easy™
.com

more value for less!

The **easyGroup** Brand Manual

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 14). 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 p14) 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
July 2009

contents

about us

our visual identity

examples of how we have been using the brand

appendices

about us

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.

brand history

2005 - 2011

2011   **easyGym** announces the launch of it's first two centres in Wood Green, north London and Slough, Berkshire
2010   A new brand licensing agreement is signed between **easyGroup** IP Licensing Ltd and **easyJet** plc
2010   New **easyHotel** locations open in Dubai, Berlin and Edinburgh
2010   Stelios announces the launch of five new brands: **easyHolidays**.co.uk, **easyAir**-tours.com, **easyFlights**.co.uk, **easyBags**.com and **easyGym**.co.uk
2010   **easyOffice** opens new centre in Hammersmith and lays plans for expansion throughout the UK
2009   **easyHotel** opens in Larnaca, Cyprus
2009   **easyOffice** expands with new London centres in Camden and Mayfair and also Glasgow
2009   **easyPizza** now delivers to over 95% of Central London
2008   New **easyBus** route between Gatwick Airport and London opens
2008   **easyCruise** launches newest vessel, **easyCruise** Life for cruise holidays in Greece and Turkey
2007   **easyInternetcafe**.com launches worldwide listings and reviews service for Internet cafés everywhere
2007   The first **easyOffice** location opens in Kensington High Street
2007   **easyOffice** launches offering over 4,000 serviced offices for rent worldwide
2007   **easy4men** launches the new 3 Day Travel Pack on sale at airports throughout the UK
2007   **easyBus** launches Stansted Airport route
2007   **easyVan** launches, offering low cost van hire throughout the UK
2006   Queen's birthday honours list announces that Stelios will receive a knighthood for services to entrepreneurship
2006   **easyHotel**.com announces a major expansion plan with 38 new hotels to open in the Middle East and North Africa
2006   **easyCruise**.com announces the itinerary for their second vessel **easyCruiseTwo** which will sail from Amsterdam to Brussels
2006   **easyMoney**.com launches additional comparison services for credit cards, loans, current and savings accounts
2006   **easyPizza**.com expands with 9 new franchised outlets on the UK South Coast
2006   **easyMobile**.com offers sim cards and airtime online in Holland and Germany
2005   **easyCruiseOne** sails to the Caribbean for the winter itinerary in Barbados and 5 other islands
2005   The first franchised **easyHotel** opens in Basel, Switzerland
2005   SKY TV starts broadcasting the docusoap based on **easyCruiseOne**
2005   The first actual **easyHotel** property opens in London
2005   **easyWatch**.com starts selling watches online
2005   **easyCinema**.com starts offering the UK's most comprehensive online cinema listings service
2005   **easyCruiseOne** embarks upon her maiden voyage in the French and Italian Rivieras
2005   **easyMoney**.com starts offering motor insurance in the UK
2005   **easyJet** reaches 100 aircraft in the fleet
2005   **easyMobile**.com offers sim cards and airtime online in the UK sparking a price war
2005   **easyCinema**.com launches DVD rentals online in the UK
2005   **easyCruise**.com starts accepting online bookings for the summer of 2005
2005   **easyCar**.com offers car rental on a worldwide basis

