

easy.comTM
the **easy**[®] portal

the **easyGroup** brand manual

easyGroup[®] Ltd.

Hi from Stelios

Dear friends and colleagues,

The 'easy' brand, which I started with the launch of the airline in 1995, is now used by more than a dozen different businesses and millions of consumers from all over the world. I believe it is an extremely valuable asset which can generate substantial success for all involved with it.

Therefore we have created this brand manual. Like any manual, its objective is to help people who use the brand to understand its origin, the brand values and the best ways of getting the most out of it.

This brand manual is written for the benefit of those people within the **easyGroup**, or franchisees or licensees of the 'easy' brand and for those who are considering buying into the brand.

We have now listed the eight brand values of the easy brand in their own right (see page 12). Clearly a lot has been written over the years about **easyJet**, the first 'easy' business and the flagship of the brand and many

of the younger businesses have articulated, to some degree, their own values. However this manual is for the entire 'easy' brand and it identifies the common themes amongst all the 'easy' businesses.

A brand is always evolving and people's perceptions of it do change from time to time. However I still believe that there are eight values (listed on p12) that all 'easy' businesses share and sticking to them is a good idea for everybody. Remember there is strength in unity.

I want you, as a partner or associate to get close to our way! How we do business, how we communicate, what we believe in and ultimately where we are going.

Take care and enjoy.



London
July 2009



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Stelios on the 6.50am,
November 10th,
1995, Luton airport.
The first **easyJet** flight
to Glasgow.

And, as they say,
the rest is history.



what is the easyGroup?

The **easyGroup** is the private investment vehicle of Stelios, the serial entrepreneur. The **easyGroup** is the owner of the 'easy' brand and licences it to all of the 'easy' branded businesses, including **easyJet** plc, the airline Stelios started in 1995 and in which he remains the largest single shareholder. The **easyGroup** profits by either selling shares in the businesses or by licensing or franchising the brand to reputable partners. The 'easy' brand currently operates in more than a dozen industries mainly in travel, leisure, serviced office accommodation and other consumer facing sectors.

what is the easy.com global portal?

The global internet portal where consumers can find out about the full official range of **easyGroup** products and services including the latest news on all the 'easy' businesses and Stelios himself.

easy.com
the **easy** portal

sign up for email newsletters

easy.com™
the easy® portal

homepage | about us | the brand | new ideas | brand thieves | Stelios says | other shareholder news | Stelios.org

date: 16 August 2016 search easy.com

- easyJet.com book your flight
- easyHotel.com book a room
- easyCar.com rent a car
- easyBus.com book an airport transfer
- easyFoodstore.com food honestly priced
- easyGym.com book your workout
- easyProperty.com rent a property
- easyAir.com low cost flights
- easyTransport.com worldwide airport transfers
- easyCoffee.eu low cost coffee and tea
- easyVan.com rent a van
- easyOffice.co.uk book a serviced office
- easyPizza.com order a pizza
- easyMoney.com credit cards, loans & advice
- easyMobile.com order a mobile
- easyBookings.com book your accommodation
- easyLimousines.com book worldwide limo hires
- easyFlights.co.uk book your flight
- easyFly.co.uk book your flight
- easySky.co.uk book your flight

FOR A FULL LIST OF BRANDS IN THE easy® FAMILY OF BRANDS, PLEASE CLICK HERE

Latest News and announcements

Continued passenger growth at easyJet
8 August 2016
UK's leading budget carrier flies an extra 7% compared to July 2015.
[View full article](#)

easyFoodstore introduces new opening times
5 August 2016
easyFoodstore Park Royal is now open Monday to Friday, from 10:00am to 5:00pm excluding Bank Holidays. The change now gives shoppers convenient weekday times to make great savings on purchases.
[View full article](#)

Free customer parking for easyFoodstore
04 August 2016
easyFoodstore Park Royal now offers free parking for customers of the store. From the 3rd August customers can now make greater savings by stocking up on more items currently selling for only 25p.
[View full article](#)

stelios
STELIOS HOLDINGS PUBLIC
CORPORATION

the easyGroup mission statement

Our mission is to manage and extend Europe's leading value brand to more products and services, whilst creating real wealth for all stakeholders.

the easyGroup strategy

We will build on our brand values:

(1) great value, **(2)** taking on the big boys, **(3)** for the many not the few, **(4)** relentless innovation, **(5)** keep it simple, **(6)** entrepreneurial, **(7)** making a difference in people's lives and **(8)** honest, open, caring and fun.

