



Pré des Pêcheurs, Antibes, France, winner of the EPA 2015 special jury prize

# POLICY

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## MATERIALITY

### What do our stakeholders think?

Once every three years, we explore the topics that our stakeholders consider important and that are relevant to

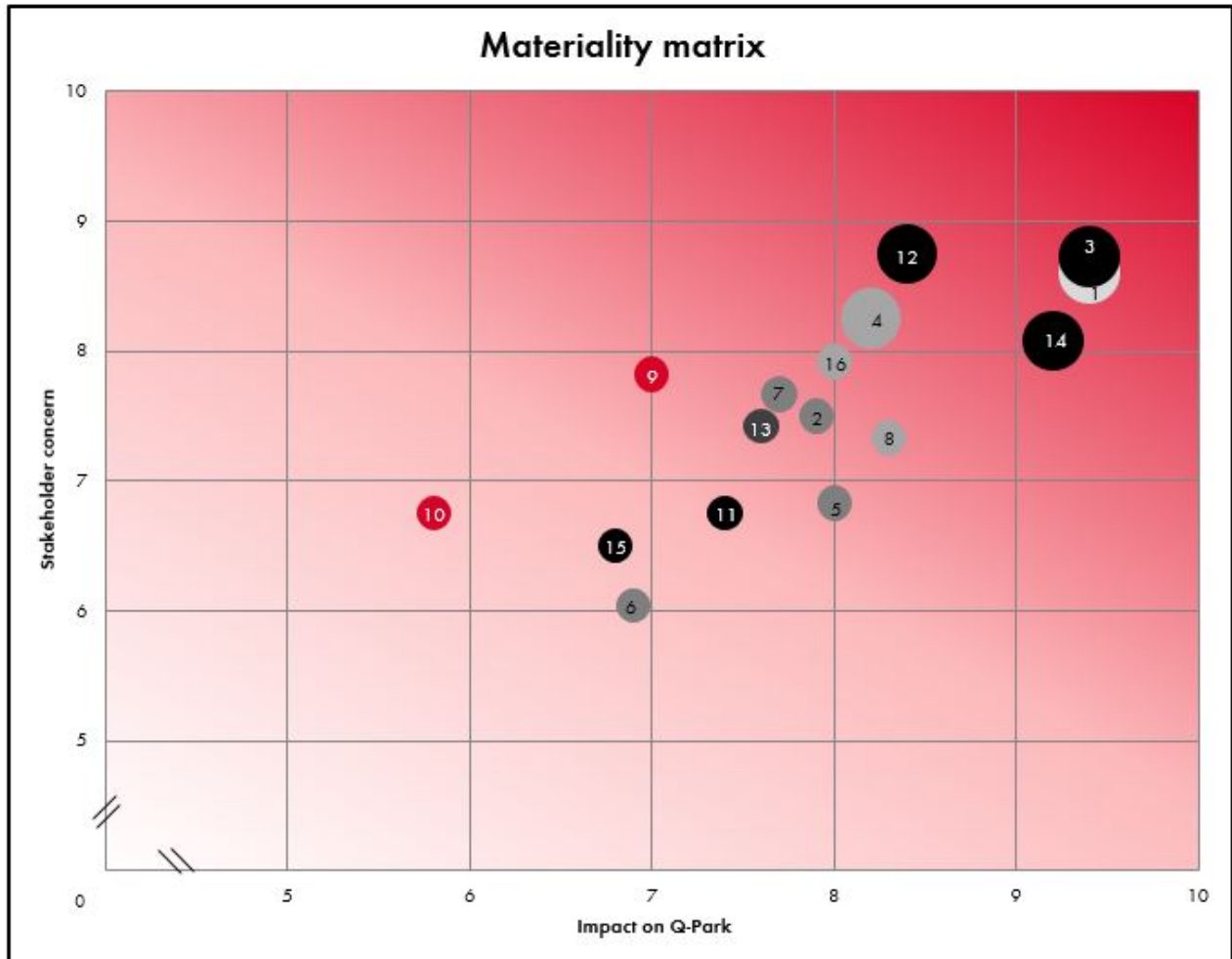
Q-Park. The issues that internal and external stakeholders consider most relevant and which are essential to following our strategy are included in our integral policy.



Materiality analysis process

In 2014, we conducted a comprehensive materiality analysis, entirely in accordance with the G4 guidelines. Sixteen aspects emerged from the analysis (see materiality matrix) as the most relevant and impactful for Q-Park.

This year, we have classified these issues according to the IIRC's six capitals. See for further information see Six capitals.