brand history

1995 - 2004

2004 **easyJobs**.com website goes live offering a more efficient marketplace for job seekers in the UK
2004 **easy4men** men's toiletries range goes on sale in 1,000 Boots pharmacy stores in the UK
2004 **easyHotel**.com starts offering great value hotel rooms in more than 20,000 hotels worldwide
2004 First **easyBus** route opens between London and Luton Airport
2004 **easyMusic**.com goes live offering downloads of music tracks from 25p
2004 **easyPizza**.com delivers the first pizzas to homes in the UK
2003 **easyCinema** launches in Milton Keynes
2002 **easyJet** PLC orders 120 AIRBUS A319 with a further 120 under option
2002 **easyJet** PLC acquires go airlines nearly doubling in size
2001 **easyMoney**.com offers the first on line credit cards
2001 **easyValue**.com, the shopping comparison site goes live
2001 **easy**.com, the global portal site for all **easyGroup** businesses goes live
2000 **easyInternetcafe** enters the Guinness Book of Records as the largest internet café in Times Sq New York
2000 Stelios enters the Guinness Book of Records as the youngest ever scheduled airline chairman when he started **easyJet** aged 28
2000 **easyJet** PLC is partially floated on the London Stock Exchange
2000 **easyGroup** enters into a formal brand license with **easyJet** PLC crystalising the concept of brand extension
2000 **easyCar** rents first Mercedes A Class cars to consumers
1999 The first **easyInternetcafe** opens in London with queues stretching round the block
1999 The TV docusoap on **easyJet** is first broadcast on Britain's ITV to an audience of 9m viewers
1998 As the airline becomes a "brand" Stelios starts to work on brand extension and founds the **easyGroup**
1998 **easyJet** is elevated by the media as the arch rival of BA and credited with sparking a price war
1998 BA launches go airlines in response to **easyJet** – Stelios is on their first flight
1998 **easyJet** acquires a Swiss airline and becomes Geneva's defacto home carrier
1998 First order for 12 brand new Boeing 737 aircraft placed by **easyJet**
1997 The website **easyJet**.com goes live
1996 **easyJet** opens international routes to Amsterdam, Nice and Barcelona
1995 Stelios creates **easyJet** and starts flights between Luton and Scotland

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

more value for less!
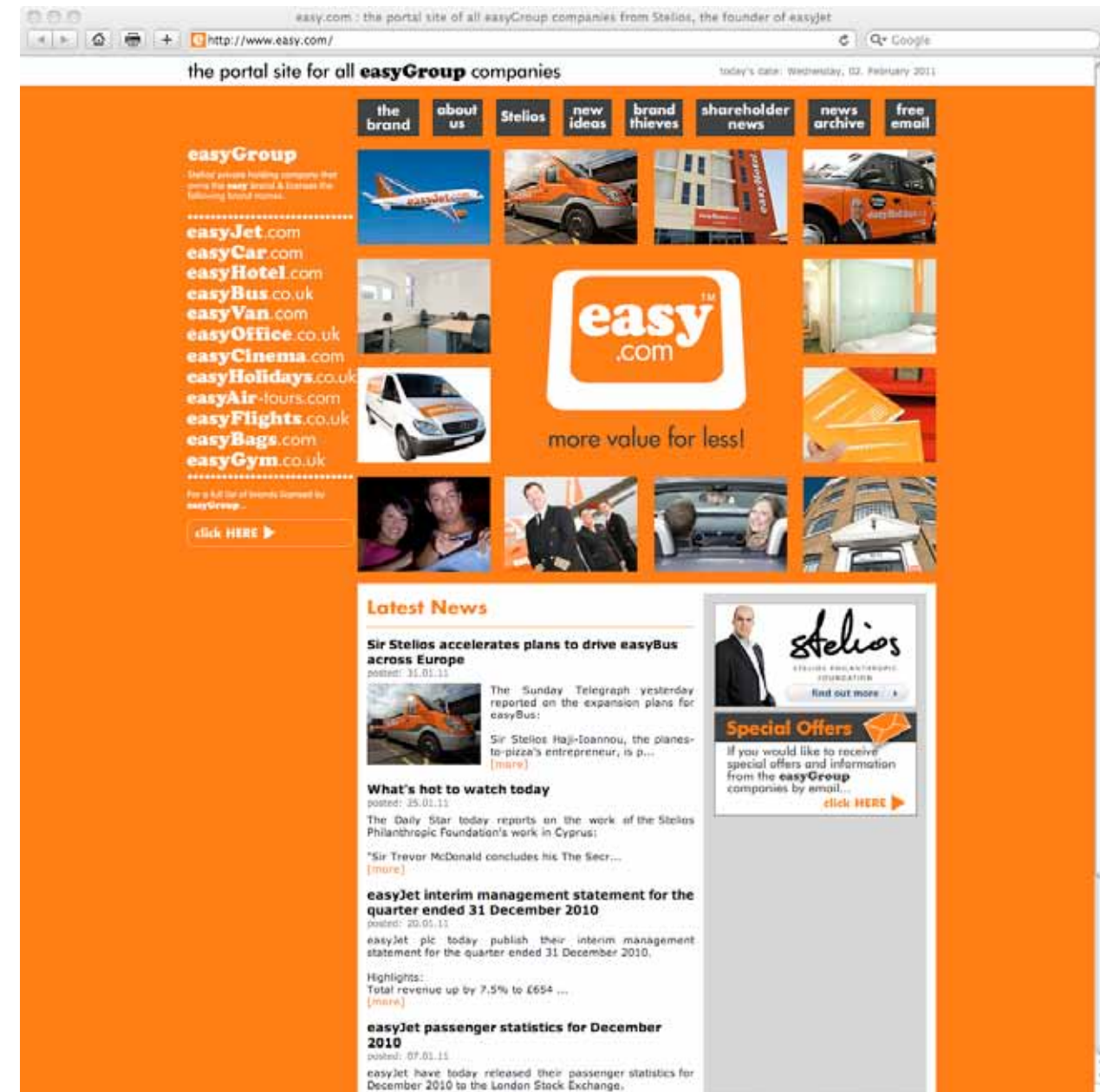
the **easyGroup** mission statement