We will protect our brand from internal and external threats and manage appropriately the business and other risks inherent in venturing. We will develop our people and ensure their reward is aligned to realised shareholder returns.

the easyGroup vision

easyGroup will develop Europe's leading value brand into a global force.
We will paint the world orange!

the easyGroup strapline

more value for less!

the 8 easyGroup brand values

1.
great
value

2.
taking on the
big boys

3.
for the many,
not the few

4.
relentless
innovation

5.
keep it
simple

6.
entrepreneurial

7.
making a
difference in
people's lives

8.
honest,
open, caring
& fun

our visual identity

- 14** naming
- 15** the portal logo
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- 18** colours
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- 21** lingo

naming

Our visual identity, known as the 'Getup', is an essential part of the **easyJet** Brand Licence and is cast in stone!

It is defined as:

“(a) white lettering on an orange background

(Pantone® 021c on glossy print materials; on other surfaces the nearest practicable equivalent).

and

(b) in Cooper Black font

(not bold, italics, outline nor underlined) the word “easy” in lower case followed (without a space) by another word, only the initial letter of which is capitalised”

The 'easy' name is a powerful asset.

To maintain brand strength, correct and consistent use is vital.

The **easyGroup** logo is used when representing Stelios' company and the licensor of the 'easy' brand in corporate communications.

The logo for easyGroup, featuring the word 'easy' in lowercase and 'Group' in uppercase, both in a white, bold, serif font against an orange background.

Group logo in correct Cooper Black font

The logo for easyCar, featuring the word 'easy' in lowercase and 'Car' in uppercase, both in a white, bold, serif font against an orange background.

'easy' branded business logo in correct Cooper Black font

The logo for easyJet, featuring the word 'easy' in lowercase and 'Jet' in uppercase, both in a white, bold, serif font against an orange background.

capitalise first letter following 'easy'

the portal logo

The portal logo is at the heart of all group communication aimed at the consumer.

With its simple design, this logo is the consumer-facing brand which represents all of the online 'easy' businesses.

When using the .com suffix it always appears in the Futura typeface. This is included on the website of all 'easy' businesses. It is mandated by the Brand Licence. It helps consumers: it shows this is an authentic legitimate 'easy' business and it helps them find the website using search engines.

As a brand standard, all **easyGroup** brand licensees are required to include the legend 'part of the **easy**[®] family of brands' on their website homepage. We strongly recommend this is placed in the footer of the site.



the exclusion zone



mono versions



the exclusion zone

The logotype must be reproduced with a clear area around it which is free from other graphic elements. This area is known as the 'exclusion zone'.

written style

In body text the portal name should always appear in the font Futura.

the minimum size

The logo should always be clearly legible.

colours

The logo should always be white on easy orange PANTONE 021. In body text it should only appear in black on white and only where white out of easy orange is not practical.

Visual example of the legend badge

business logos

Each 'easy' branded business has its own specific logo, differentiated through the descriptive word (or words) after "easy".

written style

In body text all business names should always appear in Cooper Black font (not bold, italics, outline nor underlined), the word "easy" in lower case followed (without a space) by another word, only the initial letter of which is capitalised.

the minimum size

The logo should always be clearly legible.

colours

The logo should always appear in white lettering on an orange background (Pantone® 021c on glossy print materials; on other surfaces the nearest practicable equivalent – see page 21).

In body text it should appear black on white and only where white on orange is not practical.

easyJet.com

easyInternetcafe.com

easyCar.com

easyValue.com

easyMoney.com

easyCinema.com

easyBus.com

easyHotel.com

easy4men.com

easyJobs.com

easyPizza.com

easyMusic.com

easyCruise.com

easyMobile.com

easyWatch.com

easyVan.com

easyOffice.co.uk

easyHolidays.co.uk

easyAir-tours.com

easyFlights.co.uk

easyBags.co.uk

easyGym.com

do's & don'ts

Treatment of the trading names

The following illustration demonstrates correct and incorrect renderings of 'easy' trading names using the Cooper Black font.

