby we pay commission to an external website for traffic or sales generated from its referrals (i.e. affiliate marketing).
- We have programmes in place to partner with theatres, event locations for sports, concerts and other gatherings - enabling them to offer parking solutions directly to their customers. We also refer to this as purpose partner marketing.
- We have developed the Q-Park Event Management Portal, enabling event organisers and event locations to offer a quick and bespoke parking solution to their target audiences with the least amount of effort.

Results

- In 2019, we joined forces with EasyPark, a mobile-app parking service which facilitates parking on-street and in purpose-built parking facilities.
- In Belgium we have partnered with KBC to integrate our Parking as a Smart Service (PaSS) solution into KBC Mobile, the KBC smartphone banking app for KBC clients.
- In the Netherlands, Q-Park has introduced the Event Portal to a select group of theatre, concert and sports venues in Amsterdam and Rotterdam.

Figure 29: Co-creation with KBC

Expertise

We aim to retain value by sharing our expertise. We do this with our We Develop Quality (WDQ) campaign, Annual Q-Park Thesis Award & Thought Leader events, and our contribution to parking industry bodies.

We participate in the following industry platforms:

- Danish Parking Association
- Norwegian Parking Association, and Parking Complaint Team
- Board member at Vexpan, and Stichting Maatschappelijke Projecten Maastricht
- Member of Communication Partners
- Member of GBN platform
- CROW
- EPA

We Develop Quality

In 2019 we continued publishing articles under the WDQ campaign umbrella. These articles are designed to share our expertise of car park design and knowledge of the role of parking in making cities more liveable. In this campaign, Q-Park ambassadors are encouraged to read and share the articles with their network.

Click here for the expertise articles.

The **We Develop Quality** goals are twofold, to:

- Improve top-of-mind awareness of Q-Park's expertise, products and services among public and private landlords;
- Strengthen the organisation.

The articles cover a wide range of topics and form an invaluable knowledge resource in the expertise centre as part of the corporate website.

In 2019 we published 15 articles. Various topics were aired including:

- LED lighting transformation
- energy-neutral parking facility
- e-charging dilemmas
- various new parking facilities were also showcased

Using the social sharing tool 'Social Seeder', the articles are first shared among Q-Park ambassadors who were encouraged to share the articles in their own networks in the social media channels of their choice.

Results

In the second year of the campaign we now have 102 unique Q-Park ambassadors who share articles in their networks, culminating in an estimated interaction with our target audiences of more than 64,000.

Figure 30: WDQ results