

# Products and services

## An increasingly digital experience



**518 376**  
PCARDS IN EUROPE



**LPR**  
AUTOMATIC LICENSE PLATE  
RECOGNITION

**Interparking is extending the brand experience across online channels through its 3+1 strategy. By linking their Pcard+ and their license plate, customers can now enter and exit our car parks without having to use their Pcard or take a ticket.**

#### **“3+1”: TOTAL ONLINE EXPERIENCE**

Since 2018, the “3+1” strategy has been applied in all nine countries where the Group operates. Customers can now reserve a space, take out a subscription and order their Pcard via our digital channels.

#### **PCARD: THE WALLET-SIZED INTERPARKING EXPERIENCE**

The Pcard is a card with a chip and a magnetic strip that is presented when entering and exiting our car parks. The monthly consumption is then recorded on a single invoice sent to the customer. The customer can opt for automatic payment by direct debit or for payment by bank transfer upon receipt. The Pcard is now available in all nine countries where Interparking operates. It is also available in a specific version for business customers. Local versions are now also available:

the product is the same but features the colors of a city or a football club, for example.

Since 2016, Interparking's Pcard+ has been available in specific versions in Belgium, based on co-branding. For example, Brussels Airport offers its customers a red Pcard+. Supporters of Anderlecht Football Club in the Premier League can sign up for a purple Pcard in the club's colors.

To date, 518,376 customers have chosen Pcard in Europe.

#### **MANAGEMENT TOOL FOR B2B CUSTOMERS**

For business customers, the Pcard+ makes accounting easier, particularly when it comes to reclaiming VAT. It also provides access to



the charging terminals in our car parks and to FleetWash, the largest independent carwash network. All the expenses related to the use of the vehicle are combined on a single invoice. At the end of the month, business customers receive a single document listing their energy, parking and carwash expenses. Furthermore, since we offer split billing, the employer can distinguish between business and private expenses.

**MULTIMODAL TRANSPORT**

The Pcard+ gives special-rate entry to our car parks as well as access to our partners’ public transport networks. Nowadays, users take a combination of several modes of transport (cars, trams, buses, metro, trains, shared bicycles, etc.) to move around our cities. In Berlin, the “E-Park & Rail” online reservation method enables people to reserve a parking space at Berlin Südkreuz when buying train tickets. In Amsterdam, through the “Park & Bike” service, our customers can reserve a bicycle at a special rate to explore the city’s streets.

**LICENSE PLATE RECOGNITION**

License plate recognition technology makes entry to our car parks easier. The length of parking is immediately recorded on the user’s Pcard+ account. The advantage is that it makes parking much smoother. 35 car parks in Belgium are now fitted out with this technology.

To pair their card with their license plate, customers need to follow the steps on the dedicated website: [www.parkingmadeeasy.be](http://www.parkingmadeeasy.be)

Similar technology is also being rolled out for Pcard+ users in Germany, in partnership with the DB Bahn railway company.

WATCH A VIDEO ABOUT LPR



**ELECTRIC MOBILITY AND SHARED CARS**

The development of electric cars requires the provision of suitable infrastructures. Every year, we install new charging terminals with dedicated spaces for electric vehicles. To date, our car park network has over 965 charging terminals: customers who pay for the charge with their Pcard+ even benefit from one of the most attractive rates. In the Netherlands, drivers of cleaner vehicles can also take advantage of a reduced rate for their parking time thanks to the ECO Parking option available in Rotterdam, The Hague and Haarlem.



**ABDESLAM BEN HADDOU**, FIT (FIRST INTERVENTION TEAM)

“ After 40 years of service, I’ve worn several different hats at Interparking. The variety of the tasks and the pleasure of the work carried out have always appealed to me. A friendly welcome and strong service are uppermost in the various departments, and I try to convey these same values to the agents I train. ”



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**CAR PARKS FITTED WITH LED LIGHTING**



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**MINUTES: NEW PRICE BRACKET IN OUR CAR PARKS IN BELGIUM**



### SHARED VEHICLES

Another innovative concept is car sharing. For users, this considerably reduces the cost of using a car in which they only travel a few kilometers each month. In terms of traffic, car sharing limits congestion on the roads dramatically, and notably frees up parking spaces.

