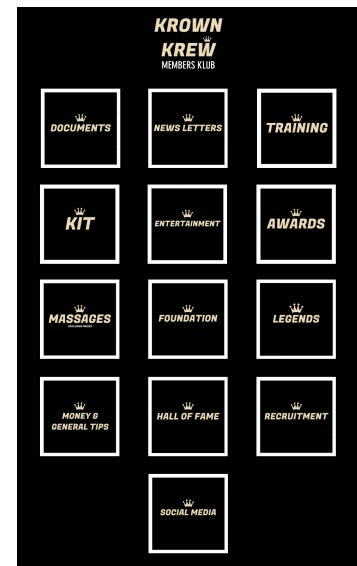


To the Krew,

It's our 1 year anniversary of having our 'Members Klub' that kinder revolutionised the way we do things. These newsletters started as a text message, then turned to emails, to finally being what it is today, inside our members klub for all krew to be able to go and read, past and present. We believe that one day, these may be a fun thing too look back at, as some of you have played a big part in the company and have seen much of the growth.

The members klub for our krew on our websites has helped a tremendous amount at informing all our new and present krew in a better, more efficient way. Also, including training and making it much easier for new recruits to understand how we do things, what to expect and so on. We are always expanding and working on it and it will only get better with time and we are extremely proud to be the only stagehand business in Denmark (maybe the world) with such a unique way of doing things. This is one of the main reasons we hope to expand to other countries one day in the hope that we can bring something new, to new places in the world. I know many people did not expect us to be where we are today and I'm sure some of you may doubt that we will be in other countries, but I want to remind you that everything I have mentioned in these newsletters has eventually happened. Although, we are still working towards a few of our past goals, like getting us a company minibus, these are things that will definitely happen someday. I believe in speaking things into existence and these news letters are a great way for us to set goals and for you all to be aware of them and what we are working towards. This also insures that we follow through on what we say, as one of the things I dislike most in life is disappointing my family and employees. We have worked hard to make this the company it is today. Although, somethings could be better I still believe we are among one of the best places to work in this industry in Denmark and have more and more people telling us the same things that have experience elsewhere.



We have the 3rd year anniversary party for 'Krown Krew' coming up in July and everyone that is part of the 'Krown Kommunity' will be invited and we hope to see as many of you there as possible. More information on this below.

As May has started a bit slower compared to last year has resulted in the general krew having much less work available. I want to remind you all that last year was an exception in the fact that we had just got over the pandemic and we are currently in an economy where things are very uncertain in the world. This has resulted in businesses not being as keen to hold bigger events and save their money as no one knows what the next year will bring. All of our clients are experiencing the same things as we have had many cancellations due to them not being as busy as they had anticipated. The same is happening in other countries within our industry and other fields, I have spoken with business owners from England who are experiencing the same as we are, it seems there is a indicator that people are being cautious with their spending at this time, which is understandable.

There is of course still festivals that are always solid, however, the same can be the case. They may lower budgets and try get more free krew (frivilige) to do it for tickets or use cheaper crew etc. However, we are working hard in the office and Sigrid is making a lot of calls doing what we can to get us another good year of festivals and other general work.

We hope we can bounce back potentially this year, however, we also have to be realistic, times are very uncertain currently. It may take a couple years to get back to where we were beating our month-to-month records almost every time.

At the end of the day, we are still on the path to beat our yearly results, so overall we are where we want to be and we can now feel it also picking up with work a bit more in June.

So do not be disheartened although I know there is some general krew keen to get some more hours and move their way up the ranks. If you stay with us, there is no doubt in my mind that it will happen and you will eventually have much more jobs available to you. This also refers to the catering krew who I know have also been waiting for more jobs. Again, it's picking up in June and we have some new clients thanks to Sigrid who got 2 bonuses this month for getting us 2 new clients, 1 being a new catering client. Let's get the jobs done well in June for them and any other new ones that may come and I'm sure we will see it picking up.

Unfortunately our overall sales declined by -52% compared to May 2022 and we have noted this for next year as we will push a little harder to try do what we can to insure we are as busy as possible next year. This is not the end of the world, however, our aim is to provide work for ALL our krew and we have failed there as the general krew have not had much so far this year. However, summer is starting now and we hope that changes soon.

