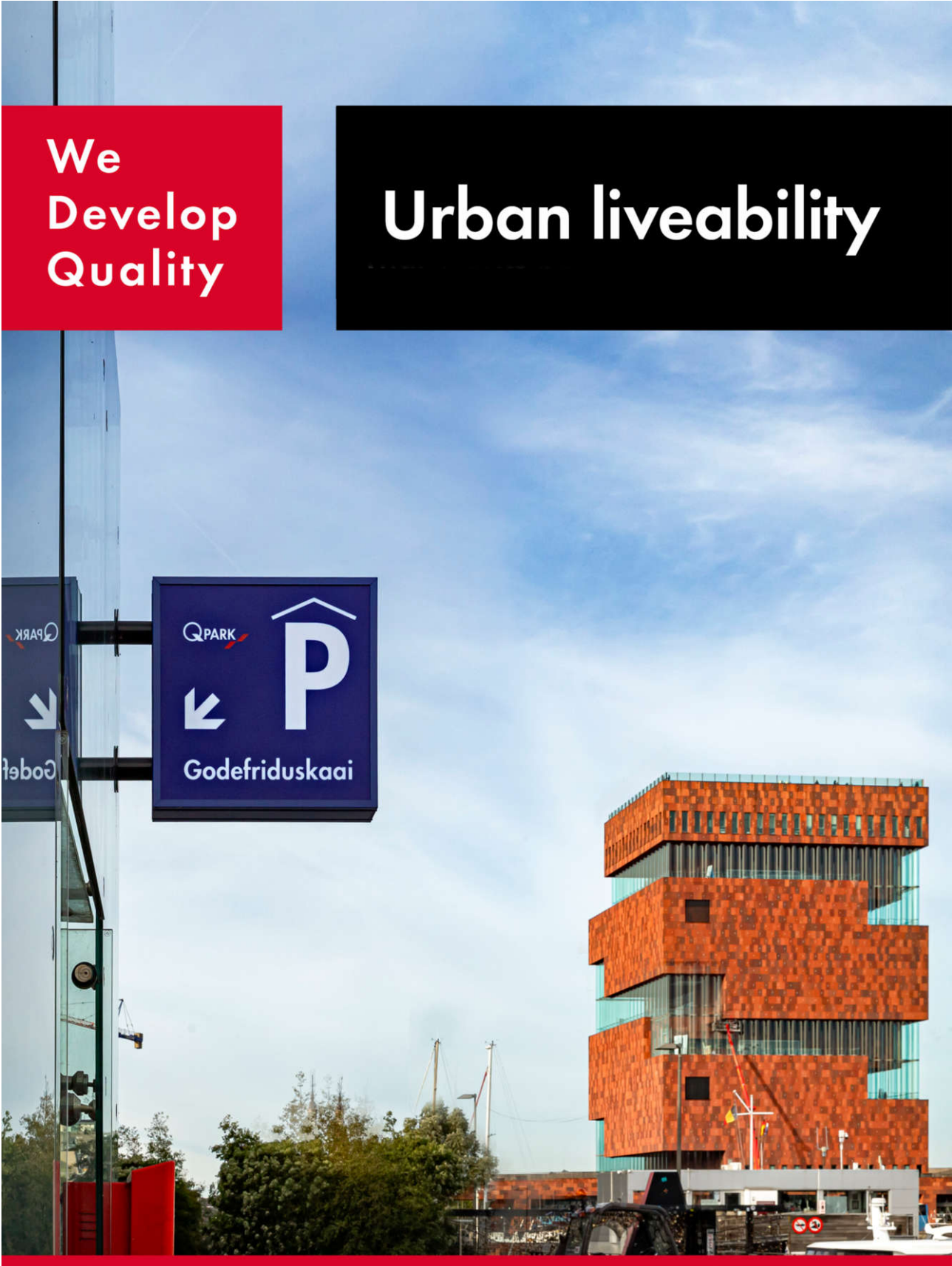


ANNUAL CSR REPORT 2023

We
Develop
Quality

Urban liveability



Customer satisfaction

Google reviews

For some years now, all Q-Park countries are using the same platform designed to improve online visibility and the relationship with customers. It gives customers the opportunity to leave comments about a business they have visited, and it gives us a clear dashboard on our performance and provides feedback where appropriate.

Another advantage of the platform is that we can:

- improve search ranking and online exposure;
- increase trust, credibility and provide feedback;
- influence purchase decisions, improve click-through rates and convert more customers.
- automatically broadcast our parking facility information in the main directories, GPS, search engines, social networks and opinion websites;
- centralise the customer reviews received and identify whether they come from Google, TripAdvisor or Facebook;
- interact with customers when needed;
- report on reviews, analyse them and respond from a single interface.

