



CELEBRATING  
**easy@25**  
YEARS  
1995 - 2020

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**easyHistory,**  
the **easy**<sup>®</sup> family  
photo album

# It all started with a dream!

This is me age 28 with a big dream: to build a world famous brand.



31st January 2020

*Dear friends and members of the easy Family of Brands*

Some 25 years ago I had the best business idea of my life: to start a pioneering low cost airline. That in turn led to my second best business idea: using the airline to build a brand and then extend it. However by keeping the intellectual property rights to all the brands (including easyJet) in my own private company – easyGroup I was able to build and develop the easy family of brands by attracting investment from many different outside investors for different sub-brands. Moreover by partnering with some inspiring fellow entrepreneurs we launched even more new sub-brands thus sharing the risks and rewards of venturing. Nowadays I earn a predicable income stream from recurring annual royalties from the easy family of brands.

31/01/2020

easy®family photo album

I either reinvest these royalties in expanding the easy family of brands or donate them to my charitable foundation through which I give back to society. Although easyJet's first flight was in 1995, planning the easy brand started earlier, actually in 1994. At that time I was 2 years into working on my first start up venture, a shipping company called "Stelmar". The name was derived by combining my first name plus "maritime". So the working title of the airline became "Stelair" (my first brand extension) until I decided "easy" was a better brand than "Stel". I had to decide between putting my own name on the planes as the late Sir Freddy Laker did in the 70's, or building a more versatile international brand like Virgin. I recall sitting at a bar sometime in late 1994, writing different ideas on a napkin. I tried: stelair, steljet, cheapjet, affordablejet before easyJet won. I regret that I didn't keep the napkin. I did not know then how valuable this brand would be one day. Also thank God for the moment of sanity in not allowing myself to be completely self-centred (my own name did not go on aeroplanes, it remained only on ships). So to recap in 1995 I began to build a world famous brand centred on the word easy. It has been a long road (25 years), with the inevitable ups and downs that are inherent in entrepreneurship, but at least I am still here, doing better than ever before financially, to tell our story. And here it is! This easyHistory booklet is a pictorial celebration of our first quarter of a century, I like to think of it as our easy family album. Enjoy the read.

*Sir Stelios Haji-Ioannou*  
*creator and owner*  
*easy family of brands*

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easy@25

# The **easy** family of brands business model

Having a big airline in the easy family is a great way to build the brand. People are often excited when they fly, the airline mostly takes them to exciting places and at the risk of being a bit too corny: “it defies gravity”. Since 1995 Stelios has taken the brand to many other sectors starting with natural extensions into travel and leisure and then moving onto other consumer facing industries. The underlying theme is to outsource as much of the nitty gritty as possible and join forces with business partners who know their patch. The easy family of brands is not afraid to expand by trial and error. If something does not work then we change it and try again. We keep looking for new business partners who have new business ideas to further extend the brand into as many different sectors as possible. That is how you build and consolidate a strong and distinctive family of brands.

The total recurring income earned by easyGroup UK in the Financial Year ending September 2019 was £24m. That is a good income for a business that does not deploy any capital of its own. The idea nowadays is to allow the licensee companies and business partners to deploy the capital into the hard assets whilst easyGroup concentrates on managing the brand and earning a fair income for letting other people use it. For these business partners it’s a lot cheaper to pay the licence fee rather than spending money on building and marketing their own brands from scratch. Today easyGroup owns more than 1,150 trademarks with easy either on its own or as a logo and/or as a prefix. We also own more than 4,200 internet domains.

## Launching a new business idea and easy sub-brand involves four simple steps:

1. Find a suitable business partner with a novel idea.
2. Come up with a suitable extension (suffix) after easy that matches the business model.
3. Secure the trademark and the domain.
4. Start running the business.



Advertising all the easy brands on the London Underground

# The **easy** family of brands business model (continued)

The legalese:

- a) easyGroup is the brand owner and licenses the right to use each sub-brand to different licensee companies.
- b) All IP rights in the brand and the sub-brands stay with easyGroup.
- c) easyGroup have built a huge amount of reputation via prior use over the last 25 years in many countries around the world and in many different business sectors. Each sub-brand when advertised or promoted, promotes the “easy” brand which itself becomes increasingly famous as more companies promote it.
- d) A trade mark is a legal monopoly for a business brand which is granted by a state via its trademark office. We own more than 1,150 of these monopolies in many countries and many different classes of business sectors.
- e) We have an EU trademark of “easy” on its own since 9th June 2000 with registration number EU001699792
- f) On the 15th August 2019 we obtained a UK trademark registration UK00003421566 for the colour orange per se for airline services (class 39) which means that if someone started an online travel agent or an airline in the UK using orange we could stop them. Very few companies in the world own a trade mark of a colour!
- g) We invest heavily in our brands as these are the ‘crown jewels’ of our business.
- h) We are not shy to change business partner and or business model from time to time in using particular sub-brands or even use multiple sub-brands in the same business. It takes time to build a branded business - “Rome was not built in a day”.

- i) The sheer number of easy brands means it is not possible to include them all in this booklet. A more up-to-date list is available at [easy.com](http://easy.com).



Advertising all the easy brands on a bus.

These are our brand values for each new business:

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 and fun

For more information see our brand manual at [www.easy.com/the-brand](http://www.easy.com/the-brand)

# 1994: The birth of the idea and my motivation

*‘Many people ask me what was my motivation in embarking on such a crazy venture at the age of 28? There are two answers to that: firstly I was trying to prove myself to my father (himself a very successful self made shipping magnate). Secondly I had enough of people not knowing what I did for a living, which is one of the problems of being in a “business to business” (B2B) industry like shipping. So I went out to create a household name!’ –*

*I first caught the airline bug in the summer of 1994 when I met Richard Branson, one of my business heroes. I observed how to launch a hugely popular brand primarily using an airline that works in many other different sectors of business.*

*In 1994 I also visited the Boeing factory in Seattle where I learned of a pioneering low-cost airline called Southwest and took my first cheap flight with them (the founder Herb Kelleher was another of my role models). During the same trip I stayed for the first time in my life in a budget hotel in Atlanta (I think it was a Motel 6) whilst visiting another low-cost airline named ValuJet. That’s when I first realised it was possible to extend a low cost brand from an airline to a hotel business.*



Stelios with his father Loucas Haji-Ioannou – early 1990’s in Monaco

easyJet

*I became convinced the low cost business model would work well in Europe (and not just in America), despite “low cost” not being the way I used to live....*

*I was fortunate to have a wealthy father who provided the initial start-up capital when I was only 28 years old. Nobody else would finance such a crazy business plan by such a young entrepreneur. I floated the idea during a business lunch with my late father in 1994 at Monaco’s famous Hotel de Paris. He agreed to back my idea with his money on behalf of all the family. Hence my brother Polys and sister Clelia are still major shareholders in easyJet. I thought the luxurious surroundings of an ultra expensive hotel in Monaco giving birth to a “value for money” brand was the biggest irony of my life. I became successful in business when I realised that not everybody could afford to live the way I did and that you are better off selling to the many rather than the few. As they say “The rest, is history”.*

- Stelios



A Southwest Airlines Boeing 737-200 – 1990’s



Stelios with Sir Richard Branson – 2002

# 1995: easyJet in easyLand, on easyWay

Stelios was determined to build a strong brand around the name easy in the same way Richard Branson built the Virgin brand. On 17th March 1995 he filed the incorporation documents for easyJet airline company Ltd at the UK's Companies House. The first UK trademark was filed on 5th April 1995. In the summer of 1995 he decided to base his new airline at Luton airport because it was cheaper than Stansted. Everything had to be easy, low cost and orange. The office was in a shed that was christened 'easyLand' and painted orange. As you can see from the picture, easyLand was located next to the runway so our easy branded building was clearly visible to millions of arriving and departing passengers.

The official postal address became: easyJet, easyLand, easyWay, Luton Airport (we were allowed to use the easy prefix in naming our own street in Luton). Stelios personally designed the now famous logo when he chose Cooper Black as the official font and wrote easyJet with a small 'e' and a large 'J' using white letters on a specific tone of orange background, Pantone 021 C.

Who needs expensive advertising agencies when you can do it yourself!