To encourage this form of collaborative mobility, Interparking now reserves shared spaces within its car parks. These are marked on the ground in yellow, making them more easily identifiable. Interparking has also entered into a partnership with a number of car sharing services such as ZenCar and Poppy, offering free parking spaces for their users.

### PREMIUM SERVICES

The P1 VIP car park at Brussels Airport showcases the high-end services we provide to premium customers. In addition to the carwash, customers who opt for the P1 VIP car park can choose from a range of services such as having their windscreen repaired by Carglass or having a basket of fresh goods delivered for when they return. Valet parking is also available.

### A UNIQUE MOBILITY EXPERIENCE

Interparking provides its customers with much more than parking spaces. By supporting urban centers, we are encouraging our customers to contribute to the new economic, cultural and social dynamics of cities undergoing transformation in order to meet the expectations of their residents and visitors better.

Our customers' satisfaction relies on an optimal experience in all our car parks: accessibility, fast payment, guidance, lighting, etc. Smart LED lighting, ventilation systems, new-generation elevators, online reservation systems and payment facilities thanks to the Pcard significantly improve the service offered to our users.

In Germany and Austria, we are now using cloud technology to monitor customer satisfaction better. Using a single app, teams from our subsidiary Contipark are able to improve the quality of the information available across 58 platforms, such as Google, Facebook, Yelp, Instagram and the websites of the cities in which we operate. For its part, customer service ensures that it maintains an ongoing dialog with users in order to guarantee an optimal experience across all channels.

### OPTIMIZED RATE

In Belgium, Interparking has redesigned its pricing grid. Previously calculated on the basis of the hours commenced, the new rate is now divided into 15-minute periods. This way, customers benefit from a fairer price, in line with the actual parking time. Following a successful test phase in a number of car parks in Brussels, the new pricing has been extended to most car parks in the capital of Europe. It is now being rolled out in other major cities, including Antwerp, Ghent, Bruges and Liège.

In France, Interparking is also adapting its rates in line with demand. The flexible rate can be adjusted to the most popular time slots for short-stay parking.

**CERTIFICATIONS:  
A GUARANTEE OF QUALITY**

Industry professionals are best placed to judge the quality of our services and infrastructure. Their opinions, and those of our customers, are ultimately the only ones that really matter.

As at 31 December 2019, 209 of the Group's car parks were certified by a European Standard Parking Award (ESPA). This certification tells users that they are entering a car park that meets the most demanding standards set by the European Parking Association as regards comfort, safety and service quality. Interparking has also obtained ISO certification in quality management and environmental management in Italy, the Netherlands and Spain.

In 2019, Interparking maintained carbon neutral certification in all the countries where the Group operates.

**CONTROL ROOMS:  
INSTANT RESPONSIVENESS**

Thanks to control rooms which are available 24/7, Interparking can support its customers remotely. Customers can speak to one of our employees whenever they want. If required, mobile teams are on hand to intervene: customer support, help with using payment terminals, prevention, patrols that reinforce the feeling of safety, cleaning, technical interventions, etc.

From the control room, our employees keep a constant watch on what is going on in our car parks. They can also open and close entry gates remotely. We currently have 9 control rooms, in Belgium, Spain, Germany, the Netherlands, Austria, Italy, Poland and France.

**SOCIAL MEDIA: THE DIALOG  
NEVER STOPS**

Interparking also uses social media to communicate with its customers, where they can find practical information, advice and also contests. Since their launch, the Group's various Facebook pages have been a resounding success: 28,300 followers in Germany, 17,000 followers in Belgium, 7,500 followers in the Netherlands, 7,800 followers in Spain, 4,800 followers in France, etc. These different spaces are developing synergies, particularly in terms of information about car parks near train stations and airports, so that customers know where to find the same level of service when they travel abroad.

In Italy, some of the Group's iconic car parks have their own Facebook page, for example

the legendary Tronchetto car park in Venice (2,300 followers) and the Padua train station car park (1,400 followers).

Customers with a Pcard in Belgium and Germany also receive an e-newsletter containing the latest information about our car parks, competitions and suggestions for gastronomic, festive or cultural outings related to the cities where we are located.

