

BRAND IDENTITY



PARTNERSHIP SIGNAGE

We welcome partnerships who offer relevant services in our parking facilities. We acknowledge the importance of their house style appearance. However, in our 'house', the Q-Park house style is leading. But we do provide our partners with opportunities to integrate their way finding, **retail (office space) recognition** and advertisement signage in our house style.

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- | Alternative use spaces
- | Media integration
 - | On-site poster frames
 - | On-site tariff posters at access points

- | On-site advertisement panels
- | Online website(s)
- | Online app(s)
- | Other conditions
- | Internal process

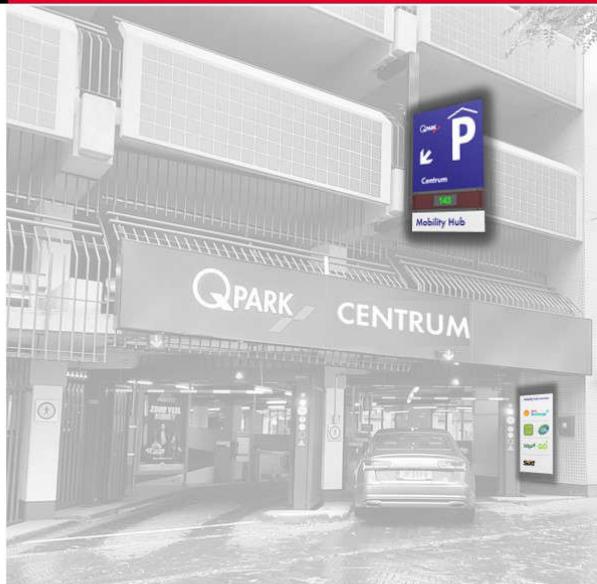
In the process of composing/signing the contract or (sub)lease with partners, there needs to be a sign-off by Q-Park Commercial Leads and a design sign-off by Corporate Real Estate.

Signage

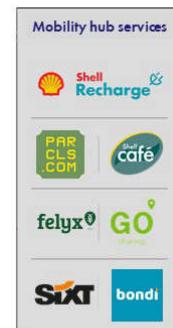
External signage

Partner logos are kept to a minimum as motorists should not be distracted. No additional information such as websites, phone numbers etc. are allowed.

Mobility Hub external signage | car entry



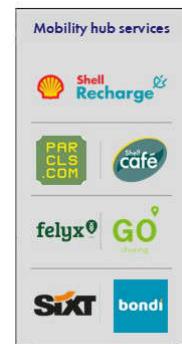
- | Blue flag-sign: Q-Park house style + "Mobility Hub" text box added
- | Mobility hub panel: Full colour logo's of service providers:
 - | At eye-catching areas
 - | Subject to planning permissions & pre-carlo regulations
- | Service provider logo's on light grey panels
 - | According to "Third-party"-signage principles



Mobility Hub external signage | on-street



- | Blue flag-sign: Q-Park house style + "Mobility Hub" text box added
- | Mobility hub panel: Full colour logo's of service providers
 - | At eye-catching key areas / At specific service entrances
 - | Subject to planning permissions & pre-cario regulations
- | Service provider logo's on light grey panels
 - | According to "Third-party" signage principles



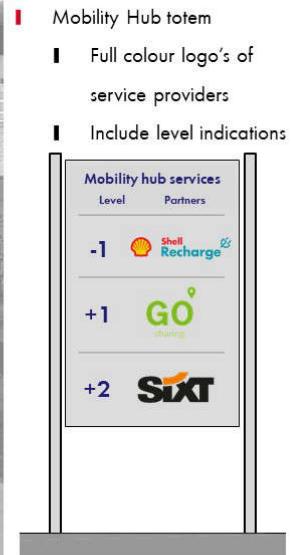
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Internal signage

- | Partner logo can be incorporated on a light grey Dibond sign attached to a typical Q-Park directional arrow sign (red for motorists and green for pedestrians).
- | Signs have to be installed by Q-Park's local signage contractor who has the measurements and technical specifications of that particular site available.
- | The number of signs are kept to a minimum and all positions have to be approved by Q-Park prior to installation.