First ever article in The Times - 22/06/95



easyLand at Luton Airport - 1990's



easyLand in Cyprus - 2020



easyLand in France - 2020



easyLand today in North London

easyJet

easyLand

easyWay

# 1995: Cutting out the middleman

## Selling ticketless travel direct to the public via telephone

On 18th October 1995 Stelios unveiled his idea to the world's media at a restaurant called Planet Hollywood in Leicester Square, London in front of a large audience of very sceptical journalists. The thinking was that low cost airlines had originated in America, so taking the journalists to an American themed restaurant might help them understand the concept.

The airline became the first in the world to completely cut out travel agents and sell 100% direct to the public. Stelios was inspired by how the then pioneering Direct Line insurance had cut out insurance brokers using a red telephone device in its advertising, so he decided to paint the telephone number on the side of the plane.

Stelios avoided expensive 0800 numbers where the receiving company pays for the call. Instead he adopted the local Luton area code 01582 and looked for a suitable number. A local mini-cab company had the number 01582-445566 so Stelios made them an offer to sell, which they did! He was attracted to 44-55-66 because it was rising (like an airplane) and Stelios could say it easily on the radio commercials that he voiced over himself. He also eliminated paper tickets (you may remember those carbon copy IATA tickets). All passengers had to do was take a reference number to the check-in. That meant more money was available for advertising and PR rather than paying commissions to travel agents.

At the launch Stelios announced easyJet would fly passengers between Luton and Scotland at fares as low as £29 one way, or as the advertising campaign put it 'the price of a pair of jeans!' In the first two months alone Stelios spent well over £1 million on advertising including a television campaign. The first crew uniform was a simple orange polo shirt purchased from a Benetton store in Milton Keynes, embroidered on the back with the white easy logo.



Stelios at the call centre - Nov 1995



easyJet crew uniform - 1995



Actress Lorraine Chase made famous in the 1970's for the Luton Connection and Campari TV adverts



Evening Standard ad - 31/10/95



Financial Times article - 14/10/95



Classified ad The Scotsman - 1995

# 1995: The first flight

On 10th November 1995, just after 7am on a wet and windy morning, the first ever easyJet flight (a leased Boeing 737-200) took off from Luton Airport bound for Glasgow with Stelios sitting in the jump-seat of the cockpit. Stelios never wanted to become a pilot and always said that he left the flying of the planes to professionals but on that day he sat in the cockpit because all other seats were full!

Also along for the ride was a film crew from the BBC's Money Programme who captured footage from the inaugural flight. The aircraft was in fact operated by another airline called GB Airways using the easyJet brand under license. Stelios was doing what he has always done best since then: focusing on the brand building and leaving the operations to trusted business partners.

The pilots worked for GB Airways, but the cabin crew were hired by easyJet to be the face of the brand on board. They earned a basic salary plus commission from on board sales of refreshments under the easyKiosk brand. Stelios still claims that he is the first person in aviation history to charge for a cup of coffee on board, something which is today commonplace, including on British Airways. Until then even Southwest airlines gave the coffee for free.

Part of the irony in the development of aviation is that in 1995 GB Airways was also a franchisee of BA whilst in 2007 GB Airways was purchased by easyJet outright (and all goodwill flowed up to easyGroup) thus ditching the BA brand.



Stelios with easyJet crew - Nov 1995

The first easyJet flight shortly before departure with Stelios waving from the door before closing



Stelios sitting in the jump seat for the first flight



Evening Standard article - 10/11/95

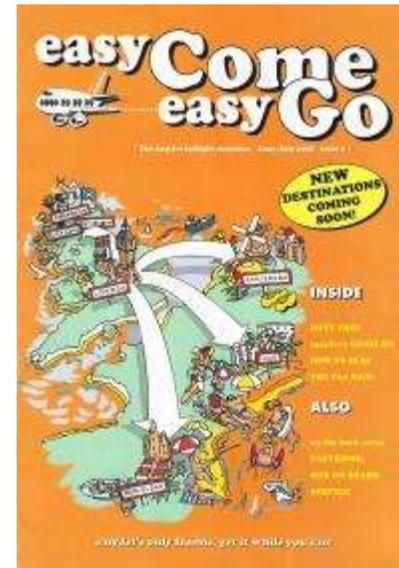


# 1995-1998: easy brand extensions and early brand licenses

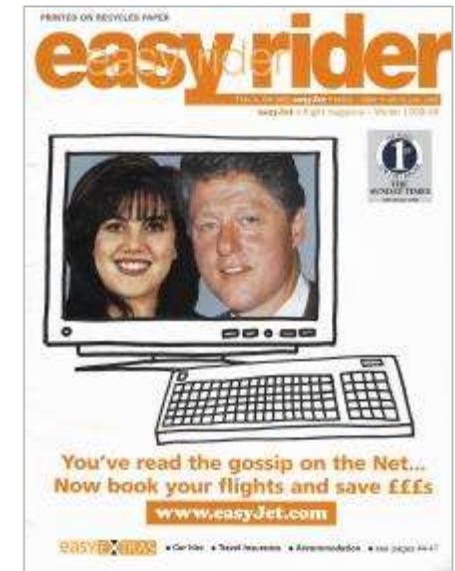
Stelios's long-term ambition was to establish a family of brands employing the over-arching 'easy' prefix. He also recognised he could not be the expert at everything. So he chose to do business with different business partners for launching new easy brands.

In 1995 he signed a brand license agreement with the catering company Alpha in-flight allowing them to sell snacks and drinks using the brand easyKiosk. Back in 1995 most other airlines were offering 'free' in-flight meals to their passengers, resulting in higher fares and added complexity. But as Stelios liked to say 'there is no such thing as a free lunch', one of his favorite expressions from his training as an economist when he studied at the London School of Economics between 1984 and 1987.

The airline's in-flight magazine was outsourced to a publisher in 1996 under license, using the brand easyCome easyGo. Stelios liked the irony in that name as most commentators said he would not last long ... He later changed the magazine's name to easyRider. A license agreement was signed with Travel Extras in 1997 allowing the sale of ancillary facilities such as hotels and car rental services under the easyExtras brand. The easyExtras brand was promoted on easyJet flight confirmation letters which were sent out before the internet became established as well as in special promotions with national newspapers such as the Sunday People.



In-flight magazine - 1996



In-flight magazine - 1998



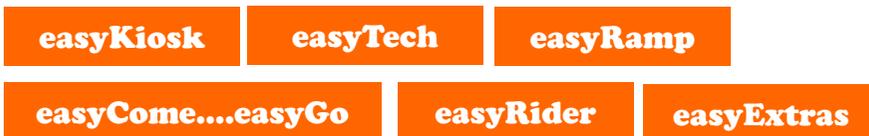
easyKiosk on display at easyLand - 2020



easyTech job ad - 11/05/99



Sunday People flight promotion - 01/11/98



easyExtras advertising on booking confirmation letter - 12/08/98

# 1995: Media and entertainment

From day one and over the last 25 years, Stelios has earned a reputation for using the media to build the easy brand. The BBC TV cameras were allowed to film the first flight in 1995 from the inside. Since then the easy brand has been featuring regularly on global television. 'Airline' a fly-on-the-wall TV docu-soap featuring staff and passengers of easyJet started filming with Stelios in 1998 and was first broadcast on the UK's ITV channel in 1999.

It ran until a 9th series in 2007 with a total of 205 episodes. In 2003 'Airline' was the most popular factual programme on ITV with over 7.5 million viewers per episode. The theme tune 'Come fly with me' brings instant recall of easyJet. Repeats were still being broadcast as recently as December 2019 on CBS Reality in Europe, the Middle East and Africa. The series has been sold and broadcast into many countries around the world including New Zealand, Australia and Japan, increasing the profile and awareness of the easy brand. In 2005 in partnership with Sky TV, Stelios produced a TV series called 'Cruise with Stelios', featuring the passengers and crew of easyCruiseOne. In 2018 ITV in partnership with easyJet produced a TV series called "Inside the cockpit" showing close-up the training of a professional pilot. The popularity of the show led to a second season airing in 2019.