Whilst it does not cover every possible scenario, you will formulate a good idea of what is acceptable and what is not.

Correct

easyJet
easyJet
easyJet
easyJet

easyInternetcafé
easyInternetcafé
easyInternetcafé

easyCar
easyMoney.com
easyJet is great
easyGroup
easyMoney.com

easyGroup
easyGroup
easyGroup
easyInternetcafé
easyInternetcafé

easyGroup
easyValue
easyGroup
easyGroup

Wrong!

easyJet
easy Jet
easyjet
EasyJet

easy-Internetcafé
easyinternetcafé
easyInternetCafé

easyCar
easyMoney.com
easyJet is great
easyGroup
easyMoney.com

easyGroup
Easygroup
easyGroup
EASYINTERNETCAFE
EasyInternetcafé

easyGroup
easyValue.
easyGroup
easyGroup







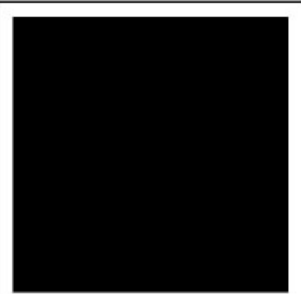
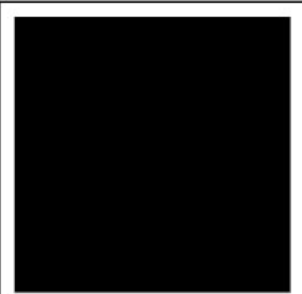


colours

the perfect combination

Orange is one of our greatest distinguishing features. It is an essential part of our brand identity and heritage.

Combined with white, black and dark grey a distinct style is created which is both simple to use and powerful through its simplicity.

values for all media applications

 <p>PANTONE Orange 021 Spot Colour</p>	 <p>C 0 M 66 Y 100 K 0 4 Colour Process</p>	 <p>#FF6600 Web Safe</p>	
 <p>R 255 G 102 B 0 RGB</p>	 <p>2008 - Bright red orange RAL</p>	 <p>68YR 28/701 Dulux / ICI Paint Scheme</p>	
 <p>PANTONE Process Black Spot Colour</p>	 <p>C 0 M 0 Y 0 K 100 4 Colour Process</p>	 <p>PANTONE Process Black 80% Spot Colour</p>	 <p>C 0 M 0 Y 0 K 80 4 Colour Process</p>

typefaces

the brand fonts

The Cooper Black font has played an important part in building the 'easy' brand. Its bold, confident and distinct appearance has made it recognisable and associated with 'easy'. Its soft friendly curves have given a warm personality to the 'easy' businesses. Note the Cooper Black font should only be used for the business name. No shading or keylines should be used around the business name.

Futura creates the perfect balance as the communication font, with its clean and contemporary linear features.

Cooper Black

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

Only used for Branding

Futura Bold

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

Headlines. Highlighting key words or phrases

Futura Book

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

Body copy

Futura Light

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
a b c d e f g h i j k l m n o p q r s t u v w x y z
1 2 3 4 5 6 7 8 9 0 ! ? . , ; ' "

Small text below 6pt

pictures

The pictures we use are expressive, show real emotions and are cropped for maximum effect.



The attributes
enjoying, optimistic, natural, clear,
simple, real people in real situations.

lingo

tone of voice

Don't over complicate.

Tell it like it is.

Be direct and get to the point.

Always look for the simplest way to say what you want.

We believe that a message is better read when it's simple to understand.

Be direct and talk the language of **your** customer. They will appreciate your honesty and simplicity.

Do not be afraid to use colloquialisms – or should we say... Do not be afraid to use plain and simple phrases?

We're never sexist, after all, **easyGroup** is for the many, not the few but we're often cheeky and always try to raise a smile.

For example, **easyJet** cabin crew have said, "If you have enjoyed your flight today, thank you for choosing **easyJet**. If you haven't thank you for flying Ryanair!" and

"It is a routine regulation that we dim the cabin lights for landing, it also enhances the beauty of our senior cabin crew!"

examples of how we have been using the brand

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web

Every 'easy' branded business is online. And most receive their sales activity through this channel.

The design of the web pages are critical.

The layout has to deliver information in a clear, consistent and concise way.

The structure has to encourage purchase. For example...