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!

last revised: Apr 2011

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

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 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. Designed in the shape of a button 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 'by Stelios & **easy**.com' on their website homepage. We strongly recommend this is placed in the header, top right.

by Stelios & easy.com

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.

easy.com™

more value for less!

the exclusion zone

easy.com™ more value for less!

the exclusion zone

easy.com™
more value for less!

easy.com™ more value for less!

mono versions

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 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.co.uk
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

last revised: Apr 2011

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	Wrong!
easyJet	easyJet
easyJet	easy Jet
easyJet	easyjet
easyJet	EasyJet
easyInternetcafé	easy-Internetcafé
easyInternetcafé	easyinternetcafé
easyInternetcafé	easyInternetCafé
easyCar	easyCar
easyMoney.com	easyMoney.com
easyJet is great	easyJet is great
easyGroup	easyGroup
easyMoney.com	easyMoney.com
easyGroup	easyGroup
easyGroup	Easygroup
easyGroup	easyGroup
easyInternetcafé	EASYINTERNETCAFE
easyInternetcafé	EasyInternetcafé
easyGroup	easyGroup
easyValue	easyValue.
easyGroup	easyGroup
easyGroup	easyGroup
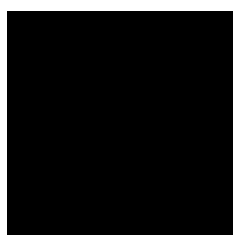
colours

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.
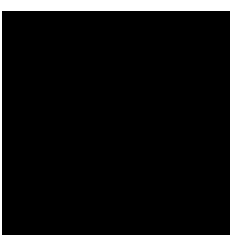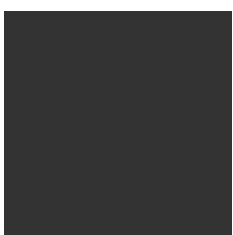
values for all media applications

