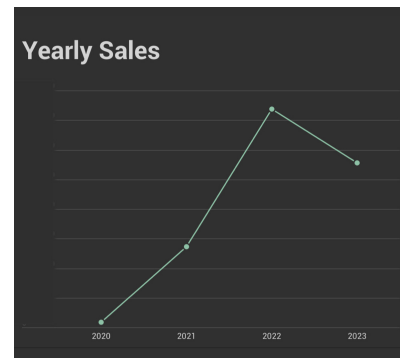


## To the Krew,

We have ended another great year of the Krown organisation and what a year it has been. December as usual is pretty quiet this time of the year, and it will continue in January and February, as these months tend to be the ones with least work available. However, starting in March things should pick up and we never know, more work could come in during these next couple months than we expected. We did beat monthly sales records 4 times this year, so we had a great year, although, we did not manage to beat our highest earning year in 2022. On the other hand, 'Krown Katering' beat last years December results in 2022 by +21%, so we closed the year on a high note setting a new record. We also had both krew & katering out on the same job, assisting each other for a week at FSU. This was exciting and something we hope we are able to do more in the future as we grow.



We have taken some big steps this year opening our new branch in Odense, already having some successful meetings that we are sure will payoff in the new year. We created new ventures with 'Kultur Network' and got started with some shows that we look forward to continuing and expanding on, creating new ideas and entertainment for people in Denmark & around the world.

We ended the year creating new systems for recruiting that will enable our krew to earn significantly more. A great example for this is Adam Kier who this month from just 1 krew member earned over 300,- from his recruit, as well as others who also earned themselves a small bonus. This will make a big difference once we get to the busier period if you have managed to get some recruits. We already have 5 of our krew earning recruitment commission bonuses in our first month with this new system. More on this and their earnings below by 'Awards'.



We had the biggest booking in the companies history for July next year where we will need over 100 krew members and I'm sure we will before then too. So make sure to share the available job positions with as many people as you can, and to use your name as a reference.

We also introduced our new 'Krew Trainer' position last month, that is rewarded to the 'Top Dog of the Month' giving them a chance to train a new recruit and earn a significant bonus. Adam Pedersen who was our first 'Krew Trainer' in December earned 1,200,- from just half a month of his trainee working.

This was a Christmas special, so his earnings were slightly higher than it will be regularly. We will try to do this every year, however, the standard earnings for a 'Krew Trainer' is 25,- per hour anytime your trainee works. We are very excited to introduce this new feature, as we

know many of you will see how beneficial it will be and how it has significantly changed your earning potential working here. Remember, all of you can recruit for both 'Krown Krew' & 'Krown Katering' and earn these bonuses, we have also just opened a branch in Odense for 'Krown Krew' where you can also recruit for us. We hope also that in the near future we can open 'Krown Katering' in Odense as well, maybe this is something we can work towards in the new year, if we get the right team in order. This is not something we are concerned about, as the more we grow the easier it is to find the right people we need to take us to the next level every time we reach a milestone.

With the introduction of all these new ways to earn additional income, please be aware there won't be as many bonuses including money, as there are now many ways to earn and receive rewards for being an active krew member.

### **Krew Chief's (Important)**

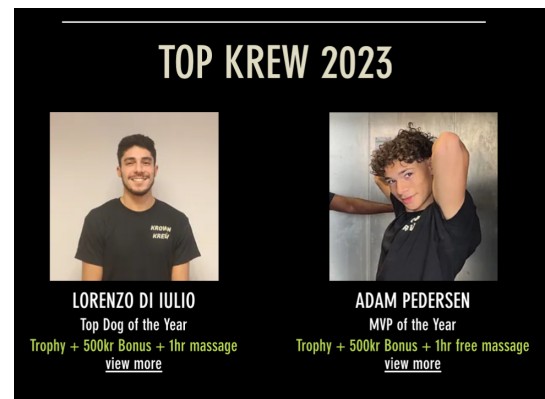
Please be aware that if you are Krew Chief, you will need to make yourself known to the client that you are in charge of the krew on the job. This is an extremely important new point and must be fulfilled by all assigned Krew Chief's.

### **Krown Krew: Top Dog of the Year**

Lorenzo Di Iulio is Krown Krew's 'Top Dog of the Year' and receives the 'Top Dog of the Year' trophy, a free 1 hour massage & 500 kroner. Congratulations to him and a big thank you for all his great work.

### **Krown Krew: MVP of the Year**

Adam Pedersen is 'MVP of the Year' for his incredible work in 2023. He had some of the hardest working weeks out all our krew & really excelled this year. He receives the 'MVP of the Year' trophy free massage & 500 kroner.