FC Economic performance (1)	HC Training and education (13)
MC Parking integrated with other modes of transport (4)	SC Sustainability certifications (11)
MC Facilitating cars with enhanced env. performance (8)	SC Partnerships (3)
MC Local community: health and safety (16)	SC Customer satisfaction (12)
IC Parking tariff (2)	SC Transparent and integrated reporting (14)
IC Parking information (5)	SC Local community engagement (15)
IC Innovation and digital capabilities (6)	NC Energy consumption (9)
IC Accessibility of parking facilities (7)	NC Emissions such as CO <sub>2</sub> , NO <sub>x</sub> , SO <sub>x</sub> (10)

Capitals: Financial    Manufactured    Intellectual    Human    Social    **Natural**

Q-Park Materiality matrix

Capitals	Capital market	Customers	Business partners	Municipalities and Gov.	Other	Q-Park and employees
<b>Financial</b>						
Economic performance (1)	•	•	•	•	•	•
<b>Manufactured</b>						
Parking integrated with other modes of transport (4)		•	•	•	•	•
Facilitating cars with enhanced env. Performance (8)			•	•	•	•
Local community: health and safety (16)	•	•	•	•	•	•
<b>Intellectual</b>						
Parking tariff (2)		•	•	•	•	•
Parking information (5)		•	•	•	•	•
Innovation and digital capabilities (6)		•	•	•	•	•
Accessibility of parking facilities (7)		•	•	•	•	•
<b>Human</b>						
Training and education (13)			•	•	•	•
<b>Social</b>						
Sustainability certifications (11)	•	•	•		•	•
Partnerships (3)		•	•	•	•	•
Customer satisfaction (12)		•	•	•	•	•
Transparent and integrated reporting (14)	•	•	•	•	•	•
Local community engagement (15)		•	•	•	•	•
<b>Natural</b>						
Energy consumption (9)	•	•	•	•	•	•
Emissions (10)	•		•	•	•	•

Stakeholders and materiality aspects identified

We will conduct a materiality study again in 2016. We will base this on the principles of the framework for integrated reporting, as published by the IIRC. This report has been set out according to these principles as far as possible.

We had regular contact and consultations with our stakeholders in 2015, as shown in the table under Stakeholders.

### In dialogue with stakeholders

Dialogue with stakeholders was conducted concerning the strategy and targets set. We receive positive as well as negative feedback from our contacts with stakeholders. Sometimes, this leads to dilemmas which we then discuss in more detail or for which we seek solutions together.



<b>Stakeholders</b>	<b>Topic</b>	<b>Our response</b>
<b>Shareholders</b>	People are concerned about the future car usage and car parking, because of the media attention being given to the autonomous car and to car-sharing concepts.	We monitor developments that influence the car parking market closely. We share insights with each other and third parties to ensure we can respond properly.
	People are concerned about the value of our investment property.	The valuation in 2015 is good and has been confirmed externally. In addition, the cash flows are developing positively. We continue to invest to maintain and strengthen the valuation. For further details, please refer to the annual accounts for 2015.
<b>Customers</b>	Online reservations are important: customers want to be able to plan ahead for events and trips and to be certain of having a parking space, at an acceptable price.	We have developed our own back office system which reduces our dependence, but above all improves our service. This system offers payment convenience on entry and exit from the parking facility as well as guaranteeing a parking space. Customers can also buy a season ticket or reserve a space via third-party sales channels. This system will be further developed and rolled-out in 2016.
<b>Business partners</b>	Real estate owners want to offer their customers the most recent relevant developments, including digital payment methods, reservations, permits and above all, online convenience.	We work together with many parties on developments concerning payments. The new card and chip reader, which enables entry and exit with a payment card, and also uses this as identification is already available and installed at various parking facilities. This will be rolled-out to more facilities in 2016. Privacy is guaranteed because we encrypt the data.
<b>Municipalities and regions</b>	How will governments 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 hold discussions with municipalities about sustainable mobility policy and the role of paid parking in this policy continually. We also share relevant studies.
	Large cities want to see fewer cars on the streets.	Parking permit holders in Amsterdam can park their cars in a Q-Park PF in the evenings.
<b>Government, politics and society</b>	Emissions must be reduced and accessibility as well as 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 proper information about alternative mobility solutions in order to reduce traffic cruising for a place to park.
	A question frequently raised concerns e-cars and charging stations and whether they should be in the public space (on street) and/or why and when they should be in PFs.	Q-Park is committed to creating more charging stations in its parking facilities and places these where they will be useful, often in consultation with municipalities.
	France has introduced legislation for parking tariff bands of 15 minutes.	Q-Park conducts discussions with local authorities. Employees are trained. Parking tariffs calculations are strategic and we develop these tactically.

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Stakeholders	Topic	Our response
<b>Employees</b>	Safety is and remains paramount.	<p>Q-Park focusses on the dialogue and wants to use parking tariff strategies that are fair and balanced for all stakeholders.</p> <p>We train our employees in conflict management, heart resuscitation and in how to use an AED and we will continue to do so.</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 employees.</p>
	Sometimes paid parking leads to discussions or misunderstanding in the social sphere.	<p>We provide information on line and give training to our employees about Q-Park's added value. 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>
	Involvement in social activities and fund raising is highly appreciated.	<p>Q-Park contributes time and money to social activities. Each country selects appropriate initiatives and shares the results.</p>