PANTONE 021 Spot Colour	**C** 0 **M** 66 **Y** 100 **K** 0 Four colour process	**#FF6600** Web Safe	**R** 255 **G** 102 **B** 0 RGB
PANTONE Process Black Spot Colour	**Process Black 80%** Spot Colour	**C** 0 **M** 0 **Y** 0 **K** 100 Four colour process	**C** 0 **M** 0 **Y** 0 **K** 80 Four 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…
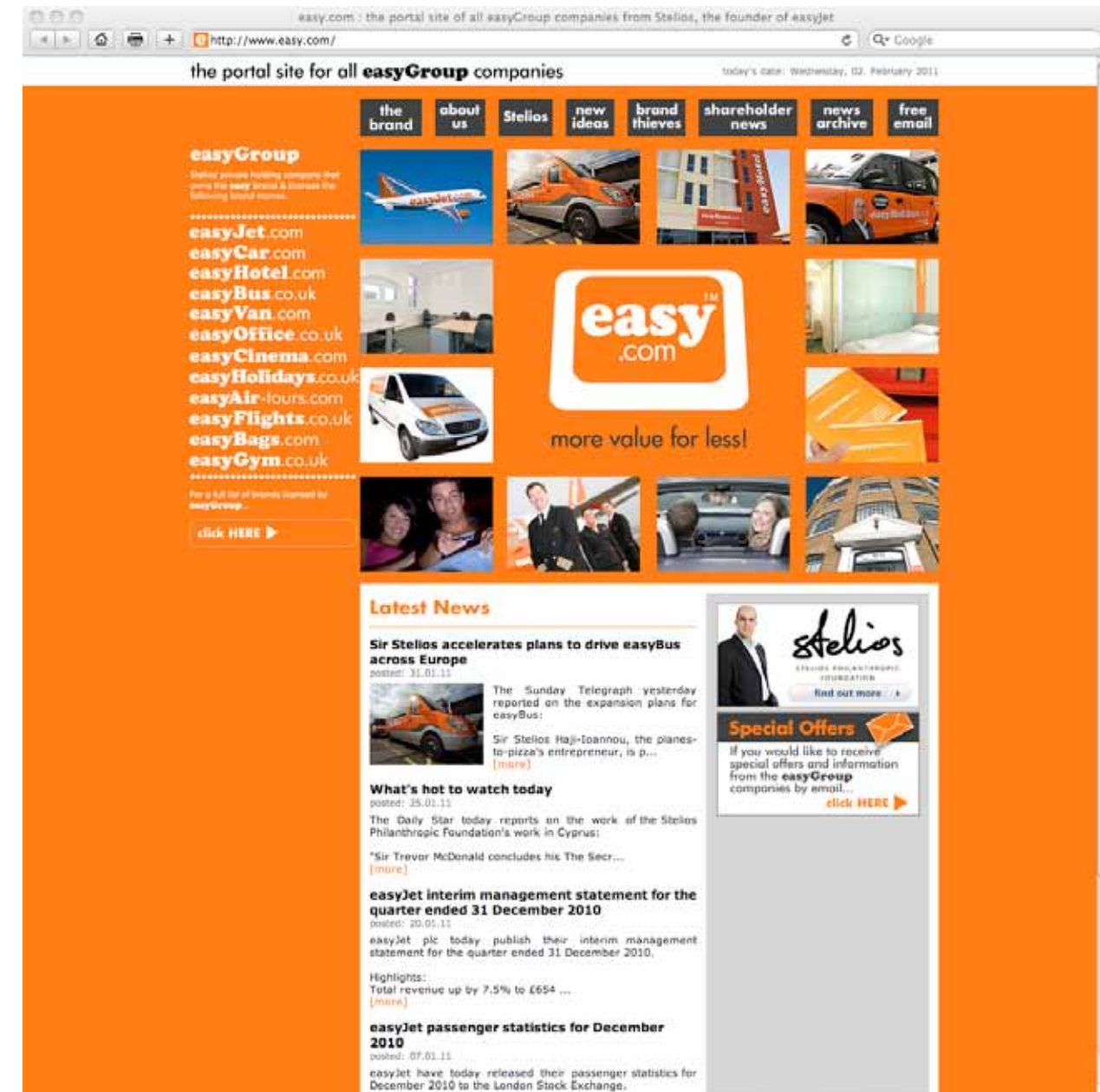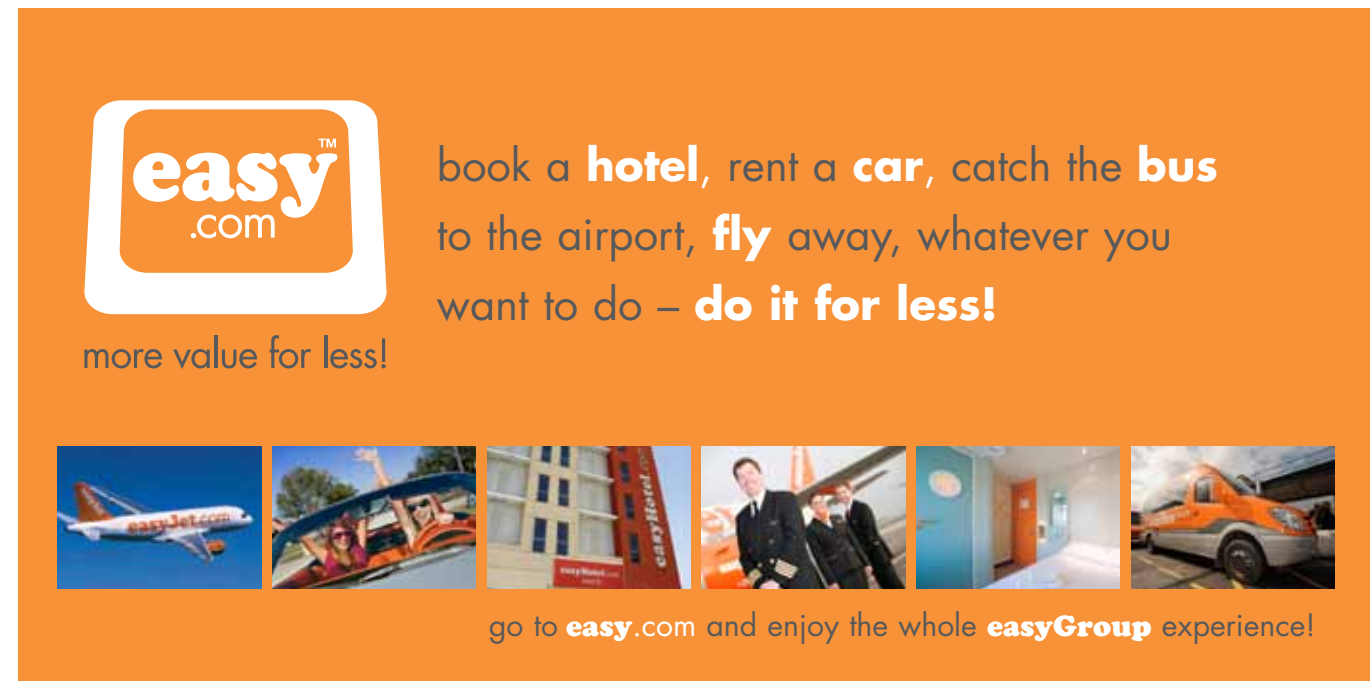
advertising