On 30th October 2001 Stelios told the Financial Times he was going to open a movie theatre to be known as easyCinema. Two years later the cinema opened in Milton Keynes, UK showing movies from as little as 20p. From 2005 the brand was applied to an online DVD rental business run in partnership with Lovefilm who acquired the business before being bought by Amazon. easyCinema today is partnering with the Cine Paris open air movie theatre in Athens, Greece. Tickets can be purchased via the easyCinema.com website.

**easyCinema**



Prime time TV



Airline TV series



easy brand outside the movie theatre in Athens today



TV companies featuring easy in their programming

# 1995: Media and entertainment (continued)

It is a simple fact that when you become such a strong brand you invite humour and parody. So it's important not to take yourself too seriously. Stelios decided in 1998 to overrule his advisers and let ITV's cameras into the heart of his business empire to film the airline series. Stelios knew that the show would include some mishaps and angry customers. Sometimes Stelios was filmed trying to placate them offering free drinks onboard. However he was proved right when the show became a huge success and massively boosted the easy brand recognition. Stelios even starred as himself in a mainstream TV commercial paid for by the UK's Post Office in 2000/1 that used the easy brand values to sell travel currency and travel insurance. Filming inside his internet cafes and surrounded by easy branded rental cars, it was an amusing way to engage with people through television and to gain name and face recognition.

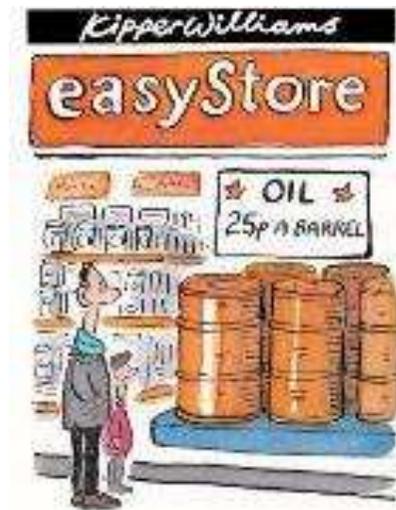
There have been cartoons featuring easy in a wide range of publications. Stelios himself has been parodied in the 'Come Fly with Me' TV series broadcast by the BBC in 2010 and 2011. This featured an airline called 'Fly Lo' and its boss 'Omar Baba' played by well known comedian David Walliams of Little Britain fame.



David Walliams as "Omar Baba" Pretending to be Stelios



It is a huge compliment to the brand that it works with both cartoons and parody on television. It means it is famous enough for the average reader or viewer to get the joke. There have been books written about us including 'easyJet Rising' by Tony Anderson, who worked for the easy family of brands between 1995 and 2002 and curated the easyHistory booklet.



Guardian cartoon – 21/02/16



Guardian cartoon – 19/11/13



Stelios advertising for The Post Office - 2002

## EasyGroup entrepreneur Stelios to star in Post Office TV ad

EasyGroup entrepreneur Stelios Haji-Iannopoulos is to star in the latest Post Office TV commercial, as the network unveils its 'Kids Go Free' travel insurance offer. The 30-second ad, created by Publicis, shows Stelios relaxing on a Spanish beach, surrounded by children playing in the sand and water. He tells viewers that he has had a great idea, that kids should get free travel insurance, and that if anybody else has had the same idea, he will eat his hat. At dinner, Stelios, who appeared in a previous Post Office ad last year, is presented with his garnished hat ready for consumption. Media planning and buying is handled by Carat. The TV campaign will be supported by in-store marketing materials created by Jashua.

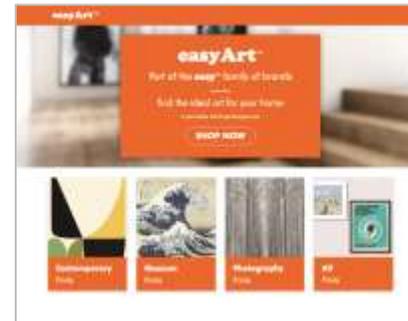
Campaign magazine - 06/06/02

# easyGroup acquires early brand rights in internet and telecoms - trading since 1995

From time to time easyGroup acquires the rights to brands from other companies and incorporates them into the easy family.

In November 1995 a company called Easy Networks was established by Richard Gwilliam in Portsmouth offering internet, network and telecom services. As part of an agreement dated 25th January 2019 all brand rights including for prior use since 1995 were purchased by easyGroup. The company is now a member of the easy family of brands using the easyNetworks, easyTelecom and easyMobile brands under license.

Other brands that have been trading for many years but have now been purchased by easyGroup include easyRoommate which has been trading since the 1990s, easyArt trading since 2001 and easyFood trading since 2006.



easyArt website - 2019



easyRoommate website - 2019

## EasyGroup ventures into mobile phone deal

By Peter Kilger

STELIOS HAJI-IOANNOU, the serial entrepreneur, has added a mobile phone venture to his easyGroup stable after striking a deal with TDC, the Danish telecoms group. Mr Haji-Ioannou said easy-Mobile should be running in the UK by the end of the year. The venture could, however, run into immediate trouble with one of its competitors.

The Times - 11/08/04



easyFood customer delivery



Stelios visits easyNetworks office - Apr 2019

# 1996: First international expansion outside the UK into Holland, France and Spain

In April 1996 following a massive advertising and PR blitz in the Netherlands and a promotional campaign with the Daily Mirror in the UK, easyJet operated its first international flight from Luton to Amsterdam.

Needless to say the flight was full. The new route pitched easyJet into a major David versus Goliath battle with Dutch national airline KLM that led to huge levels of brand awareness among the Dutch public. KLM has built an association with swans in their advertising and easyJet ran an ad saying (in Dutch) 'Hunting season has begun!' (See opposite.)

In June 1996 new routes were opened from Luton to the cities of Nice and Barcelona backed by massive advertising in the UK, France and Spain. The model adopted by Stelios was to pick a fight with the national carrier of the relevant country. It proved a great way to generate PR and build the brand.



easyJet ad, Netherlands - 1996



easyJet ad, Economist - 1996



FT article - 07/08/96



Amsterdam launch promotion – Apr 1996



FT ad - 09/11/96

# 1996: Carrying people to and from the airport (and beyond) by bus and coach

Stelios registered a UK trademark for easyBus with registration number 2112956 on 15th October 1996. Travelling to Luton airport by bus and coach was very important in the early days of the easy brand as the direct railway links between Luton and London were very poor and the train station at Luton was struggling to cope with the volume of extra easyJet passengers.

So Stelios sold many bus tickets to people coming to and from Luton and went on to paint all the buses between the train station and the airport with the famous orange livery. Later on a piece in The Guardian on 31st December 2002 asked famous people to share their New Year resolutions. Stelios said he wanted to have his own easyBus operations. A press conference in August 2004 generated significant media attention with easyBus once more on the side of the consumer reducing fares for the many and not the few. easyCoach was launched as a sister brand in September 2016. Today easyBus.com is selling more than one million low cost bus seats per year, all online on many hundreds of routes all over Europe and beyond in partnership with a variety of reputable operators (including the British Airways of the sector called National Express ) contributing about £1m pa in profits to easyGroup. Once again Stelios has proven that when you own a strong brand, you don't need to spend the money to purchase all the fleets of vehicles around the world to operate yourself but people who own the vehicles are happy to carry your customers on your behalf. Outsourcing and focusing on the brand works!

easyBus



Stelios with easyBus - 2004

## EasyJet founder plans to expand by bus

By Lucy Smy

Stelios Hajioannou founder of the EasyGroup of companies, plans to add to his empire next year with the launch of EasyBus – a low-cost inter-city coach operator.

FT article - 24/11/05



easyBus website - 2019

**Stelios Hajioannou**  
**Founder and former chairman of EasyJet airlines**

This year I plan to start two new businesses, one being EasyCinema. I haven't decided what the other one will be yet but I am considering EasyDorm, **EasyBus**, EasyFitness or EasyCruise. I also want to turn a profit at EasyCar

Guardian article - 31/12/02

# 1997: Budget accommodation

Budget accommodation is the most natural brand extension if you are starting from a low-cost airline. Stelios had become familiar with the customer experience as he often stayed at the IBIS hotel at Luton Airport in the early years of easyJet. The airline's easy come easy go in-flight magazine was full of adverts for hotels so it made sense to offer this service under the easy brand. In 1997 the easyExtras brand was sub-licensed to a local Luton businessman to sell a range of ancillary services including hotel rooms.