The screenshot shows the easy.com website with an orange header. The main navigation menu includes: homepage, about us, the brand, new ideas, brand thieves, Stelios says, other shareholder news, and Stelios.org. Below the navigation is a section titled 'part of the easy family of brands' with a list of services: easyJet.com (book your flight), easyHotel.com (book a room), easyCar.com (rent a car), easyBus.com (book an airport transfer), easyFoodstore.com (food honestly priced), easyGym.com (book your workout), easyProperty.com (rent a property), easyAir.com (low cost flights), easyTransport.com (worldwide airport transfers), easyCoffee.eu (low cost coffee and tea), easyVan.com (rent a van), easyOffice.co.uk (book a serviced office), easyPizza.com (order a pizza), easyMoney.com (credit cards, loans & advice), easyMobile.com (order a case), easyBookings.com (book your accommodation), easyLimousines.com (book worldwide limo rides), easyFlights.co.uk (book your flight), easyFly.co.uk (book your flight), and easySky.co.uk (book your flight). At the bottom left is the Stelios logo with the text 'STELIOS PHILANTHROPY FOUNDATION'. To the right of the brand list is a collage of images showing various easy brands: an airplane, a car, a van, a bus, a hotel building, and a coffee shop. Below the collage is a button that says 'FOR A FULL LIST OF BRANDS IN THE easy FAMILY OF BRANDS, PLEASE CLICK HERE'. The 'Latest News and announcements' section features three articles: 'Sir Stelios to make protest vote at easyJet AGM' with a photo of an airplane, 'easyHotel AGM update' with a photo of a hotel room, and 'Manchester to get big caffeine hit' with a photo of an easyCoffee shop. Each article has a 'View full article' button. At the bottom right of the news section is a photo of a hotel building with the caption 'Belfast Telegraph hints at NI easyHotel opening' and a 'View full article' button.

advertising

To present the **easy.com** portal to the consumer the communication must lead with a motivating consumer benefit.

The benefit should focus on the experiences that the 'easy' branded businesses can bring.

This is done through descriptive headlines and photography of the businesses in action.

easy.com book a **hotel**, rent a **car**, catch the **bus**
the **easy** portal to the airport, **fly** away, whatever you
want to do – **do it for less!**



go to **easy.com** and enjoy the whole **easyGroup** experience!

group communication

The attributes

Use at least 12 rectangular images if more space is available, give larger businesses more prominence and always use current, approved images from business websites.



different format examples



group communication

When used in two colour artwork, the pictures are replaced with the logotypes.

easy.com becomes the hero and the orange background bonds the businesses together.

easy.com
the **easy**® portal

the **easy**® family of brands

easyJet.com	easy4men.com	easyVan.com
easyInternetcafe.com	easyJobs.com	easyOffice.co.uk
easyCar.com	easyPizza.com	easyHolidays.co.uk
easyValue.com	easyMusic.com	easyAir-tours.com
easyMoney.com	easyCruise.com	easyFlights.co.uk
easyCinema.com	easyMobile.com	easyBags.com
easyBus.com	easyWatch.com	easyGym.co.uk
easyHotel.com		

different format examples

easy.com
the **easy**® portal

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easyJet.com	easy4men.com	easyVan.com
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easyCar.com	easyPizza.com	easyHolidays.co.uk
easyValue.com	easyMusic.com	easyAir-tours.com
easyMoney.com	easyCruise.com	easyFlights.co.uk
easyCinema.com	easyMobile.com	easyBags.com
easyBus.com	easyWatch.com	easyGym.co.uk
easyHotel.com		

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- easyJet.com**
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- easyValue.com**
- easyMoney.com**
- easyCinema.com**
- easyBus.com**
- easyHotel.com**
- easy4men.com**
- easyJobs.com**
- easyPizza.com**
- easyMusic.com**
- easyCruise.com**
- easyMobile.com**
- easyWatch.com**
- easyVan.com**
- easyOffice.co.uk**
- easyHolidays.co.uk**
- easyAir-tours.com**
- easyFlights.co.uk**
- easyBags.com**
- easyGym.co.uk**

PR

Marketing is considered as core competence at the **easyGroup** and within the marketing mix public relations has always been used extensively by **easyGroup** companies.

