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## Society

Parking facilities are more expensive to build and maintain but are more sustainable than on-street and off-street parking. In return for the higher cost of construction, operation, and maintenance, multistorey and underground car parks contribute to pedestrian-friendly and high-quality public spaces.

### Viable public space

A well-organised urban area offers ample public space and encourages people to move around on foot, by bicycle, or by public transport, which has a positive influence on their health and well-being.

Q-Park is not in favour of unnecessary car usage, but promotes good parking facilities that function as nodes. Squares and streets change from traffic areas to places where people can move informally, safely, and enjoy social contact.

In addition, a clean and safe parking facility seems to encourage responsible behaviour, not only in the facility but also in the surrounding area.

### Jobs for practical people

As parking company, Q-Park offers interesting attractive work for people who like to take a practical approach. Our Parking Hosts and call centre employees are the local face and the familiar voice of Q-Park. They have direct contact with the customer and make the difference for Q-Park.

We ensure that our employees are well-trained and have customer focus. We also work on improving their resilience as they occasionally have to deal with aggression or violence.

## Environment

### Air quality

Paid parking helps reduce car usage in cities, thus also reducing CO<sub>2</sub> emissions and fossil fuel consumption. Informative systems help traffic flow and optimised

parking tariffs - based on supply and demand - channel car usage. Q-Park works with local authorities on mobility concepts supported by our expertise with optimised parking tariff structures.

### Electric cars and shared vehicles

In an increasing number of Q-Park parking facilities, customers can recharge their electric car. We also reserve special parking spaces for partners who offer car sharing programmes.

### Own operating activities

Q-Park endeavours to improve the environmental performance of its own parking facilities, its fleet, and its offices. In addition, we seek to influence the environmental performance of our major business partners in the value chain.

## CSR Policy

For Q-Park, corporate social responsibility (CSR) means being prepared to include ethical, social and environmental aspects in our strategy. But we go further, we actually embed these aspects in the decisions we make.

Q-Park offers openness about the consequences of what we do for people, society, and the environment.

### **Policy choices**

The CSR policy forms part of the long-term business plan. Policy choices are based on our own quality promise and CSR vision. These are in line with developments in the European economy and the car parking market, and with the European Union Sustainable Development Strategy (EU SDS).

### **Ambitions**

Q-Park selects ambitions that fit in with our own strategy and that are applicable throughout the organisation. By defining specific goals, critical success factors (CSFs), and performance indicators (PIs) we ensure that our performance can be compared from one year to the

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next. Only in this way can we take specific action and adjust direction where necessary.

### **Reporting**

We answer questions and accept our accountability through our annual CSR report. In this we follow the

guidelines given in the Global Reporting Initiative (GRI) G4, at Core application level, and the transparency benchmark (TB) of the Dutch Ministry of Economic Affairs.

 [Q-Park CSR Report 2016](#)

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# FUTURE OUTLOOK



The European Commission predicts growth for the European economy in 2017, albeit at a moderate pace. GDP is now higher than before the crisis and unemployment is gradually decreasing. However, uncertainty and vulnerabilities are large and widespread. At a global scale, geopolitical uncertainties are pervasive, and in Europe, the eventual fallout from the UK's referendum on leaving the EU is still unknown.

## Forecasts

### European Commission forecasts

Economic growth in Europe is expected to continue at a moderate pace. The European Commission expects GDP growth in the euro area to be 1.7% in 2016, 1.5% in 2017 and 1.7% in 2018. GDP growth in the EU as a whole should follow a similar pattern and is forecast at 1.8% this year, 1.6% in 2017 and 1.8% in 2018. The primary engine of growth is private consumption, and it is expected that employment will also continue to grow.

### Modest growth forecast

We have based our future outlook on our own underlying economic value. We are cautiously optimistic and we are therefore working with a modest growth forecast. The primary task for 2017 is to continue to systematically implement the plans we drew up in 2015.

### Short-term plans

We do not expect any major fluctuations in staffing levels, mainly because the regional structure is already in place. The new organisation is functioning successfully and is maturing rapidly. The collaboration

model between countries within a region is efficient and effective.

In 2017 we will be conducting a broad-based, internationally comparative, customer satisfaction survey intended to help us discover where we can further improve our services and increase customer satisfaction.

Our results underline our conviction that the strategic direction Q-Park is following is indeed correct. Municipalities and business partners who wish to enter into long-term relationships with a parking service provider are looking for a reliable, financially sound party such as Q-Park.

We are a sustainable partner in all respects for shareholders as well as other stakeholders. With our relentless drive to improve our operations and the return on our investments, we can only strengthen this position.

### Medium-term plans

In the coming years, we will complete the rollout of the Q-Park Multichannel Parking Platform which will enable