easy.com™
the easy® portal

the easyGroup® brand manual

easyGroup® Ltd.

Hi from Stelios

Dear friends and colleagues,

The history of **easy** began in 1994 when I visited the United States and developed the idea of a diversified family of brands under the over-arching easy prefix. The "easy" brand is now used across multiple sectors. Millions of customers from all over the world use our products and services in areas as diverse as cleaning products, storage, financial services and of course travel.

I believe the brand is a valuable asset that 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 seven 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 seven 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.

Stelios

London
Mar 2022

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last revised: Mar 2022

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about us

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last revised: Mar 2022

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.

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
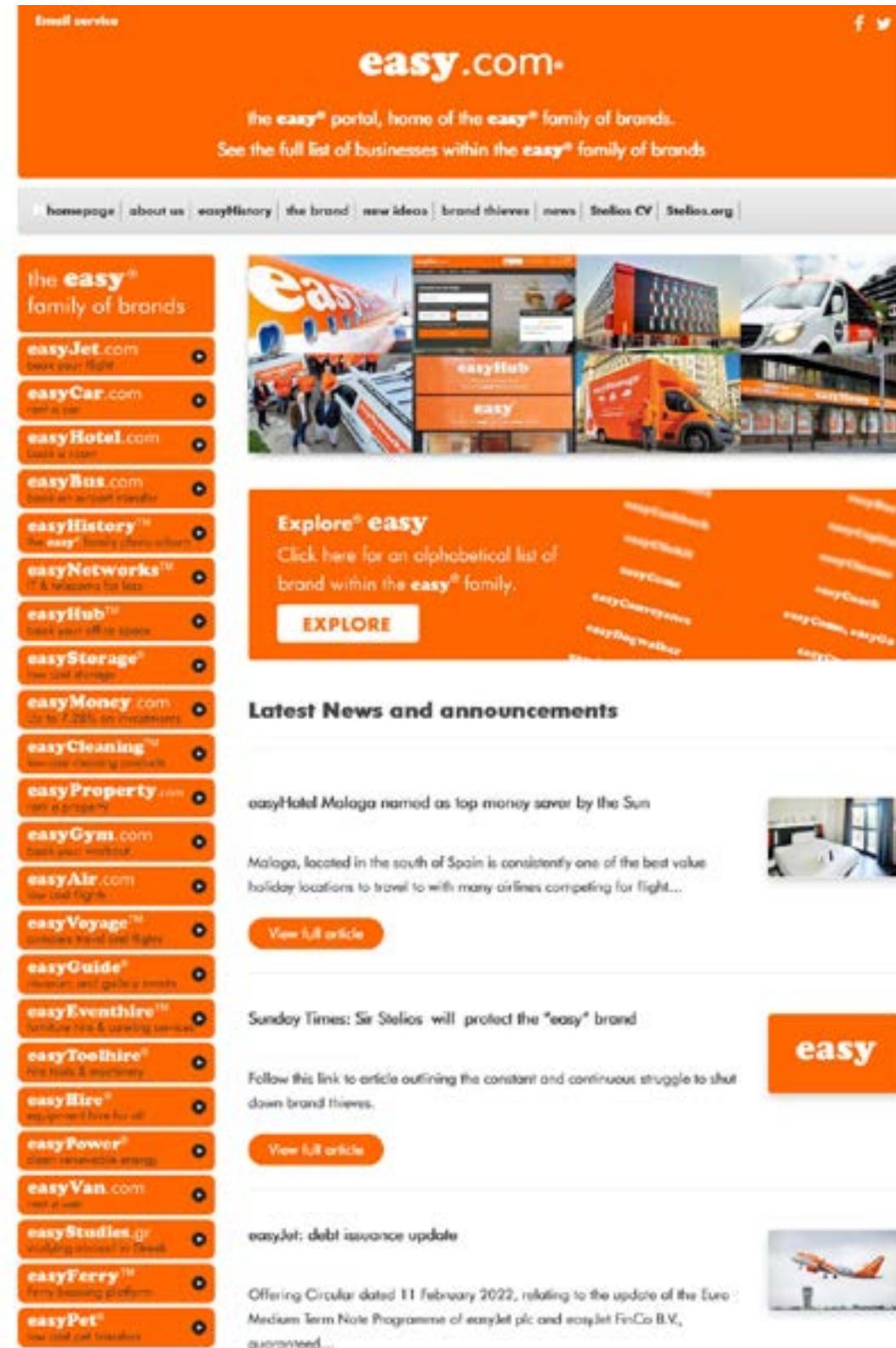
the **easyGroup** mission statement