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

more value for less!

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.

the portal for all **easyGroup** businesses

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 more value for less!

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.co.uk	**easyWatch**.com	**easyGym**.co.uk
easyHotel.com		

the portal for all **easyGroup** businesses

different format examples

easy.com

more value for less!

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.co.uk	**easyWatch**.com	**easyGym**.co.uk
easyHotel.com		

the portal for all **easyGroup** businesses

easy.com

more value for less!

easyJet.com
easyInternetcafe.com
easyCar.com
easyValue.com
easyMoney.com
easyCinema.com
easyBus.co.uk
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

the portal for all
easyGroup businesses

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.
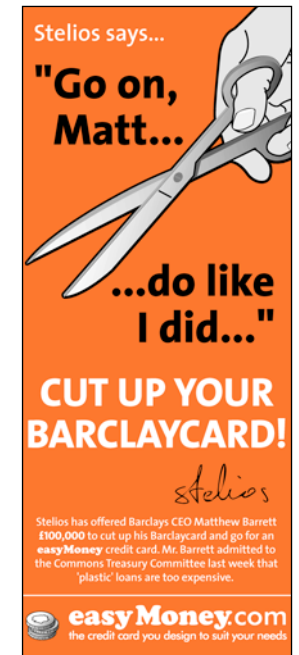
Building such a high profile and open brand has helped to snowball the **easyGroup** relationship with the public and the media. When ITV wanted to make a TV series in 1998 about running an airline they approached **easyJet** as an open-minded airline. The result has been one of the longest running 'docusoaps' 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