### **Krown Krew: Biggest Job In Our History**

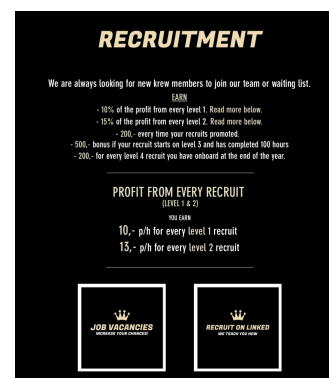
We are very proud to say that we have the biggest job in our history booked for July 2024. This job alone requires us to have 168 Krew members one day and 100 krew members on the next day. This means, we may well have over 200 krew members working on a single day, when including all the other bookings that we are sure will be made on this day from other clients as well. This leads to the next point 'Recruitment: Earn More'. We need your help to recruit for this job and for us to be able to continue this new system. It will only make sense for the business, if we can cover the jobs with your help and not by using outside sources / advertisers. If we have to pay for both, it may make more sense for us to go with outside sources / advertisers because we can't and won't pay for both. We would much prefer to pay it to our krew and with that many krew members joining there will be plenty of chances for you to earn a good amount of additional income. More on this below.

### **Recruitment: Earn More**

We are happy to say that something I have wanted to start in a very long time, is finally here. This will be active for both 'Krown Krew' & 'Krown Katering', so there is a great deal of potential to earn from recruitment now. This was one of my aims from the early days of the company and it has spiralled into also creating a new way for us to train our newest krew, which I'll talk about in the next point '**Krew Trainer of the Month**'. Not only that, but it has become a very unique system and way of doing it. As we have 2 businesses with the same structure and plan to build more, there are more opportunities than I imagined when first having the idea. This is good news for you. I always wanted to create a way that our krew could earn direct commission from finding us recruits and a sense of stake / ownership in the business, if it was for the right reasons. Not only that, but making the krew a bigger part of the overall success by creating an environment that makes them want the organisation to succeed because it benefits everybody. This is why we are creating business cards that all our krew can have for when you meet someone you want to try recruit. See more below. The better your recruits are, the more you will earn, and it will make a significant difference to anyone who takes it seriously. The more good recruits we have, the more satisfied our clients will

be and the bigger we will become. This will only grow naturally as more things are implemented and we are capable of providing our 'Top Krew' with more. Even, if we are not recruiting right in that moment, anyone you recommend to apply will be put on our waiting list and have a chance to join as soon as there is an opening and they are available to start. The more you have on the list, the better a chance that it will be one of your recruits who joins next. We recruit from our waiting list almost every month for either or both 'Krown Krew' / 'Krown Katering'. 'Krown Katering' will also be in Odense and Århus one day and we are building / working on so many projects that you are not lacking in opportunities. You can see how much you can earn by [clicking here](#) or visiting the 'Recruitment' page in the 'Members Klub'.

You can see exactly when and how many we are recruiting (Job Vacancies) by [clicking here](#) or visiting the 'Recruitment' page in the 'Members Klub'.



We are currently working on the 'How To Recruit Using LinkedIn' and using our business page to be able to hire and get applicants to your own profile. This is a process that would also boost your own profile and resume. However, we have discovered some troubleshooting with LinkedIn and will have to let you all know more information, when we have been informed about how to resolve it. There are though many ways that you can recruit, so get started and spread the word.

### **Krown Krew: Sales**

-31.4% compared to December 2022.

### **Krown Krew 'Top Dog of the Month'**

Adam Pedersen is 'Top Dog of the month' and becomes the 'Krew Trainer' for a month and receives 44% off 30min massage. Visit the 'Awards' section in the Members Klub for more information or [click here](#).

### **Krown Katering: Sales**

+21% compared to December 2022.

### **Krown Katering 'Top Dog of the Month'**

Daniel Rodriguez is 'Top Dog of the Month'.

Visit the 'Awards' section in **the** Members Klub for more information or [click here](#).

### **Awards / Promotions / Bonuses**

- Lorenzo Di Iulio is 'Top Dog of the Year' for 'Krown Krew' and receives a free 1hr massage & 500,-. He was also 'Top Dog of the Month' 3 months in a row & 4 times total in 2023.
- Adam Pedersen is 'MVP of the Year' for his incredible work in 2023. He had some of the hardest working weeks out all our krew & really excelled this year. He receives a free massage & 500,-.
- 1,200,- Krew Trainer bonus for Adam Pedersen
- Agnes Dixgaard receives 100,- for pictures / videos
- Adam Kier receives 302.5,- for recruitment commission
- Ibrahim Ahmed receives 156,- for recruitment commission
- Qorane Mohamed receives 77.5,- for recruitment commission
- Aboubacarr Jaiteh receives 50,- for recruitment commission
- Ines Araujo receives 75,- for recruitment commission

### **Kultur Network**

'Kebab med Khalid' hit 5,000 views and that earns Khalid a 150,- bonus & Maisha also hit a target of 1,000 views on episode 2 of 'Sjov med Maisha'.