On 14th October 1997 in an interview with the Scottish 'Daily Record' newspaper, Stelios first announced he was considering offering accommodation under the easy brand. On 21st September 2000 Stelios registered the easyHotel trade mark with reference EU001866706.

In 2003 Stelios revealed in an interview with Independent journalist Simon Calder that he was exploring an easyDorm design using a futuristic easy-to-clean and easy to maintain bedroom and bathroom design in orange. In February 2004 Stelios confirmed he had purchased the freehold property of a hotel in Lexham Gardens, London W8 which was to be refurbished (ie painted orange!). Stelios himself stayed in a tiny windowless room overnight on the 1st August 2005 at the first fully branded easyHotel property in London. The hotel was full booked.

Also in 2019 the IP rights to the brand easyRoommate, which was set up in the 1990's to promote accommodation and property letting and sharing services across several countries, were acquired by easyGroup.



Stelios outside easyHotel South Kensington - 2005



The Times article - 02/08/05



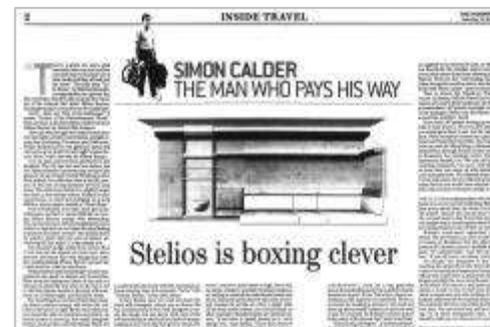
easyHotel cartoon Evening Standard - 01/08/05



Stelios in an easyHotel room



The easyDorm property today 150 Old Brompton Road, London



Independent easyDorm article - 24/05/03

easyHotel

easyDorm

easyRoommate

# The growth and success of easyHotel

Today easyHotel has become a highly successful company with 54 hotels in operation or under development. The company's shares were floated on the London Stock Exchange in 2014 whilst as usual easyGroup retained all the IP rights to the brand easyHotel.

The majority shareholder in easyHotel is now financial investors ICAMAP with Ivanhoe Cambridge though Stelios and his family kept their 28% stake. The market capitalisation of easyHotel today is approximately £150m. The Chairman of the board of easyHotel is Harm Meijer from ICAMAP. The next CEO has recently been announced to be François Bacchetta who will start in the spring with easyHotel having spent the last 15 years working at easyJet.

The company is seeking to expand its hotel portfolio in two ways: by investing in the bricks and mortar properties using its own capital but also by offering franchises to professional property owners who want to trade their hotel under the easy brand.

To find out more how to obtain an easyHotel franchise email: [stjohn.harvey@easyhotel.com](mailto:stjohn.harvey@easyhotel.com).



Harm Meijer - Chairman easyHotel



François Bacchetta - CEO easyHotel



Manchester



Glasgow



Reading



Croydon



Belfast



London Old Street



Liverpool



Newcastle



Leeds



Sheffield



Ipswich



Milton Keynes



Edinburgh



Heathrow



London Victoria



Luton



Birmingham

# easyHotel internationally

easyHotel continues to go from strength to strength as it expands across Europe and beyond. easyHotel today operates 54 hotels in 42 towns & cities across 16 countries, including those under development. The growing presence outside the UK is testimony to the international awareness of the easy brand.

Countries: Belgium (Brussels), Bulgaria (Sofia), France (Nice), Germany (Berlin, Frankfurt, Bernkastel-Kues), Hungary (Budapest), The Netherlands (Amsterdam: City, Arena & Zaandam, Amsterdam Schiphol Airport, Rotterdam, The Hague, The Hague Scheveningen Beach, Maastricht), Portugal (Lisbon), Spain (Barcelona), Switzerland (Basel, Zurich), Dubai (UAE)

## Committed Development Pipeline:

France (Paris CDG Airport), Ireland (Dublin), Spain (Malaga)

The biggest easyHotel today is a 200 room purpose built freehold property in Barcelona (right).



Brussels



Sofia



Nice



Berlin



Frankfurt



Bernkastel-Kues



Budapest



Amsterdam Arena



Amsterdam Arena



Amsterdam Schiphol



Rotterdam



The Hague



Scheveningen Beach



Maastricht



Lisbon



Basle



Zurich



Dubai

# 1998: Going to battle against British Airways

Stelios believed the best way to build a brand as consumer champion was to pick a fight with one of the big boys. So it's no surprise that taking on the big boys is one of the easy brand values.

In January 1998 after calling off talks with Stelios to take a stake in easyJet, British Airways announced they were setting up a "copycat" low-cost airline of their own. The easyJet clone was called 'Go'. The move triggered a huge legal, advertising and PR campaign to prevent BA from succeeding in its aim to put easyJet out of business.

The battle gave rise to one of easyJet's most famous PR stunts when on 22nd May 1998 Stelios and a group of easyJet employees flew from London Stansted to Rome, Italy onboard Go's inaugural flight, dressed in bright orange boiler suits. The stunt was widely covered in the UK media including national TV coverage on ITN News. Ironically BA sold Go to venture capital company 3i in 2000 and then easyJet bought Go from 3i in 2002.

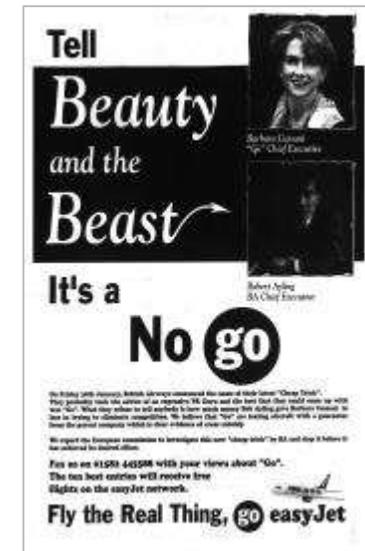
It is interesting to note that British Airways' decision to set up Go validated the low-cost concept in the mind of the average European consumer in Europe. The rationale being that if BA was prepared to set one up then low cost airlines must be as safe as legacy airlines.



Stelios lobbying in Brussels - 1998



Stelios at Go's inaugural flight to Rome - 22/05/98



Anti-BA ad - 1998



easyJet 'Stop Go' livery - 1998



# 1998: Further international expansion to Switzerland and Greece

In March 1998 easyJet acquired a stake in a Swiss airline called TEA that later become a wholly owned subsidiary called easyJet Switzerland. In 1999 Stelios announced plans to fly from Geneva and Zurich to other European cities, a move opposed by Swissair. On the eve of the first flight between Geneva and Barcelona the Swiss Transport Minister ruled Swissair had a protected monopoly causing Stelios to refund passengers so the flight could operate.

To meet a legal requirement that easyJet Switzerland provide flights inclusive of accommodation, Stelios instructed staff to buy orange tents which were pitched on a hill outside Barcelona where passengers could stay for free.

On 1st April 2002 Swissair was no longer able to compete with easyJet on short-haul European routes and went out of business.

Another famous PR battle came in July 1998 when Stelios took on the Association of Greek Travel Agents in the Athens courts and hundreds of ordinary Athenians turned up to support him.



Anti-Swissair livery - 1998



EasyJet seeks fare play



Guardian article on Athens court case - 22/07/98



Greek plane with anti-travel agent message - 1998



Campaigning against Swissair - 1999



# 1998: First online bookings go big with internet sales!

In May 1998 easyJet launched a website with an online booking capability, something very novel at the time. The number of bookings made through the website surpassed all expectations. Stelios was initially sceptical about the internet but soon realised the game-changing potential of the new technology. He took the bold decision to incentivise easyJet customers to switch from the telephone to the internet by offering them a discount.

Advertising efforts were focused on encouraging customers to book online with 'the web's favourite airline' while the telephone number on the side of the aircraft was replaced with the website address. This was one of many so-called dot com companies that floated during the first internet bubble in 2000 but instead of bursting soon thereafter it used the internet to build a strong business model.

On the back of his airline's success with online booking Stelios could see the strategic importance of the internet for the easy family of brands. So in 1999 Stelios paid \$50,000 to an American company to purchase the global portal for this business [www.easy.com](http://www.easy.com). It was a bubble era price and he never again paid that sort of money for a domain.