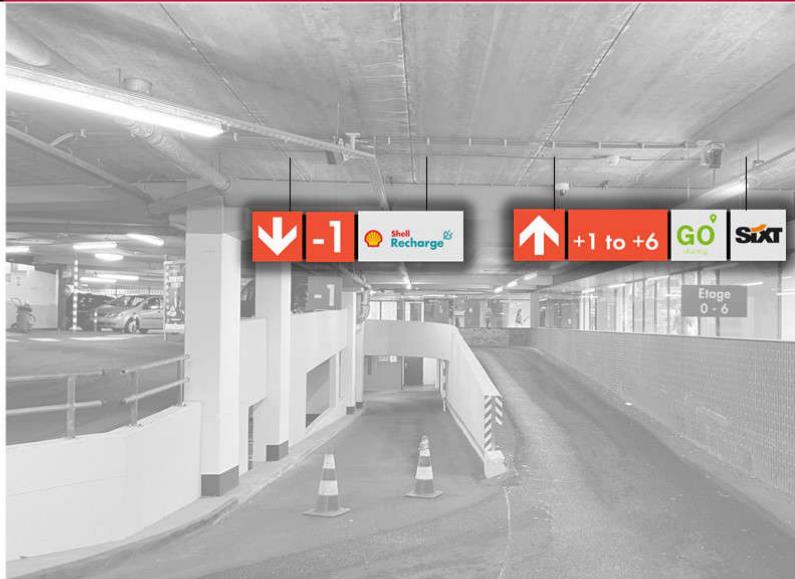
To integrate the style of a third party in our house style, it must be applied as followed: The used material is a standard aluminium plate or the standard Dibond plate (RAL 9006). The printable area is 35 mm smaller on each side with a sign of 300 x 300 mm. **(What about double sizes?)** Other measurements need to be scaled from this ratio. A sign of 250 x 250 mm has a edge distance of 30 mm.

Internal routing: at entry barriers



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Internal routing: routing / wayfinding



- Principle wayfinding signs in red
- Primary objective is parking customer wayfinding!
- Service provider logo's on light grey signs
- According to "third-party"-signage principles
- Only at critical routing decision points



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Photo example motorists - single and double size templates + example

Photo example pedestrians - single and double size templates + example

Parking space(s)

Partner logos can be located above or at the back of a parking space. The measurements of these signs are usually 300 x 300 mm.

Photo example parking space

Alternative use space(s)

Wall and floor colours have to be respected. In case new finishes will be applied and/or company logos are needed to emphasize the third-party function, a design sign-off by Corporate Real Estate is required.

Media integration

Onsite

1. Partner poster: advertisement by means of A1 posters is possible using dedicated Q-Park A1 poster frames, provided for and planned by marketing. Sign-off of poster design by marketing is required.
2. Partner services: integration of services offered on Q-Park Prices & Services poster(s) at access points and payment machines is possible after consultation and approval by marketing.

Photo examples?

3. Advertisement panels
 - a. Placement of advertisement: please contact the relevant advertising company.
 - b. Location of panels:
 - i. Careful selection is necessary as they may not hinder our customers. Location proposals must be signed-off by Corporate Real Estate.
 - ii. Do not position near access and exit points of motorists.
 - iii. **Barrier panels are not allowed** as they interfere with our parking technology
 - iv. We work with preferred suppliers and media partners. Country consistency is required with one style of frames and panels,

according to Q-Park house style principles.

- v. Every new contract proposal (per parking facility) is based on a physical visit by at least the media partner and Q-Park operations, preferably accompanied by Real Estate and Marketing.

- vi. A maintenance programme needs to be integrated in the contract and has to involve:

- | routine maintenance activities
- | rapid response service
- | safety and preventive maintenance activities
- | inspection and quality control
- | customer service and complaint handling

- vii. Highest quality products

- | Both static and dynamic panels need to be constructed with the best-tested and reliable parts.
- | Casings need to be suitable for its environment.
- | Casings are made of aluminium and will be powder-coated in the desired Q-Park colour.
- | Glass must be toughened or layered safety glass.

Online

1. Partner services website: integration of services offered on Q-Park website(s) is possible after consultation and approval by marketing.

Photo examples?

2. Partner services app:

Other conditions

Lighting: the type and method of connection to the electrical installation is to be agreed up front and has

to be performed by an official electrical contractor to ensure a labelled and quality connection. Also, if energy consumption will need to be measured and invoiced separately, this has to be part of the contract.

Water and drainage: if water is needed, proper facilities for collecting water is required. Slip hazards must be prevented at all times. Responsibilities must be clearly stated in the contract.

End of contract

- | The contract between Q-Park and a third party should always include a clause on restoring the location to its original state.
- | Confirmation and agreement from both parties is essential regarding who is responsible for the various elements such as signage, technical installations, etc.

Internal process

To fine-tune the acceptance and/or contract negotiation process with a third-party, the following departments are involved:

- | Country organisation: Asset Management, Sales & Marketing, Operations
- | Group organisation: Corporate Real Estate, Corporate Brand

Organisation chart - link

to <https://www.q-park.com/corporate-information/governance/organisation-chart?>