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)** for the many, not the few, **(3)** relentless innovation,

(4) entrepreneurial, **(5)** taking on the big guys,

(6) making a difference in people's lives and **(7)** keep it simple.

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 7 easyGroup brand values

1.
great
value

2.
for the many,
not the few

3.
relentless
innovation

4.
entrepreneurial

5.
taking on the
big guys

6.
making a
difference in
people's lives

7.
keep it
simple

our visual identity

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.

easyGroup

Group logo in correct Cooper Black font

easyCar

'easy' branded business logo in correct Cooper Black font

easyJet

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

PANTONE Orange 021
Spot Colour

C 0 M 66 Y 100 K 0
4 Colour Process

#FF6600
Web Safe

R 255 G 102 B 0
RGB

2008 - Bright red orange
RAL

68YR 28/701
Dulux / ICI Paint Scheme
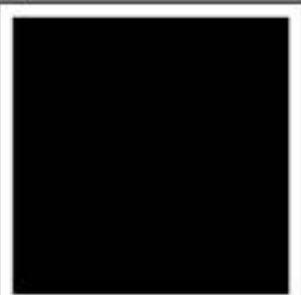
PANTONE Process Black
Spot Colour

C 0 M 0 Y 0 K 100
4 Colour Process

PANTONE Process Black 80%
Spot Colour

C 0 M 0 Y 0 K 80
4 Colour Process

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

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...
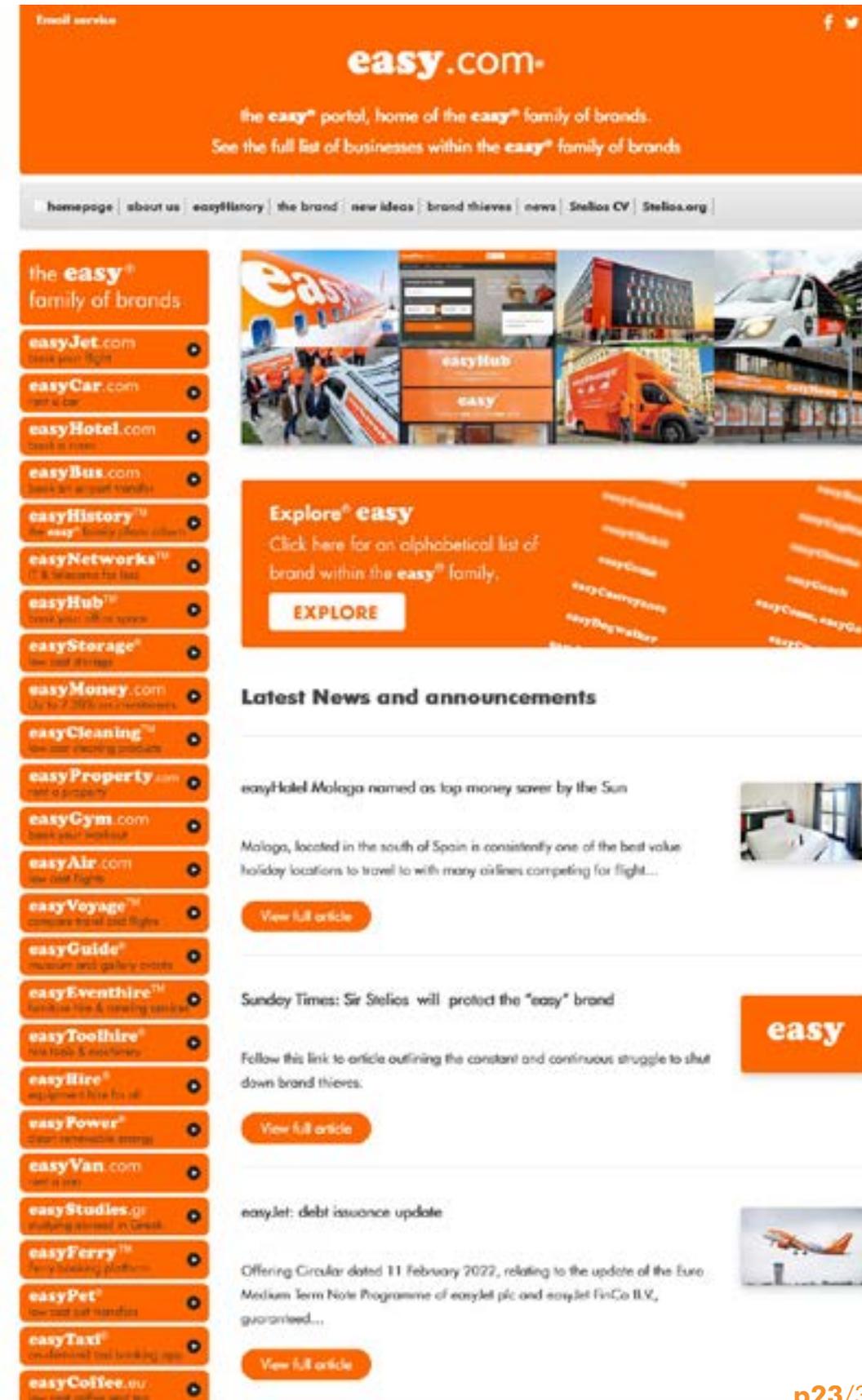
advertising