Web based email has been available free-of-charge on easy.com continuously since 2000. Today the service is offered in partnership with the California based company Mail2World and there are 35,500 active users.



First easyJet website - 1998



Fuselage website livery



Economist ad - 29/04/00



easyJet website - 2019

# 1998: Internet access for the many, not the few - 12 million users p.a.

On the 5th of June 1998 Stelios registered the trade mark easyWeb In a 29th September 1998 interview with the BBC, Stelios announced his intention to bring internet to the masses with the launch of a chain of giant internet cafes to be called easyEverything also known as easyInternetcafe. The brand choice was deliberate: Stelios was making everything easy: easyEverything. The easyEverything trademark was registered 20/11/1998.

The following year with the internet boom gathering pace, the first store opened opposite Victoria station, one of five central London locations, offering high speed internet access 24 hours a day. The opening was followed by others in major cities across Europe that resulted in huge levels of brand awareness for the company. In November 2000 easyEverything opened the world's largest internet cafe in Times Square New York with over 1,000 seats and got its place in the Guinness Book of Records. The huge customer numbers visiting easyEverything helped easyJet to become known as the 'web's favourite airline'.

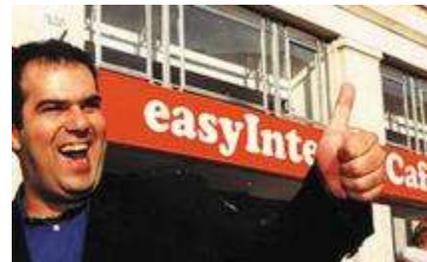
Then Stelios learnt his first lesson in technical obsolescence. In 2001 Stelios bought his first Blackberry and realised that people in the future will not need to go to a physical shop to access the internet so he started closing down some of the internet shops that were on expensive leases. Today the easy family of brands is still selling coffee and refreshments on the high street via the easyCoffee brand. The irony is that the Blackberry handheld devices of the early 2000's became themselves obsolete by the smartphones such as the Apple iPhone.



Clearly this is a very fast changing business. Stelios often mentions signing the property leases for the internet cafes as his most expensive mistake in business however the lasting legacy is that he introduced millions of people to their first internet experience for £1.



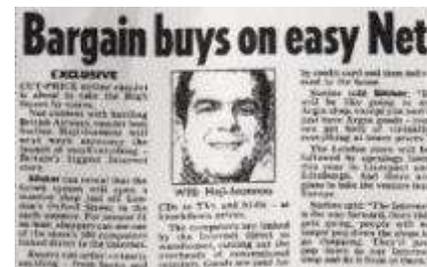
easyEverything interior - 1999



Stelios outside Victoria café - 1999



easyEverything ad Daily Mirror - 03/12/99



Daily Mirror article - 09/03/99



Campaign against internet service provider AOL - 1999

# 1999: Financial services

On 19th January 1999 Stelios revealed in an interview with 'Reuters' that he was working on a business plan to develop an online financial services business called easyMoney. In August 2001 an easyMoney credit card was set up in partnership with independent credit company Accucard. The card allowed customers to personalise their credit conditions by adjusting the variables of cashback, interest rates and annual fees. Accucard was later acquired by high street banking giant Lloyds TSB as it was then. During the banking crisis of 2008 the bank decided to close down that side of the business. Stelios as he often does looked to find other business partners to use the easyMoney name which is such a natural brand extension! The brand was also licensed for a period of time to Zurich insurance for selling motor insurance. Today easyMoney is run by entrepreneur Andrew de Candole operating a "fin-tech" business. This is where the financial world meets the tech world to disrupt the legacy banks. easyMoney is offering innovative finance such as peer to peer lending backed by properties online. So if a property developer wants to borrow money against a property and is willing to pay say x% and an investor is willing to lend such funds at say y% income for them then, easyMoney acts as a platform to facilitate this transaction.



easyMoney website - 2019



Andrew de Candole - CEO easyMoney

**easyMoney**



Daily Mirror article - 12/08/99



easyMoney Innovative Finance ISA



FT article - 13/08/99



easyMoney credit card - 2001

# 1999: Vehicle rental

In an interview with 'Reuters' on 10th May 1999 Stelios revealed plans to launch easyRentacar (a.k.a. easyCar) offering car rental from £9 per day. To lower costs the service could only be booked online (considered very novel back then) and offered a single car type, the Mercedes 'A' Class. There was a significant investment in advertising to support the new business with £244,000 spent in a single day. In April 2000 the first car was rented from a site near London Bridge with further expansion later in the year to cities throughout Europe including Glasgow, Manchester, Paris, Nice, Malaga and Barcelona.

Today through the easyCar.com, easyRentacar.com and easyVan.com websites, customers can compare and book car hire from over 1,600 brands in over 45,000 locations worldwide. Again Stelios realised you don't need to own every car in every location to make money out of car rental. The shareholders of easyCar include VC Fund PROfounders Capital run by Rogan Angelini-Hurll. It is a profitable company making a profit of about £1m pa and distributing it as dividends to all shareholders. The business partner / expert in this venture is world leading broker site CarTrawler who also power the easyJet ancillary revenue stream.



Stelios with his own orange easyCar in Monaco



Stelios - the orange van man!



easyRentacar ad - 2000

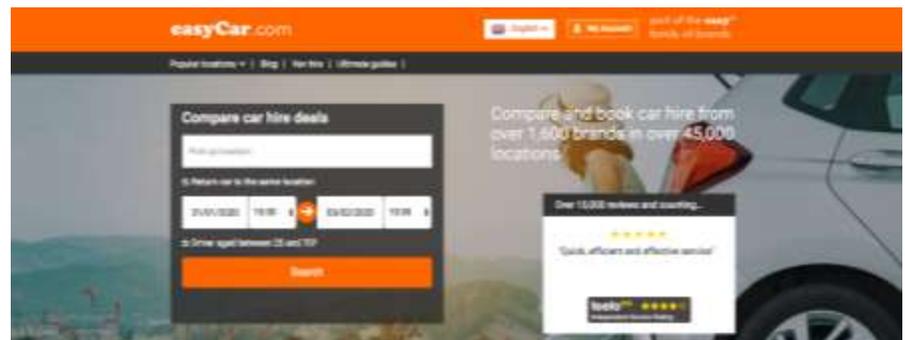


Rogan Angelini-Hurll –  
Chairman easyCar

easyRentacar

easyCar

easyVan



easyCar.com website - 2020

# 2000: easyJet IPO followed by continued growth and success

On 15th November 2000 easyJet was floated on the London Stock Exchange valuing the airline at £850m and raising £195m to fund aircraft purchases. Stelios knew that the airline business is a very capital intensive business and the only way to fund the growth was to sell a share of his company to institutional investors whilst keeping a meaningful minority stake. The proceeds of the IPO were largely invested in funding a huge, in its day, order from Airbus for 120 aircraft plus 120 options that was announced by Stelios to the world media on the 15th October 2002. (See clips) from the New York Times on the right which says it all : Airbus in and Boeing out. Later that year Stelios also stepped aside from chairing the board of the airline paving the way for a fully independent Chairman of the board to take over. The crucial decision made by Stelios during the 2000 IPO of easyJet was to separate the Intellectual property assets from the company that floated on the stock market and keep them in his private company called easyGroup.



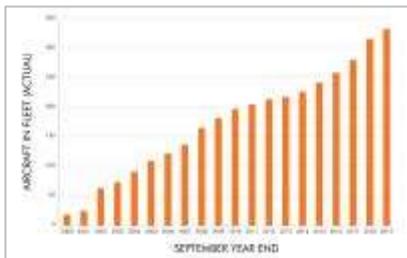
easyJet move to Airbus - 15/10/02



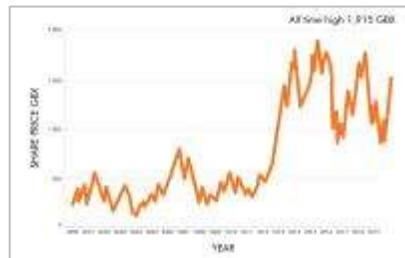
easyJet new dividend policy - 10/05/16



Guardian article - 16/11/00



easyJet fleet growth 2000 - 2019



easyJet share price 2000 - 2020



Guardian cartoon - 2012



Stelios at easyJet 20<sup>th</sup> birthday event - 2015

# easyJet PLC today

Today easyJet carries close to 100 million passengers per year on a fleet of 350 all Airbus aircraft. Stelios and his family maintain ownership of 34% of the shares with the rest widely distributed amongst many institutional investors and pension funds. With a market cap hovering around £6 billion today easyJet is a member of the prestigious FTSE100 index so the chances are your pension is actually invested in it.

