



**25th May 2021**

Dear Customer,

Good news! Many of you have been asking whether ECS Ltd and our portfolio of value-for-money easy branded cleaning products were anything to do with easyJet and Stelios. Up till now the answer has always been "no". That's all now changed.

We are pleased to announce a new and exciting venture with Stelios' easyGroup [www.easy.com](http://www.easy.com) that licenses the easy branding (colour, logo etc) to companies, including the airline as well as easyHotel, easyMoney, easyFood and many others. This means easyGroup have now acquired all the 'easy' brand rights from ECS, providing a further diversification for his 'easy' family of brands.

Over the coming weeks we will be changing our label designs to incorporate the new easyCleaning logo and identity. However ECS will continue to manufacture, market and supply the product range to you directly and the key performance parameters of the product will remain unchanged,

easyGroup's brand values emphasise 'more value for less!' and we believe this resonates with our existing 'easy' consumer offer and is a proposition that we can build on as we develop our product portfolio together.

Since the launch of easyJet in 1995, Stelios has built an incredible brand which has become one of the most recognised in Europe and, at ECS, we believe that adopting this new identity will help us to position our product range as one of the leading brands in the cleaning and hygiene market.

If you have any questions in relation to this exciting development, please do not hesitate to contact us via your account management team or on the numbers below.

Yours sincerely

Darren Mosley

**Chief Executive Officer**

**Easy Cleaning Solutions Ltd**

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**[www.easy-cleaning.co.uk](http://www.easy-cleaning.co.uk)**