

ANNUAL CSR REPORT 2023

We
Develop
Quality

Urban liveability



SEAMLESS PARKING SERVICES

Ambition

Our ambition is to enhance seamless parking with our digital access and payment services.

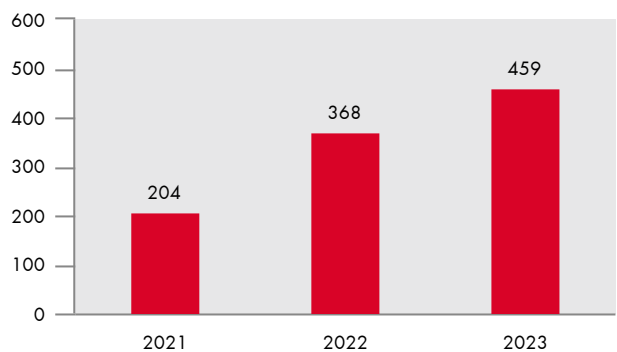
PaSS

Digitalisation of many of our business activities is a true enabler for the future development of our operations, including providing innovative services for landlords, partners and customers. Our proprietary ecosystem, platforms and portals enable us to facilitate the customer journey, in both the virtual and physical sense, from the comfort of the home to the final destination.

Our back-office operations run on an extensive digital infrastructure which seamlessly integrates with our front office (websites, apps and parking facilities) where we interact with partners and customers. For example, to find parking solutions online, order a season ticket, pre-book a parking space, access and pay for parking based automatic number plate recognition, or open a pedestrian door with a QR code.

We implemented the first iterations of PaSS in 2020 and can now consider our PaSS platform mature. It forms the basis of all our parking products, from season tickets to pre-booked event parking.

Chart 19: Number of PFs with PaSS



Parking products

Short-term parking

We serve thousands of customers every day and most of them just take a parking ticket or use their bank card to access and exit our parking facilities. They visit us infrequently so this is a convenient way to use our services without having to register or log in.

As part of our efforts to create a better customer experience, increase parking convenience and enable customer interaction:

- I our partners provide access to our car parks by means of their apps;
- I our own Q-Park app provides customer access based on ANPR.

When short-term parking (STP) customers use these apps, they enjoy a seamless parking journey whenever and wherever they park at Q-Park. No more tickets, no more going to the payment machine, and seamless access and exit thanks to automatic number plate recognition (ANPR).

Results

We encourage our customers to use a parking app or pre-book a parking space, which means they can access and exit based on their number plate. The added benefit for the customer is that they do not have to stop at the payment machine before they leave. These transactions use our PaSS platform.

The following chart shows how the uptake of PaSS is growing throughout Q-Park now that we have implemented PaSS in all countries. In 2023, the percentage of STP transactions conducted with PaSS rose from 9.7% in 2022 to 14.4% in 2023, an increase of 48%.