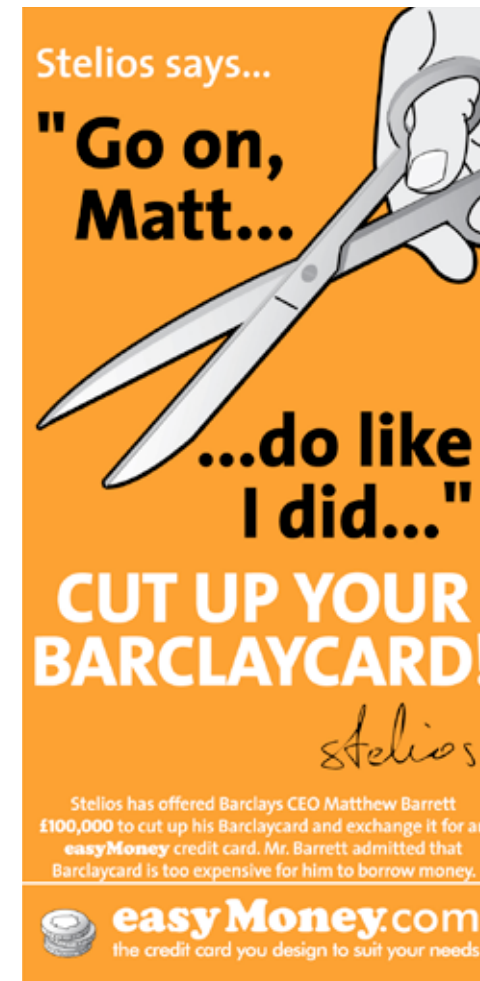Stelios is a powerful asset in the brand's portfolio.

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.

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

appendices

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.

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

Paul Griffiths
Financial Controller
paulg@**easyGroup**.co.uk

Gavin Richardson
Head of Design
gavinr@**easyGroup**.co.uk

Cathrine Villioti
Marketing & PR Co-ordinator, Greece
catherinev@**easyGroup**.co.uk

easyGroup IP Licensing Ltd
10 Sydney Place
South Kensington
London SW7 3NL

easyGroup IP Licensing 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
Andrew Cooper	Finance Director
Peter Barton	Non-executive Director
Jean-Claude Eude	Non-executive Director
David Watson	Non-executive Director

easyGroup Holdings Limited
8&9 Le Ruscino (1st floor),14 Quai Antoine 1er,
Monaco MC 98000
Contact: Andrew Cooper **Email:** andrew.cooper@**easyGroup**-holdings.com

---

STELIOS PHILANTHROPIC FOUNDATION

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

1, avenue Henri Dunant,
1251 Palais de La Scala,
MC 98000 Monaco

Marie-Louise Bang
Foundation Director
mlb@stelios.com

Tracy Ghori
UK Co-ordinator
tg@stelios.com

list of contacts

easyGroup IP Licensing Ltd
10 Sydney Place
South Kensington
London
SW7 3NL
Email: domains@**easy**.com

manages the following brands:

easyInternetcafe

easyValue

easyMoney

easyCinema

easy4men

easyJobs

easyPizza

easyMusic

easyMobile

easyWatch

easyHolidays

easyAir-tours

easyFlights

easyBags

easyJet
Hangar 89, London Luton Airport, Luton, Bedfordshire LU2 9PF
Contact: Carolyn McCall (CEO) **Email:** carolyn.mccall@**easyJet**.com

easyCar & **easyVan**
easyBus House, North Circular Road, Park Royal West, London NW10 7XP
Contact: Andrew Simpson (acting CEO) **Email:** andrew.simpson@**easyCar**.com

easyBus
easyBus House, North Circular Road, Park Royal West, London NW10 7XP
Contact: Jonathan Crick (CEO) **Email:** jonathan.crick@**easyBus**.co.uk

easyHotel
easyHotel House, 80 Old Street, London EC1V 9AZ
Contact: John Collis (CFO) **Email:** johnc@**easyHotel**.com

easyOffice
easyHotel House, 80-86 Old Street, London EC1V 9AZ
Contact: Russell Barnsley (Sales & Marketing Manager) **Email:** rb@**easyOffice**.co.uk

easyGym
Grosvenor Garden House, 35-37 Grosvenor Gardens, London SW1W 0BS
Contact: Paul Lorimer-Wing (Joint CEO) **Email:** paul@**easyGym**.co.uk