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STAKEHOLDERS

Q-Park has a large number of stakeholders. In the first place these are employees, shareholders and financial institutions. Based on our symposium 'The Future of Paid Parking' held in June 2016 and an environmental analysis we have also identified other stakeholder categories. These are customers (private individuals and businesses), business partners, municipalities and regions, government bodies, politicians, and society as a whole.

The following overview shows how we involve our stakeholders in our policy. By working together with our stakeholders we inform them and enquire after their requirements, and we request a response to our policy. A selection of topics on which we have been in dialogue with stakeholders is given in the following table.

<i>Stakeholders</i>	<i>Requirements</i>	<i>Activities</i>	<i>Resources</i>
Capital market - Shareholders - Banks ¹	Benchmarking	Strategy, policy, risk management, and calculating financial results	General meeting of shareholders, meetings with banks, technical information days
	Innovation, research, and development	Relationship between financial and sustainability reporting	Website, press releases, annual reports
	Transparency and communication	Reporting according to guidelines, as basis for comparison with other organisations	Relationship management
	Good reputation	Reputation management	Code of Ethics
	Ethical operating activities and compliance	Compliance with legislation and interpretation of responsibilities	Business Partner Code (BPC)
	Privacy and data security	Information over consequences of investments and divestments	Participation in GRESB and Transparency Benchmark (TB)
	Clarity about the relationship between financial and sustainability reporting	Information over future opportunities and product innovations	OECD Guidelines and UNGC Principles
Customers - Private - Business ²	Fair competition and prices	Quality management	Website, press releases, social media, annual reports
	Accessible parking facilities	Information regarding liability	Customer Service Desk
	Security practices	Health and safety measures	Customer satisfaction surveys
	Quality and good parking services	Product development and environmental management	Information at the location
	Privacy and data security		

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- I Good complaints processing
 - I Accessibility to customers

- I Disseminating the principle 'the user pays'

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- 1 Interaction frequency: quarterly
2 Interaction frequency: daily

<i>Stakeholders</i>		<i>Requirements</i>		<i>Activities</i>		<i>Resources</i>
Employees		Job security and		Inform about Q-Park's		Consultation between
- Existing		correct remuneration		plans and intentions		management and
- Future ¹		Development and		Work policy and HRM		employees
		deployment		Health and safety		Performance and
		Ethical business		measures and prevention		appraisal interviews
		operations		of incidents, emergencies,		Balanced scorecard
		Safety and good		and accidents		Employee trainings
		working conditions		Education and training		Internal reputation and
		Good reputation		Prevention of fraud and		communication
		Diversity		undesirable behaviour		Employee satisfaction
		Participation in		Risk and reputation		surveys
		community activities		management		Code of Ethics
		Transparency and		Offering opportunities for		
		communication		community activities		
Business partners		Ethical business		Inform about Q-Park's		Purchase terms and
		operations		plans and intentions		conditions
- Suppliers		Partnerships		Quality control and		BPC
- Commercial parties ²		Quality		information about liability		OECD Guidelines and
		Chain responsibility		Health and safety		UNGC Principles
		Transparency and		measures		Negotiations
		communication		Prevention of fraud and		Position papers and
		Innovation, research		undesirable behaviour		showcases
		and development		Production conditions		Collaboration (on
				(also in the chain)		innovation) and
				Product development and		consultation
				care for the environment		Code of Ethics
				Sharing 'best practices'		Participation in MVO
				Drafting standards		Nederland in the Large
				Comply with voluntary		Company Network
				agreements within sector		Participate in knowledge
						platforms such as DGBC
						and KpVV and
						professional
						organisations such as
						Vexpan, EPA, and INREV

1 Interaction frequency: daily

2 Interaction frequency: monthly

<i>Stakeholders</i>	<i>Requirements</i>	<i>Activities</i>	<i>Resources</i>
Municipalities	Benchmarking	Design and	Website, press
- Local authorities	Employment	implementation of the	releases, annual
- Communities ¹	Ethical operating	policy	reports
	activities and	Sharing 'best practices'	Collaboration and
	compliance	Own regional initiatives	consultation
	Integration of transport	Public-Private	OECD Guidelines
	modes	Partnerships	and UNGC
	Viable, accessible, and		Principles
	economically		TB
	flourishing cities		Sponsoring and
	Cooperation and		donations
	(financial) support for		
	social projects		
Governments, politics and society as a whole	Viable, accessible, and	Initiatives for sustainable	Website, press
- National	economically	urban mobility	releases, annual
- EU	flourishing cities	Modify design of parking	reports
- International	Safe, healthy, pleasant	facilities to suit the	Residents groups
institutes ²	and social living	surroundings	and information
	environment	Prevention and reduction	sessions
	Countering climate	of damaging	BPC
	change	environmental impact	Consultation groups
	Economical use of raw	Sustainable construction,	Code of Ethics
	materials, energy and	maintenance and	
	water	renovation of parking	
	Ethical business	facilities	
	operations	Contribution to	
		transparency of sector	

1 Interaction frequency: monthly

2 Interaction frequency: at least once a year