

## To the Krew,

We had a historic April month this year in the company, beating various records for both 'Krown Krew' and 'Krown Katering'. This has led to the organisation increasing sales by +115.8% this year in April and that is incredible. (See 'Sales' below for individual company results). This was the first month of the 2nd quarter and with the success of it, we also created some new systems within 'Krown Krew' as the company is growing in all areas. We started our new 'Krew Trainee' department which will allow our newer krew to gain some experience sooner. We also started doing 'Recruitment' days, where our krew go out and hand out business cards trying to recruit for us. If successful, our krew will earn commission whenever their recruits are working. This will be something we mostly do in the busy periods of the year, so take the opportunities if possible when they arise as it is a great way to increase your earnings. Additionally, we created a new department inside the app called 'Prospects' as the number of krew we have is growing rapidly in preparation for summer. This will allow some of our krew with slightly more experience, not to lose out on jobs. We had the most jobs to date in a single day on the 15th April with 48 jobs / krew out working, and it went smoothly with our clients being very satisfied. This record will be beaten again this year when we do the Rammstein job in July. These are very big numbers and our company has grown tremendously fast in less than 4 years with a big part of that being under the pandemic. Time will tell where we can take it, all I know is, we are giving this everything we got to make it as big as possible.

We now have Daniel Meyler in the office as our 'Head of Sales' who in his first week managed to get us new clients in Odense. He will be focusing a lot for the time being on getting us clients for our Odense branch, for 'Krown Katering' and finding us more to do within the constructions / removals industry. Daniel helped us in the earlier days of 'Krown Krew' back in 2021 with making sales calls. We are excited to have him back in this important role and to be a bigger part of the organisation.

We have lots of promotions and bonuses this month, including new krew members earning over 600 DKK in a single week from having recruits out working. See 'Awards / Bonuses' below.



Welcome to all our new krew who joined in April, some of whom were on the waiting list for July, who got to join sooner as we were busy this month. Please be aware, there may not be a great deal of work until July and August, so please be patient and make sure you have something else to keep you occupied with work as well. Some of you have joined 'Krown Katering' and have been helping us achieve a great month for this company. Remember, most of our krew have been in the same position and have had to work their way up and gain the necessary experience before moving up departments & levels. Our krew who have the most experience and have worked here the longest, will always be the first to have jobs made available to them. Do not ask me to move you up or for more work, the jobs we have available will be on the app for you when there is work and you will move up department / levels when you have the required experience with us.



The data from the last 3 years tells us that May is always busier than April, however, with such a big month as we had this year in April, it is unknown what May will bring us. However, the good news is generally we have plenty to do in May and more jobs will only come the closer we get to summer. As we also have Daniel in the office doing all he can to get more clients, we are very positive that we are going to have a great

year and one to remember.

We created an instagram reel that explains the details and benefits of the job that you can share with your reference name to potentially get more recruits. [Click here to view.](#)

### **Krown Krew: Rammstein Job (July)**

We have the biggest job in our history booked for early July 2024. This job alone requires us to have over 60 Krew members. 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.



### **Krown Krew: Sales**

+112.2% compared to April 2022 (previous highest April month in our history).

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

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

### **Krown Katering: Sales**

+67.1% compared to April 2023 (previous highest April month in our history).

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

Thomas Winther is 'Top Dog of the Month'.

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

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

- Salah Salad promoted to Level 3
- Adam Kier promoted to Level 2
- Anders Kier promoted to Level 2
- Jonas Damgaard promoted to Level 4
- Lars Dobrowal promoted to Level 3
- Adam Kier receives 200,- recruitment bonus for having his recruit Anders Kier promoted
- Ibrahim receives 200,- recruitment bonus for having his recruit Salah Salad promoted

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

### **Kultur Network**

More news coming soon.

### **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.

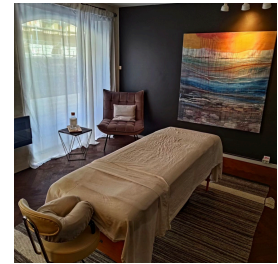
### **Krown Studios**

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.

### **Messages: Exclusive Prices**

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.

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/>

Facebook:

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

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>

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