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
the **easy**® portal

book a **hotel**, rent a **car**, catch the **bus** 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

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		

easy®.com
the **easy**® portal

the **easy**® family of brands

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.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

last revised: Mar 2022

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 guys.

appendices

last revised: Mar 2022

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

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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	Chairman
Peter Barton	Non-executive Director
Jean-Claude Eude	Non-executive Director
David Watson	Non-executive Director

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Registered Office

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Palaias ilektrikis
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Cyrpus

STELIOS PHILANTHROPIC
FOUNDATION

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

Stelios Philanthropic Foundation UK Headquarters
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South Kensington,
London, SW7 2SR

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the **easy** famly of brands

easyJet®
easyClickit®
easySure®
easyInternetcafe®
easyBizjet®
easyBus®
easyServices®
easyMusic®
easyJobs®
easyProperty®
easyJetmail®
easyTaxi®
easyStay®
easyCoffee®
easyHub®
easyCleaning®

easyTech®
easyHotel®
easyCar®
eazi®
easyGroup®
easyTruck®
easyProducts®
easyTravel®
easyJetexperiences®
easyHoliday®
easyJetparking®
easyOfficespace®
easyBlackcabs.com®
easyEspresso®
easyAir®
easyStudies®

easyKiosk®
easyPoints®
easyDorm®
easyDrivingschool®
easyMoney®
easyContainer®
easyGoods®
easyMobile®
easy4men®
easyJetlounges®
easyJetvillas®
easyVan®
easyFlights®
easyCurrency®
easyGuide®
easyFood®

easy®
easyLand®
easyCinema®
easi®
easyGym®
easyCome, easyGo®
easyAtlantic®
easyTelecom®
easyGuide®
easyJethotels®
easy4ski®
easyWatch®
easyJetholidays®
easyTrain®
easyPet®
easyFly®

easyRamp®
easyInsure®
easyCruise®
easyOffice®
easyNetworks®
easyStorage®
easyFitness®
easyPizza®
easyHire®
easyRefill®
easyGaming®
easyJetgolfservices®
easyWorkrooms®
easyFoodstore®
easyFerry®
easyHistory®