In accordance with the agreement between Stelios and the board, half of all profits are distributed as regular dividends to all shareholders each year. Stelios and his family earned a dividend of £78m in March 2019 for their shares in the airline. The company is led by an independent board of directors chaired by John Barton. Stelios and easyGroup now earn 0.25% of all revenues as royalty (with revenues at more than £6 billion pa the royalty was some £16m pa in 2019).

Although the easyJet logo remains as Stelios created it in 1995 the aircraft livery was changed in 2015. This corrected an early deliberate mistake by Stelios when the logo was written in orange letters on a white fuselage. Now easyJet has the logo on the planes the right way round: white out of orange!

On 19th November 2019 easyJet became the first major airline to offset the carbon emissions from the fuel from all of its flights. Carbon offsetting is only an interim measure while new technologies are developed which is why it will continue to support the development of innovative technology so aviation can be de-carbonised over the long-term. The aim will be for easyJet to reduce the amount of carbon offsetting undertaken as new technologies emerge.

easyJet



Latest state of the art environmentally friendly Airbus NEO



easyJet Airbus 321 with new livery - 2015



John Barton - Chairman easyJet



Johan Lundgren - CEO easyJet



Andrew Findley - CFO easyJet

## Stelios wants more of the same after Easyjet boosts its revenue

Robert Lee Industrial Editor

A strong Christmas trading quarter, helped by the demise of the rival Thomas Cook Airlines, has enabled Easyjet to proclaim that this winter will not be as bad as last year's record worst.

However, the budget airline has been put on notice by Sir Stelios Haji-Ioannides, its founder and 34 per cent shareholder, that it needs to do much better and that he may cut up rough

EPS by 2021. Clearly management have

yet some way to go before we get to 200p EPS as analysts forecast only 100p for full year 2021.

The winter of 2018-19 was rotten for Easyjet, when it reported its worst six-month performance in its 25-year history, with losses of £275 million. It was caught up in Brexit uncertainties, a European price war, rising fuel costs and losses in Germany after its takeover of the collapsed Air Berlin.

Julian Langston 73 the former Tui

The Times  
Article -  
22/01/20

## 2001: Fitness and insurance

Stelios' interest in the fitness sector extends back to 31st December 2001 when he told The Guardian he was considering launching an easyFitness brand.

On 13th August 2010 Stelios signed a brand license agreement and in May 2011 easyGroup announced the launch of a chain of no-frills gyms targeting cost-conscious fitness enthusiasts who were seeking to avoid pricey monthly contracts. The business was owned by a group of four financiers who signed an original 10-year brand license agreement.

The first easyGym opened in Slough in June 2011 closely followed by a second site in Wood Green and expanded steadily over the following years. Today easyGym has five sites within the UK, 14 within France, a single site within Kenya and is actively selling the franchise rights to independent operators to open a new easyGym or convert their own gym under the easy brand.

For more information please email [paul@easygym.co.uk](mailto:paul@easygym.co.uk).

The original investors of easyGym were so pleased with their investment that they recently signed a new brand license agreement to launch an insurance business in Europe under the brand easySure.com.



Paul Lorimer-Wing –  
co-founder/CEO easyGym (right)  
with George Taylor, director

easyGym

easySure



easyGym Liverpool



Stelios at easyGym Slough



Inside an easyGym

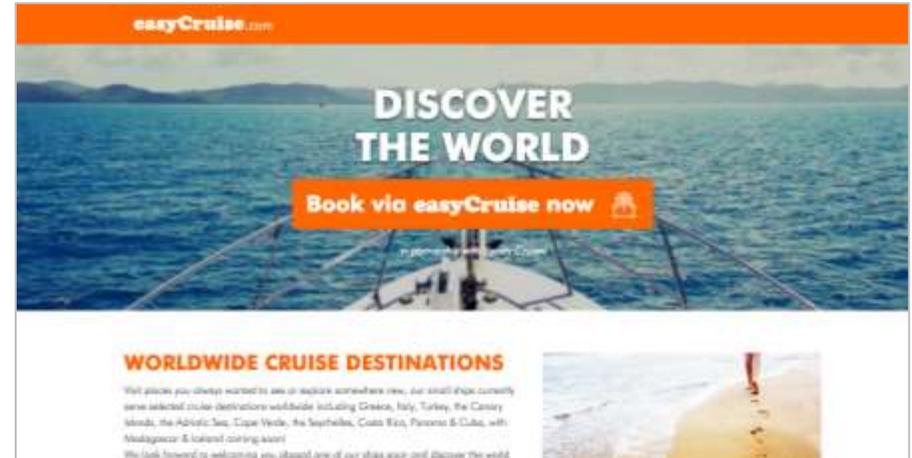
# 2002: The maritime sector

Stelios always wanted to maintain strong links with his heritage industry: the maritime sector. On 31st December 2002 he first revealed plans to launch a cruise line to The Guardian. In March 2003 he announced in an interview with the Daily Mirror that prices would start at £29 per cabin night, significantly undercutting other cruise operators.

In 2005 the orange painted 'easyCruise One' departed Nice on a voyage around the Italian and French Riviera. More ships followed in the Caribbean and Greece until Stelios decided it was more profitable to sell the physical ships and continue to sell cruises online.

The easyCruise brand remains in active use today in partnership with Variety Cruises. The brand's high profile came not just from advertising and PR but also through the broadcast of a Sky TV series called 'Cruise with Stelios' which attracted millions of viewers over the years on the Travel Channel and others.

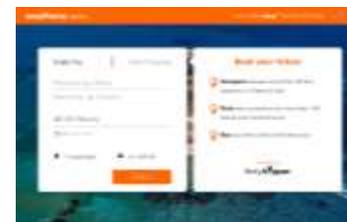
In 2017, Ferryhopper a startup from Athens won Stelios' Young Greek Entrepreneur Award. Since then, the 2 parties have collaborated and gave birth to easyFerry.com – an innovative platform for booking ferry tickets online to the Greek islands and beyond.



easyCruise website - 2019



Stelios with easyFerry team - 2019



easyFerry website - 2019



easyCruise ad - 2003

easyCruise

easyFerry

# 2002: Co-working and serviced offices

With his experience of disrupting outdated business models, Stelios was one of the first people to spot that the traditional office market was not providing the value and flexibility demanded by the entrepreneurial occupiers of the new economy. Alongside this, Stelios has a long-standing interest in the budget office space dating back two decades. After all, he was running his own offices in a budget way from the beginning. He applied for the EU trademark easyOffice on October 18th 2002, opening the first easyOffice at High Street Kensington in 2007. Today, the company has evolved into an online broker for office space and operates alongside its sister brand easyHub.

easyHub is a flexible workspace offering for SMEs and entrepreneurs, and has a flagship hub in fashionable Chelsea, Central London, for which Stelios paid £16m for the freehold property. The centre itself is home to many of the early stage members of the easy family who benefit from a special deal offering them office space at a fantastic rate of £50 per desk per month, one of the many benefits of membership.

Other easyHub centres can be found at Croydon, Derby, Park Royal, Burgess Hill, Walsall and Horsham and are rapidly expanding across the UK. The business model for expansion involves selling franchises to building owners and property office entrepreneurs, with Citibase, led by CEO Steve Jude having the master franchise. If you are a property owner and are looking to set up a new office space, check out [easyHub.com](http://easyHub.com), call us on 0844 499 3433 or email [franchise@easyHub.com](mailto:franchise@easyHub.com).



easyOffice High St Kensington



easyHub Croydon



easyHub Burgess Hill



easyHub Horsham



Horsham interior



easyHub Chelsea



easyHub Croydon



Steve Jude - CEO easyHub



easyHub Chelsea interior

easyOffice

easyHub

# 2002: Storing your stuff

The original filing of the trademark easyStorage goes back to 19th June 2002. Today entrepreneur Tim Slesinger operates the easyStorage business under licence. Tim believed there was an opportunity to shake up the storage market by introducing a more convenient, lower cost storage option storage Pods. The Pods are delivered to your home by specially designed vans with helpful drivers who take your items to one of the secure storage depots across the UK until you need them again.