We only recruit more krew when we have available jobs that we cannot cover with the krew we have. This is because some of you are unavailable to work a specific day(s) and that is absolutely fine, but then we must recruit. Our waiting list now has 30+ applicants on the list and when we recruit we now pick the best ones to come for an interview. This means it has become a lot harder to get a job here, the quality has gone up and the need for applicants has gone down. We get on average about 2-3 new applicants a week added to the waiting list, so this gives you an idea of your positions in the company now. I hope you're all happy to be here and appreciate the growth and now also the very exclusive krew you are part of.

We have no patience for krew doing things incorrectly and not following our 'Rules & Expectations', this goes for everyone. As much as we dislike demoting or removing krew from our system, we will do it if the things we ask for are not met.

We are happy to say that Anton is our first krew member to be on a full time contract with us for the next 6 months. We are excited to try give him some more responsibilities within the company and to have one of our best krew members out on jobs regularly. He has been with us from 2020, only a couple months into starting the business, so it is well deserved that he is our first krew member to occupy this position.

We have some new releases from 'Kultur Network' and we would appreciate your support in any way. More information below.

Lorenzo Di Iulio: 1,000 hours

We are happy to present Lorenzo with his Leatherman multi-tool for his 1,000 hours completed having worked for Krown Krew, Krown Katering and even 'Kultur Network' as our cameraman. He has also been a part of our 'Krown Kommunity' work helping us provide free window cleaning to local businesses. He is also now this month the first krew member to be 'Top Dog' for both 'Krown Krew' & 'Krown Katering' in the same month! Well deserved to Lorenzo who has worked with us since April 2022, I look forward to handing him this tool when I see him next.



3 Year Anniversary Party

We are celebrating 3 years of 'Krown Krew' which is the business that started everything and the heart of our organisation. I can't believe we are about to wrap up our 3rd year, it is absolutely insane and I will say so myself, well deserved that we have got to this point and reached to the place we are in such little time and mostly during a pandemic. This is a special achievement for us and really solidifies us even further in this industry.

We would appreciate if you are able to join us to celebrate, it will be held in Fælledparken Sunday 2nd of July. There will be food, drinks, outdoor games and so on. Information on the party will be on the app soon and if you are able to make it, then please accept a slot on the app so we know how many are coming. You can invite your partner, wife and/or bring your kids, however, do not bring general friends etc.

Krown Krew

We underperformed by -59% compared to last year (May 22) and as I mentioned above, the varies reasons why we believe this is happening. We do not think it is a reason to be disheartened. It may take a while to get back to where we were, however, overall we are still going in the right direction to beat our overall sales last year. Even if we don't manage to do so, it will not take away from the great start to the year we had where we absolutely destroyed previous years results in January & February, our 2 most notorious months for being very quiet. Again this is thanks to Krown Katering helping us fill in the gaps as much as possible keeping a steady flow of jobs at all times. So the krew capable of doing both have a far wider availability of jobs. We hope to branch out further in the future and do this in other fields as well.

Krown Krew 'Top Dog of the Month'

Lorenzo is 'Top Dog' of the month for a 4th time after just receiving a bonus for doing it 3 times in a row! Great work Lorenzo and as I said above he is also 'Top Dog of the Month' for 'Krown Katering' and is receiving his Leatherman for completing 1,000 hours.

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



NEW: Krown Krew Legends Area

We have now created a part of the website that is just for the Legends of the krew. This area is specifically only for the krew we have in our 'Legends' department. Please do not share the password for this part of the Members Klub with anyone. All Legends must read the 'Rules & Expectations' inside this area specific for this krew. We will be adding more content and features in the near future.

Krown Katering

Things definitely has picked up slightly compared to the previous month in April and we hope much of this continues now that we also have some bookings in June and some from new clients, who have been happy with our work so far and we hope will book again soon.

We will be adding some new things to follow and some instructions on how we expect you to do your job working here at Krown Katering, it is important we keep our standards high and professional. To the krew who do jobs for both 'Krown Krew' & 'Krown Katering', it is very important to be aware the 2 jobs are extremely different, your appearance and hygiene is far more important, although, we like this to be the case anywhere you work.