We can't wait for the future and to create more episodes and shows from the media channel and hopefully get closer to our goals every year that goes by. This year the focus was to get a few

shows started and test the waters and we are happy with it all so far. We know that once we build on more shows and draw more people in, the channel will grow. Unfortunately, we could not film more episodes over summer, however, I will be in contact with both our hosts so far about filming new episodes to keep the show going and have an even better 2nd year. Saying this, episode 2 of 'Kebab med Khalid' will be released in December, so please keep a look out for that.

If you have not watched any of our shows, please go check it out.

[Click here to watch now.](#)

### **Krown Kustom**

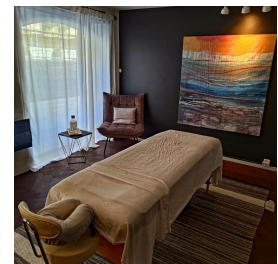
If you want to create your own clothing brand or need customised clothes for an event or anything else, then contact us and we can give you the best prices in Denmark.

### **Krown Studios**

We are currently looking for songs created by our krew (past & present) to be part of our first collaboration EP or album. This project will include various songs from different artist, all who have worked for the 'Krown Organisation'. We will also this year or next, upgrade our office, so that we have a room/space to open a studio that will be available to the krew & others. This will be new venture that will present new and exiting opportunities.

### **Massages: Exclusive Prices**

We are happy to say we have made a deal with a new massage parlour and we are so excited with this one as the offer is better and more importantly we believe the service is as well. All our krew can get a great discount at any time, however, if you have worked 80+ hours you receive an even bigger discount. These are unbeatable prices, so we hope you make good use of it. You can read about the offers by [clicking here](#) or visiting the 'Members Klub'.



### **Krown Kommunity Foundation**

You can read about all the good we do in the community on our 'Foundation' page.

Visit the 'Members Area' or [click here](#).

### **Kit**

We will be adding winter jackets to our inventory soon in good time before winter gets started.

To view kit for work: Visit the 'Members Klub' or [click here](#).

### **Krown Krew Playlist**

We are looking for new music created by our krew for our project (see Krown Studios info). Please let us know if you have some music you would like to share with us.

We have not added any music to the 'Krown Krew' playlist in a while, if anyone has suggestions for some good summer jams or your own personal music, then let us know to be featured.

To view & listen to some music from krew members, past and present then check out 'Krown Krew Playlist'. Visit the 'Members Klub' and go to the 'Entertainment' section.

You can also listen to our Spotify playlist for some great tunes when working.

We want to hear some songs from your hometown!

If anyone has any suggestions or makes music of their own that is on Spotify, let us know

### **Tax Deduction & General Tips**

This year you have to possibility to receive more money back for travel expenses because the fee this year is higher due travel expenses going up, this is for any jobs that are more than 12km each way. You can have a read now in the Members Klub on the 'Money & General Tips' page.

### **Workfeed' (App)**

If you are experiencing any issues with the app like not receiving notifications, unable to check-in / out or anything at all, then please let us know immediately.

### **Social Media**

Please remember to follow, like and add our social media accounts.

Facebook:

Krown Krew: <https://m.facebook.com/krownkrew>

Instagram:

Krown Krew: <https://www.instagram.com/krownkrew/>

Krown Katering: <https://www.instagram.com/krownkatering/>

Krown Kustom: <https://www.instagram.com/krownkustom/>

Kultur Network: <https://www.instagram.com/kulturnetwork/>

LinkedIn:

Krown Krew: <https://www.linkedin.com/company/krown-krew>

Krown Katering: <https://www.linkedin.com/company/krown-katering>

Krown Kustom: <https://www.linkedin.com/company/93282060/admin/>

Krew Playlist: <https://open.spotify.com/playlist/0WuIGsBxCxKA4eqxt9KljP?si=TeRcA1vuQP6RsQre96cgrw>

**Let's have another great year in 2024 & make it one to remember!**

**Regards,**

**Pete Kennebo**  
**Founder / Director**

[www.krownkrew.com](http://www.krownkrew.com)

[www.krownkatering.com](http://www.krownkatering.com)