The innovative model operated by easyStorage allowed them to offer prices 40-50% lower than traditional storage companies. easyStorage is available as a franchise for your local area and if you have the capital for a van and are entrepreneurial by nature email their Franchise Director, Nigel Dawson at [franchising@easystorage.com](mailto:franchising@easystorage.com).

Stelios visits easyStorage



31/01/2020

easy®family photo album



Stelios signs brand license agreement with Tim Slesinger - 2018



easyStorage van Livery - 2020



easyStorage vans and pods on show



Local advertising at Brent Cross

easy@25

56

# Art, food, and cosmetics

easyArt.com is an online retailer of inspiring art for your home at great prices which has been trading since 2001. According to a deal struck with Stelios in 2017 the brand joined the easy family of brands and it is now run in partnership with King and McGaw. They work with brilliant printers, framers, designers, customer service, accounts and admin teams. They continue to make everything by hand and focus on creating beautiful products for many of the world's greatest museums, galleries and artists and through this retail web site.

[easyArt.com](http://easyArt.com).

**easyArt**

In 2004 Stelios announced he had signed a deal with High Street retailer Boots for them to manufacture under license and distribute a range of men's grooming products in over one thousand of their UK high street stores under the brand easy4men. The travel packs are still for sale in easyLand outlets today.

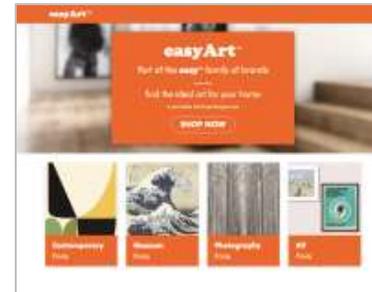
The brand easyFood was registered by two Midlands based entrepreneurs, Jewan Sagu and Gurpreet Sindhu in 2006. They later assigned all IP rights to easyGroup, thereby joining the easy family of brands.

Another food brand easyPizza was first used in 2003 and remains in use today with fulfillment by easyFood. A store in London selling food has been opened since 2016 until today.

**easy4Men**

**easyFood**

**easyPizza**



easyArt website - 2019



easy4Men products



Guardian cartoon - 10/02/16



easyFoodstore article - 03/08/13



easyFood article - 29/04/18



easyFood founders Gurpreet Sidhu and Jaween Sagu

# Undercutting the coffee giants

Although the easy brand has been serving coffee on the High Street since the 1990's under the internet cafe banner, the actual "easyCoffee" trademark was filed on 21st March 2014 when the first plans were hatched to take on the coffee giants head on based on a descent cup of coffee honestly priced. In January 2016 easyCoffee was launched to the UK public from a small orange kiosk at Earl's Court Station offering coffee for £1, just a third of the price charged by some of the big High Street brands such as Starbucks or Costa Coffee.

The flagship store is on 168 Fulham Road, London SW10. The easyCoffee brand is available for franchising and they actively take part in franchise exhibitions in London and Birmingham to find new franchisees. If you are interested in a franchise email [franchisee@easy.coffee](mailto:franchisee@easy.coffee)

The brand is also available in a vending machine format for smaller operations.



easyCoffee location Burnley



easyCoffee promoting franchise opportunities



Nathan Lowry -  
Founder easyCoffee



easyCoffee Fulham Rd

# New ideas: empowering entrepreneurs to realise their dreams...

## Within the **easy** family of brands

New members have continued to join the easy Family of Brands, covering a wide range of sectors both in the UK and internationally. A tried and tested license arrangement allows entrepreneurs seeking to set-up or grow their businesses, to bring low prices and great value to customers through access to one of Europe's best-known overarching value brands.

Some entrepreneurs join the family through becoming a franchisee. This is a great way for an individual with limited capital to benefit from the strength of the brand. There are buy-in opportunities for easyProperty.com so you wish to discuss a franchise for becoming an estate agent in your area please email [david.brierley@easyproperty.com](mailto:david.brierley@easyproperty.com) or [lucy.wilton@easyproperty.com](mailto:lucy.wilton@easyproperty.com).

Stelios has never been afraid to try something new, so taking advantage of a recent legalisation of CBD in the EU he partnered with a Greek company to launch an online retailer under the brand easyHemp.gr. This certainly got the media talking in his native Greece. Moreover Stelios partnered with Figame Travel agency in Greece to launch a global online travel agent under the brands [easyFly.travel](http://easyFly.travel) and [easyAir.com](http://easyAir.com) and [easyFlights.co.uk](http://easyFlights.co.uk).



Stelios with David Brierley - easyProperty licensee (above)

Greek newspaper Kathimerini article - 08/01/19 (easyHemp.gr)



easyDogwalker team and van



easyFly website

# How to join the **easy** Family of Brands:

There are many different routes by which members have joined the easy Family of Brands. Some entrepreneurs submit their ideas directly to Stelios, such as Lucy Platt who was a member of cabin crew when she approached Stelios on a flight pitching her idea of [easyDogwalker.co.uk](http://easyDogwalker.co.uk).

Others are the winners of events run by the Stelios Foundation such as the Leonard Cheshire Disabled Entrepreneurs Awards. This was won in 2018 by Josh Wintersgill with an idea to provide wheelchair users with a safer, more dignified and comfortable means of transferring onto the aircraft seat. See [easyTravelseat.com](http://easyTravelseat.com).

Another recent idea is [easyAccessibility.co.uk](http://easyAccessibility.co.uk) which makes accessible WCs properly accessible for those living with visual impairment. If you would like to install such a device into your facilities please email:

[info@easyaccessibility.co.uk](mailto:info@easyaccessibility.co.uk)

Stelios looks forward to welcoming more entrepreneurs to the easy family in the years ahead.

In order to help the nascent members of the easy family of brands to grow faster Stelios has hand picked a number of advisors in key areas who are available to help at preferential rates:

For media relations email Laurie Stone

[laurie@easypr.biz](mailto:laurie@easypr.biz)

For Search engine optimisation email Emmanuel Balogun

[emmanuel.balogun@easySEO.digital](mailto:emmanuel.balogun@easySEO.digital)

For raising equity capital email Charles Hancock

[charles.hancock@easycapital.financial](mailto:charles.hancock@easycapital.financial)

<b>easyDogwalker</b>	<b>easyTravelseat</b>	<b>easyPR</b>
<b>easyAccessibility</b>	<b>easyCapital</b>	<b>easySEO</b>



Josh Wintersgill - Founder easyTravelseat



Blake Reddy - Founder easyGuide



Lucy Platt –  
Founder easyDogwalker



easyPet vehicle  
with happy customer!

# Protecting the brand against brand theft

You can't really expect people to pay to use a brand if you allow some others to use it for free without permission. So an important part of the easy family of brands business model is to allocate a significant budget of £3m to be spent each year on legal costs to pursue and stop unauthorised use of the easy brand.

We call these people affectionately "brand thieves". Their legal "sin" is twofold: by calling themselves "easy something" they are "infringing" one of our thousand trade marks. Remember we have a legal monopoly to use these marks. The other brand "sin" is called passing off which means that they pretend to be a legitimate member of the easy family of brands when they are not.

To prove passing off we rely on our registered and un-registered rights using prior use from when we started in 1995. Our legal claim becomes much stronger if the brand thief uses our colours and logos but that is not necessary. Many forms of advertising such as radio and pay per click on google are not using colours so the customer can be confused anyway.

We do encourage members of the public to write in if they have been confused by a brand thief and then they realised that they are not of our family members.

Please email [domains@easygroup.co.uk](mailto:domains@easygroup.co.uk) if you spot a brand thief.



Carrefour outlet –  
Before and after rebranding



Easyway by Air China  
Sun - 14/09/19

Some brand thieves are small, rather naïve individuals who are trying to make a fast buck by using our brand to boost their sales without paying the due royalty, some others are large companies who sometimes allow middle managers in their organization to simply make the mistake of using the easy brand. For example the French supermarket giant Carrefour opened some shops in Belgium called easy in orange which they had to rebrand back to their name. The media had a field day with reporting the victory like a football result. And Air China had to stop using the easyway brand in promoting their flights.