We would really appreciate more pictures when you are out on katering jobs, just please make sure it does not interfere with your work.

Krown Katering 'Top Dog of the Month'

Lorenzo is Top Dog of the month and is now the first krew member to do this on both 'Krown Katering' & 'Krown Krew' in the same month!



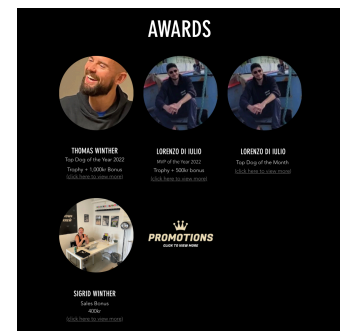
Visit the 'Awards' section in the Members Klub for more information or by [clicking here](#).

Awards / Promotions / Bonuses

We have Sigrid getting 2 bonuses this month for landing us 2 new clients, one being much needed for katering and she is well on the way to get more next month.

Jonas is being promoted to level 3 and it's well deserved as he has been with us a long time.

Visit the 'Awards' section in the Members Klub for either 'Krown Krew' or 'Krown Katering' depending on which is relevant to you.

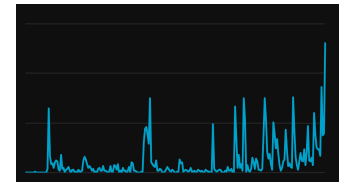


Kultur Network

This month from 'Kultur Network' we had 2 new kids songs from 'BørneHjørnet' being released, as well as episode 2 of 'Sjov med Maisha (Fun with Maisha)'. We would really appreciate your support for the shows and if you have kids or know someone in Denmark who does, then please tell them about 'BørneHjørnet', a very unique Danish kids show / channel.

The media company also grew by +38.2% which marks another good month of growth.

As you can see on the graph, our traffic has increased a significant amount in the last month and we hope more of this continues. We already have a few shows in the pipeline that we will soon be trying to push to accomplish.



We are also happy to say both Maisha & Khalid have hit their first target on views on their first releases. Both have now garnered over 1k views on YouTube and is steadily growing.

See our targets and what we want to achieve when we reach each one on Instagram / Youtube. First big party being at 1,000 subscribers or followers on Youtube or Instagram.

In the future we want to be able to provide numerous potential sources of income working here at 'Kultur Network' and we hope

being here in the long run pays off even more some day and we can provide even more work to our employees. The same goes for all our employees, at some stage there will be opportunities to earn extra by selling our merchandise and products.

Krown Kustom

We are happy to say that we are slowly getting ready to do more things with Krown Kustom and have had some orders from new customers already. One of the things we want to do is launch some of our own clothes and designs, some of which will be connected to Kultur Network as we already have been connecting the 2 ventures by sponsoring the new show 'Sjov med Maisha' and upcoming show 'Kebab med Khalid'. We will be doing this more in the hopes that one day when the channel is more popular we will be able to sell such products.

It will also create a new opportunity for you all to start your own brands and designs for t-shirts, hoodies or other things should you choose too. We can guarantee that you will not be able to get better prices from any other business in Denmark. If you think you can sell 10 or more t-shirts, then this may be a good way to make an additional income, specially during the quiet periods when you may have more time on your hands.

We can also provide you with our designs from 'Krown Kustom' & 'Kultur Network' for you to sell and make commission off. There are many options, however, it is very different and will most likely only be suited for a select few people who may have an interest in such thing or have a good network that they see an opportunity.

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

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

Krown Krew Playlist

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/0WuIGsBxCxKA4eqxt9KIjP?si=TeRcA1vuQP6RsQre96cgrw>

MUST READ

- Read new and updated 'Information' pdf. [Click here to view](#).
- Read what is expected from you on your level & how to be promoted. [Click here to view](#).
- If you have been Krew Chief then you must read the information for Krew Chief's. [Click here to view](#).
- All krew must read and understand 'Rules & Expectations. [Click here to view](#).

Regards,

Pete Kennebo
Founder / Director

www.krowncrew.com
www.krownkatering.com