Advertising can be very useful but it is relatively expensive. PR can be just as effective and it's free!

easyGroup companies are not secretive, their business plans are easy to understand and they are consumer-facing. This makes the use of public relations – communicating with consumers at large, usually through the media – very attractive. In addition, **easyGroup** companies have never run away from fights with larger companies. If a larger company wants to compete with you it can only be because they think you have something to offer, so it's worth publicising that fact. Consumers, and therefore the media, are generally very interested in hearing about how and why they are paying for goods and services.

As a leading brand **easyGroup** companies now enjoy wide coverage in the media and consequently wide awareness among the public at large. Stelios himself is an excellent ambassador for the brand and finds time in his busy schedule to meet and be interviewed by the media. The result is frequent exposure in the media for **easyGroup** companies.

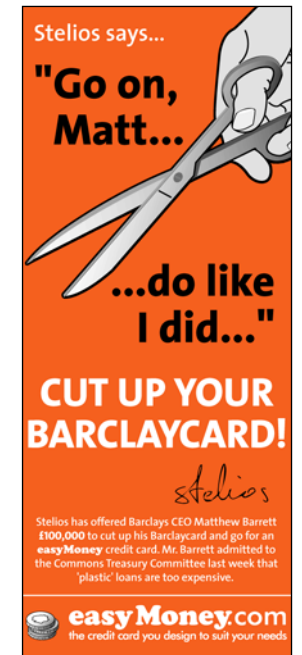
easyGroup public relations is frequent and loud, open, quick to react, cheeky, fun and takes its job rather than itself seriously. Don't ignore a journalist, there's nothing wrong with admitting "I don't know, can I find out?"

PR case studies

When British Airways tried to muscle in on the low cost airline sector Stelios was on board the inaugural flight of their low cost airline wearing an orange boiler suit. This stunt gained international media coverage, "Well worth the price of a boiler suit!" as Stelios himself remarked afterwards.



When the chief executive of Barclays Bank, which owns Barclaycard, mistakenly remarked that credit cards were expensive, he was offered an **easyMoney** credit card with £100,000 cash spending money already on it provided he promised to cut up his Barclaycard and sent it to the **easyGroup**. Although he declined the kind offer, the media loved the story and gave **easyMoney** wide publicity.



Building such a high profile and open brand has helped to snowball the **easyGroup** relationship with the public and the media. When ITV wanted to make a TV series in 1998 about running an airline they approached **easyJet** as an open-minded airline. The result has been one of the longest running 'docusoaps' of all time. The 'Airline' series has been running on primetime network television for seven years and is now in its ninth series. It's 'warts and all' television but invaluable PR for a company that is growing fast and which sells direct to the public.

Sky Television has followed this mould and has made a TV series about **easyCruise** – 'Cruising the Stelios way!'. Once again it's an honest look at life aboard **easyCruiseOne** from both passengers and staff points of view, but it's also weekly exposure on European-wide television and building a brand and a reputation that would otherwise cost millions in advertising.



consumer communication

business advertising

The most effective 'easy' communication has been where the product or service position has been brought alive through an identifiable image or photograph.

This can be done with either humour or aspiration.

These historical examples show these principles in action.

historical examples



how to use Stelios

Stelios is a powerful asset in the brand's portfolio.

His levels of consumer recognition attract favourable attention to the businesses.

To avoid overuse the "From Stelios and **easy.com**" should be restricted to launch communication to clearly identify the origin of these new businesses.

historical examples



When Stelios speaks it should be combative to the old order by taking on the big boys.

appendices

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FAQ

1. Does Stelios own easyJet?

The airline is listed on the London Stock Exchange so it has many shareholders. Stelios remains the largest single shareholder.

2. Does Stelios run easyJet?

As a public company, the airline is run by its own board of directors and by a full time management team.

3. Does Stelios charge easyJet a royalty for the use of the brand?

Stelios initially built the 'easy' brand through **easyJet**, the first 'easy' company. When **easyJet** was floated on the stock exchange, Stelios agreed a nominal royalty for use of the **easyJet** brand now worth several millions of pounds annually.

4. Do other 'easy' businesses get access to the easyJet customer base?

As each business has different shareholders, all dealings between them is on arms-length terms and payment has to be made for such cross marketing opportunities

5. Is Stelios himself available to the easy brand licensees for PR/advertising purposes?

Stelios does make himself available for such purposes especially at the launch phase of an 'easy' business. Needless to say that such use will have to be made only after he has given his approval in writing.

