

**We  
Develop  
Quality**

**We create car parks to fit in  
with their surroundings and  
serve the local community.**



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# MATERIALITY ANALYSIS

## Material aspects

In 2014 and in 2016 we conducted a materiality analysis, entirely in accordance with the G4 guidelines, to determine whether the issues we present are relevant and valuable to our stakeholders, and to ascertain whether they are still sufficiently in line with our strategic plans.

The issues with the most impact for Q-Park and of most concern for our stakeholders are, in order of impact;

1. Economic performance
2. Partnerships
3. Corporate reputation and ethics
4. Employee satisfaction and employment practices
5. Parking integrated with other modes of transport
6. Customer satisfaction
7. Facilitating cars with enhanced environmental performance
8. Accessibility of parking facilities
9. Compliance with law and regulations
10. Training and education
11. Parking information
12. Energy consumption
13. Innovation and digital capabilities
14. Transparent and integrated reporting
15. Local community: health and safety

 For detailed information regarding the 2016 materiality analysis we refer you to the materiality section published in the CSR Report 2016.

In 2018, together with our partner Sustainalize, we will revisit our materiality analysis and rationalise the number of targets we measure. We want to simplify the process of reporting on our material goals and targets and we want to close the gap between in-market needs and the various global benchmarks.

## Who are our stakeholders?

We have analysed our stakeholders and their interest in our company and operations. The following table from our 2016 analysis lists the stakeholders we have identified, their concerns and our response.

Stakeholders	Topic	Our response
<b>Shareholders</b>	Shareholders are concerned about car usage and car parking in the future, due to developments in the autonomous vehicles and car-sharing concepts.	We monitor developments that influence the car parking market closely. We share insights with each other and with third parties to ensure we can respond appropriately.
	Shareholders are concerned about the value of the investment property.	The valuation conducted in 2016 was good and has been confirmed by the external valuer. In addition, the cash flows generated are developing positively. We continue to invest to maintain and strengthen the value. For further details, please refer to the 2016 Annual Accounts.
<b>Customers</b>	Online pre-booking is important: customers want to be able to plan ahead for events and trips so they can be certain of having a parking space.	We have developed our own back-office system to improve the service we offer. This system enables customers to pre-book a parking space or manage their season ticket. It enables CCV contactless payment which increases customer convenience on entering and exiting a car park.
<b>Business partners</b>	Partners want to offer their customers the most recent relevant developments, including digital payment methods, pre-booking, permits and above all, online convenience.	We work together with many parties on developments concerning payments. The new CCV card reader, which enables access and exit with a payment card and also uses the card as identification, is already available and installed at many parking facilities. Privacy is guaranteed by means of tokenisation.
<b>Municipalities</b>	How will municipalities respond to the call from citizens and retailers for free parking? And how will we, as a partner to municipalities, deal with the response?	We have regular discussions with municipalities about what makes a sustainable mobility policy and the role of regulated and paid parking. We also share the results of relevant studies.
	Large cities want to see fewer cars on the streets.	We examine parking capacity management and help municipalities devise and implement a workable strategy. For example: parking permit holders in Amsterdam can park their cars in a Q-Park car park in the evening.

Stakeholders	Topic	Our response
<b>Government and politics</b>	Emissions must be reduced and accessibility to cities as well as the quality of life should be improved.	Q-Park discusses sustainable mobility policy and the role of paid parking within this policy with municipalities – the main aspect is providing relevant information about alternative mobility solutions in order to reduce traffic cruising for a place to park.
	A frequently asked question concerns electric cars and charging stations: whether they should be in the public space (on-street) and/or why and when they should be available in car parks.	Q-Park is committed to installing more charging stations in its parking facilities and placing these where they will be useful, often in consultation with municipalities.
<b>Employees</b>	Health and safety is and remains paramount.	<p>We train our employees in conflict management, and in heart resuscitation and how to use an AED. We will continue to offer this practical training.</p> <p>By encouraging card payments we reduce the amount of cash in circulation at parking facilities. This is safer for our customers as well as for our employees.</p>
	Sometimes paid parking leads to discussions or misunderstanding in the social sphere.	<p>We provide information online and give training to our employees about Q-Park's added value.</p> <p>We continually inform our employees and substantiate what we do and why. See also <a href="http://www.q-park.com">www.q-park.com</a>.</p>