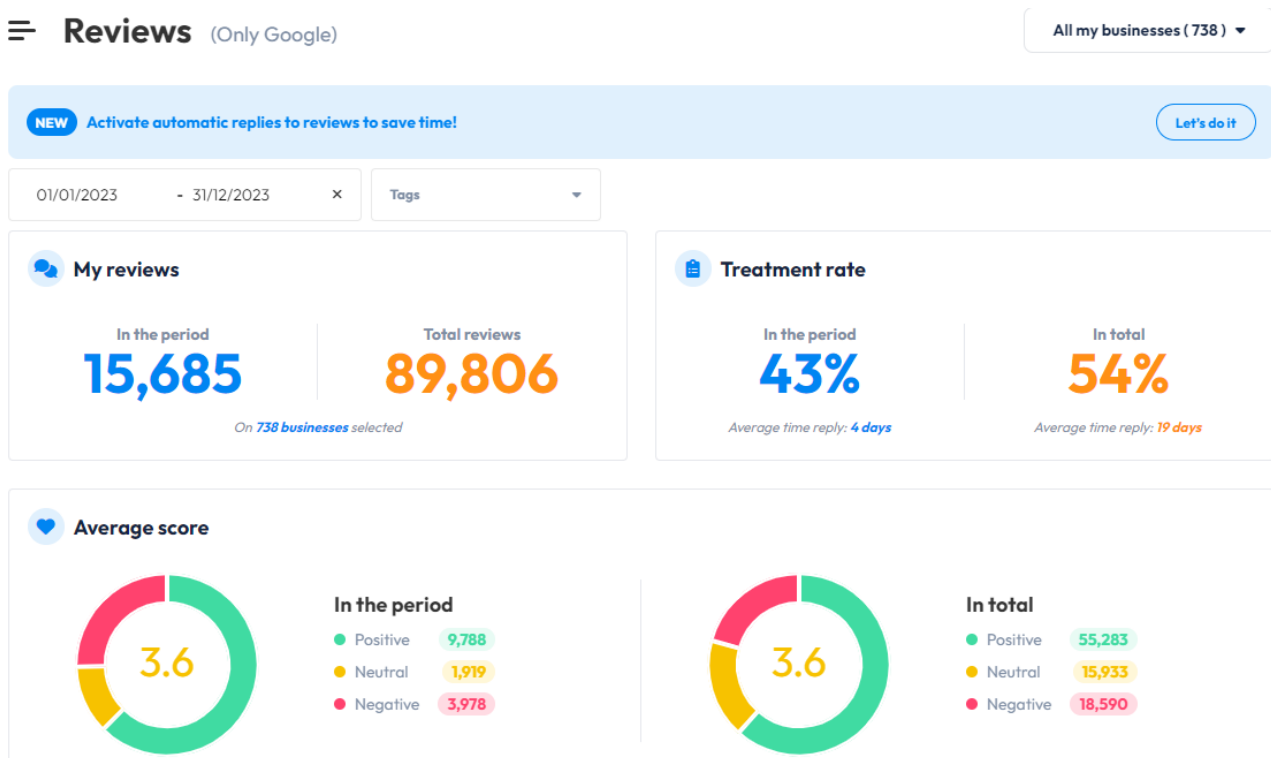
A Google review includes giving a score from one star (poor performance) to five stars (excellent service). Google reviews can be a useful customer feedback tool, as they:

- improve search ranking and online exposure;
- increase trust, credibility and provide feedback;
- influence purchase decisions, improve click-through rates and convert more customers.

Results

By definition, paid parking triggers some customer dissatisfaction, so we are aware that obtaining a 5-star rating is a bit much to ask. We do however aim to stay at or above a 3.5 rating average. Over 2023 our rating remained 3.6 and we gained more valuable feedback.

Figure 29: Google review dashboard



Visitor portal

In 2023 we introduced our visitor portal, again a feature based on our PaSS platform. It is designed to provide a more convenient service for those visiting offices, hotels and event venues. A registered business has free access to their own Q-Park visitor portal with parking products, configured according to the business' own preferences by a Q-Park sales representative.

The visitor portal is ideal for businesses within walking distance of a Q-Park car park, and who want to offer stress-free parking and contribute to parking costs for their visitors.

Q-Park visitor portal benefits for businesses:

- | manage parking rights for visitors in private digital portal;
- | provide convenient parking for visitors who can drive in and out of the car park without taking a ticket thanks to number plate recognition;
- | no hassle with paper parking tickets and vouchers;
- | monthly payment after receiving a monthly parking transaction statement.

Thanks to our PaSS system, this is all they need to access and exit the car park – for a seamless parking experience.

Figure 30: Visitor portal benefits for businesses and their customers