6. Can an 'easy' brand licensee control what Stelios says?

In order to maintain the integrity of the 'easy' brand licensing system, Stelios has to be free to criticize a particular licensee in the way it uses the brand, first in confidential communications and in extreme circumstances in public. Obviously information which has been agreed to be kept confidential by both sides, will be kept confidential.

7. Who decides where the 'easy' brand can be applied?

The **easyGroup** and hence Stelios who owns it. He has more to lose and gain from the easy brand so he is best placed to decide.

8. Do 'easy' businesses compete with each other?

Yes they do. There are some restrictions imposed on each business in the brand licence to mainly stick to their core activity but many do compete and they do collaborate at the same time.

9. Are there risks with each brand extension?

Yes there are. There is no reward without risk. But Stelios still believes that the benefits of building a common brand outweigh the risks. The whole is worth more than the sum of the parts!

easyGroup contacts



Stelios

serial entrepreneur
stelios@easyGroup.co.uk



Richard Shackleton

Communications Director
richard.shackleton@easyGroup.co.uk

easyGroup Ltd, a UK company, is owned by easyGroup Holdings Ltd, a company incorporated in the Cayman Islands with a branch office in Monaco as per the contact details below. The board of directors of easyGroup Holdings Ltd comprises:

Sir Stelios Haji-Ioannou
Peter Barton
Jean-Claude Eude
David Watson

Chairman
Non-executive Director
Non-executive Director
Non-executive Director

Registered Office

easyGroup Ltd
10 Ansdell Street
Kensington
London
W8 5BN

Monaco Office

easyGroup Holdings Ltd
8&9 Le Ruscino (1st floor),
14 Quai Antoine 1er,
Monaco
MC 98000

easyGroup Europe Ltd
Registered as a company
in Cyprus in 2019.
Reg. 562415

Marios Missirlis
Local Director

Registered Office

easyGroup Europe Ltd
Palaias ilektrikis
1016,
Nicosia,
Cyprus

stelios

STELIOS PHILANTHROPIC
FOUNDATION

Stelios' giving back activities are now managed via the Stelios Philanthropic Foundation:

Stelios Philanthropic Foundation UK Headquarters

34 Thurloe Square,
South Kensington,
London, SW7 2SR



Tracy Ghor

UK Co-ordinator
tracy.ghori@stelios.com

list of contacts

easyGroup Ltd

10 Ansdell Street
Kensington
London
W8 5BN

Email: domains@easy.com

easyJet

Hangar 89, London Luton Airport, Luton, Bedfordshire LU2 9PF

Contact: Johan Lundgren (CEO) **Email:** johan.lundgren@easyJet.com

easyCar & easyVan

10 Ansdell Street, Kensington, London W8 5BN

Contact: Rogan Angelini-Hurll (Chairman) **Email:** rogan@profounderscapital.com

easyBus

easyBus House, North Circular Road, Park Royal West, London NW10 7XP

Contact: Vikas Kotecha (FC) **Email:** vikas.kotecha@easyGroup.co.uk

easyHotel

52 Grosvenor Gardens, London SW1W 0AU

Contact: François Bacchetta (CEO)

easyGym

Grosvenor Garden House, 35-37 Grosvenor Gardens, London SW1W 0BS

Contact: Paul Lorimer-Wing (Joint CEO) **Email:** paul@easyGym.co.uk

the easy family of brands

easyJet®

easyClickit®

easySure®

easyInternetcafe®

easyBizjet®

easyBus®

easyServices®

easyMusic®

easyJobs®

easyProperty®

easyJetmail®

easyTaxi®

easyStay®

easyCoffee®

easyHub®

easyTech®

easyHotel®

easyCar®

eazi®

easyGroup®

easyTruck®

easyProducts®

easyTravel®

easyJetexperiences®

easyHoliday®

easyJetparking®

easyOfficespace®

easyBlackcabs.com®

easyEspresso®

easyAir®

easyKiosk®

easyPoints®

easyDorm®

easyDrivingschool®

easyMoney®

easyContainer®

easyGoods®

easyMobile®

easy4men®

easyJetlounges®

easyJetvillas®

easyVan®

easyFlights®

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