

## To the Krew,

The new year has begun and we are excited to get this year started. As the ones of you know who have been doing this for a while, we are currently in the most quiet period of the year. We understand that most of you are eager to get more hours and the jobs will come as soon as we are out of the first quarter of the year. We had our first job involving our new Odense branch and our krew there and they did a great job on their first task (See picture). This was a great experience for both the Odense and Copenhagen krew to meet and work with each other and there will be a lot more of this to come in the near future. The branch in Odense is still completely new and we ask our krew in the area to please be patient as we are sure the work will start coming very soon, as we will be working hard to ensure so.

We are extremely excited for the year and the things to come, we hope to have you all with us for it and specially over summer, where we already have some big jobs in the works that will present many opportunities for you all to earn additional income from recruitment and being a 'Krew Trainer'. We had a very good January last year due to some big events at the end of the month for both 'Krown Krew' & 'Krown Katering', so we did not manage to beat January 2023. We will be working hard to make sure we are busier next year during this period, however, due to lack of staff in the office there was not much else we could do this year. However, there are plenty of chances to set new records in the upcoming months and we have a good feeling we will do so soon.



## Krown Krew: Biggest Job In Our History

We are happy 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'.

**RECRUITMENT**

We are always looking for new krew members to join our team or waiting list.

**EARN**

- 10% of the profit from every level 1. Read more below.
- 15% of the profit from every level 2. Read more below.
- 200,- every time your recruits promoted.
- 500,- bonus if your recruit starts on level 5 and has completed 100 hours
- 200,- for every level 4 recruit you have onboard at the end of the year.

**PROFIT FROM EVERY RECRUIT (LEVEL 1 & 2)**

**YOU EARN**

- 10,- p/h for every level 1 recruit
- 15,- p/h for every level 2 recruit

**JOB VACANCIES**

**RECRUIT ON LINKEDIN**

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**

-44.3% compared to January 2023 (highest January month).

### **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**

-62% compared to January 2023.

### **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**

- Adam Pedersen receives 772,- bonus from his last 3 months as 'Top Dog' (Nov, Dec, Jan)

- Ines Araujo receives 107.5,- recruitment bonus

### **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**

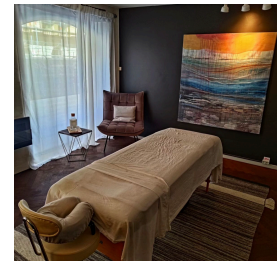
If you want to create your own clothing brand or need customised clothes for an event or anything else, then contact us and we can give you the best prices in Denmark.

### **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)