<https://city.sigmalive.com/article/2019/1/9/ser-stelios-hatzioannoy-carrefour-1-0/>  
Stelios 1 Carrefour 0

# Protecting the brand against brand theft (continued)

It is a huge compliment to the easy family of brands that there are so many people out there who are willing to imitate it in order to profit from it without paying their dues to the easyGroup.

For Stelios it is a good indication that there is a sustainable business model in a business sector if there are brand thieves operating in it. Sometimes he does deals to purchase their rights or he goes to court to stop them and put them out of business to set an example. On 19th December 2019 easyGroup won a UK court injunction against an Italian law firm using the brand EasyRimborso and was awarded damages and costs.

In November 2019 a Swiss court issued an order to take down the website easyBet.com which was offering online gaming.



Bangladeshi brand thief: Saber Chowdry (easyFly) – now out of business.  
Plane before and after court action by easyGroup above.



Brand thief: EasyRimborso – now out of business - 19/12/19



Brand thief: hosting website (Exoscale) facilitating brand thief using www.easybet.com – now out of business



Brand thief: Carrefour using easy branded supermarkets – now rebranded



# To learn more why not visit easyLand today?



easyLand Park Royal, N Circular Road, London NW10 7XP



easyLand, Evripidou 10,  
Athens 105 59, Greece



easyLand,  
28 Bvd de la Republique,  
02640 Beausoleil, France

**easyLand**



Exterior and interior of easyLand, Palias Ilektrikis, Nicosia, Cyprus

EasyGroup Ltd of the UK decided it is a good idea to have a wholly owned subsidiary in the EU27 in order to future proof its business model. easyGroup Europe LTD was registered as a company in Cyprus in 2019. (reg 562415) with local director [marios.missirlis@stelios.com](mailto:marios.missirlis@stelios.com) resident on the island which is the birthplace of Stelios' parents.



easyLand Croydon,  
22 Addiscombe Road,  
CR0 5PE, UK



**Visit the Museum of Brands in London**

Where easy has a permanent presence.

**For more information visit our local website portals:**

UK: [www.easy.co.uk](http://www.easy.co.uk)

CY: [www.easy.com.cy](http://www.easy.com.cy)

FR: [www.easygroup-france.fr](http://www.easygroup-france.fr)

GR: [www.easyGroup.com.gr](http://www.easyGroup.com.gr)

MC: [www.easy.tm.mc](http://www.easy.tm.mc)

# The Stelios Philanthropic Foundation



## Giving back to society

The Stelios Philanthropic Foundation was established by Stelios in 2011 to formalise the charitable giving of Stelios which started about 14 years ago when he was approaching his 40th birthday. By that stage Stelios had created enough of his own wealth via his easy family of brands to start thinking about repaying his debt to society. The mission of this UK registered charity (charity commission reg. number 1441206) is to support a diverse range of charitable activities, primarily in places where Stelios has lived and worked: the UK, Monaco, Greece and Cyprus.

For more information visit [www.stelios.org](http://www.stelios.org) or email [tracy.ghori@stelios.com](mailto:tracy.ghori@stelios.com). Over the last few years, Stelios has increasingly devoted his time and attention to giving back to society and now dedicates one third of his working time to the Foundation. easyGroup every year donates a substantial portion of its profits to the foundation to spend on good causes. The donation for FY Sep 2019 was £12m. One of the most notable charitable projects is called “food from the heart” where the foundation currently hands out snacks to 350,000 visitors/beneficiaries per month in Greece and Cyprus via its own 12 distribution points. Stelios handing out snacks himself at one of the outlets in Athens below.



Stelios Philanthropic Foundation offices in 4 locations

Stelios Philanthropic Foundation HQ,  
34 Thurloe Square, London, SW7 2SR



# The Giving Pledge:

On 30th May 2017, Stelios joined an international grouping of philanthropists led by Bill and Melinda Gates as well as Warren Buffet, who have all pledged to give the majority of their wealth to charity.

Known as The Giving Pledge [www.givingpledge.org](http://www.givingpledge.org), it was started in 2010 and today includes 204 of the world's wealthiest individuals, couples, and families, ranging in age from their 30s to their 90s. Globally, they represent 23 countries and Stelios is the first Greek/Cypriot as well as the first resident of Monaco to join the group.

Stelios' personal pledge is to give 50% of his estate as an endowment to his UK foundation as the perpetual vehicle for his legacy. So in simple terms 50% of Stelios' estate will go to charity and 50% to his family. He already dedicates about one third of his working time to his charity work and prepares the foundation's articles and board composition structure to live in perpetuity. The idea is that if a large sum of capital is endowed to the foundation which in turn invests such sums wisely (without taking too much risk) and only spends part of the income every year on good causes then it can live forever.

Stelios believes that the concept of a perpetual legacy that continues good work is best encapsulated by the Greek word "ysterofimia" (Υστεροφημία), which literally means the reputation that remains after one's passing.



Bill and Melinda Gates with Warren Buffett (right)



Stelios passes the microphone to Bill Gates at a Monaco charity lunch - June 2018

# Contact Us: easyGroup Directors

easyGroup and its family of brands is owned by easyGroup Ltd, a wholly-owned UK subsidiary of easyGroup Holdings Ltd, based in Monaco. easyGroup Holdings Ltd owns these business assets of which Stelios is the main beneficiary via the Sir Stelios Haji-Ioannou trust. **The directors are as shown here:**



**Sir STELIOS HAJI-IOANNOU**

President & Founder

[stelios@stelios.com](mailto:stelios@stelios.com)



**PETER BARTON** | [peter.barton@Sydenhams.net](mailto:peter.barton@Sydenhams.net)

Former lawyer and investment banker, has held appointments in Alliance & Leicester, the Guinness Partnership, Howard de Walden Estates and Oxford University. A former High Sheriff and Deputy Lieutenant of Greater London.



**JEAN CLAUDE-EUDE** | [jean-claude-eude@libello.com](mailto:jean-claude-eude@libello.com)

Started with the IMF and later served in the Inter-American Development Bank and the European Commission. More recently was a private banker in the Principality of Monaco where he resides.



**DAVID WATSON** | [dwwatson@hotmail.com](mailto:dwwatson@hotmail.com)

A former international banker. His career spanned more than 25 years including time with Citibank in Europe, Asia and the Middle East and extensive experience with local banks in Greece.

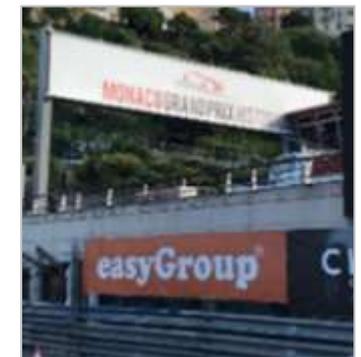


easyGroup LTD UK headquarters, 10 Ansdell St. London W8 5BN

The global HQ of Stelios' family office and easyGroup Holdings Ltd is in Monaco where he has been living since 1989: The Monaco office has this large terrace overlooking the port of Monaco where we hold events.

14 Quai Antoine 1er, Monaco , mc98000

Tel : +377-9880-1010



# Contact us: our team and easy family gatherings

From time to time we bring together our team with all the members of the easy family of brands for “team building” events in London and Monaco. In May 2018 we took over the classic Monaco grand prix and invited the easy teams to enjoy two days of fun and learning about the brand and from each other. Photo below. We will do the same for the May 2020 event and invite selected members of the easy family to join us. If you would like any assistance with the easy family of brands email the team on the right or the general help-desk email address which is attended 24/7 for 364 days per year from our freehold premises in Park Royal, London.



easy

# Our team

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[tony.anderson@easygroup.co.uk](mailto:tony.anderson@easygroup.co.uk) curator of easyHistory

Our help desk for **easy** family of brands members is available 24/7

Email :

[easyfamilyofbrands-helpdesk@easygroup.co.uk](mailto:easyfamilyofbrands-helpdesk@easygroup.co.uk)

Or simply call: (+44) 7738 847443