

To the Krew,

This month's newsletter is a special one for you all, not only because of Christmas and New Years coming up very soon. But, because we have various new things happening that will change a lot within the company and everyone's earning potential starting right now.

Firstly, I would like to sadly mention that Papaya's father '**Lennox Raphael**' passed away Monday 27th November in the early morning. This of course is a very difficult time in our family, but at the same time we are trying our best to be in high spirits to celebrate his life in the best way possible, as we know he would want it. However, we miss him, and no one does more than Papaya, so this time is just tough for my wife and our family. We do our best to always keep the wheels rolling and that is the choice you make when having your own companies that operate like ours, we can never switch off. We always have to work, it never stops for us, there is no "just mark off". But, please be understanding that we may need your help at this time to assist us with running everything as smoothly as possible. Be on time and do the correct things, that then don't result in the clients calling us and then we have to deal with hiccups etc. Otherwise, it's simple just don't request / accept the jobs.



I want to talk about Papaya's father in this newsletter because he will be remembered for so many reasons apart from just the obvious ones. At the core, our family is who will remember him and forever miss him, we will talk about him to our kids and tell them many good stories.

His story is nothing short of one of the most interesting, unique ones I have heard. Let me tell you some interesting things about this man. He was a strong figure in Trinidadian politics and even had an assassination attempt on his life. He had his theatre play called '*Che!*', which opened in New York in 1969 which was shut down by police because of nudity and being a black artist. Lennox was good friends with John Lennon and once when John Lennon had to perform, he asked Lennox to join him on stage to which Lennox said "I don't play any instruments". John then told him "just hold the tambourine". You can watch the video on YouTube and see him in the background holding the tambourine by [clicking here](#).



There are many stories of him like these, as he was a well known figure behind the scenes for his work, way of thinking, journalism, writing and art. So we are honouring Papaya's father by placing Lennox in the 'Hall of Fame' as he was a supporter of the company and shared many laughs with our krew. Most importantly gave me my beautiful wife Papaya. Who if it wasn't for her, none of us would be here right now working at this company and reading this. I would not have been inspired in the same way and most likely would not have moved to Denmark. I will mention some more of his stories and achievements on the 'Hall Of Fame' page as some of them have shaped the way Trinidad & Tobago is today along with other inspirational feats. We are thankful that he passed away in his home, on his terms and peacefully with Papaya by his side. I will be adding him to the website in the coming weeks and speak more about it in next months December and end of year newsletter. I will do my very best to make sure he is remembered and his lifetime of work may present some opportunities for krew with an interest in art. More on this if it becomes relevant and it is something Papaya wants for us to go ahead with.



The Future of this Industry

We are taking some serious steps in separating ourselves from all the other businesses in our industry and creating something completely new and refreshing. This makes this newsletter a bit of a Christmas special with all the great new things happening. We also have our new branch in Odense finally starting to takeoff, with our first meeting being held this month, which resulted in us gaining the biggest client in the area. We also have another meeting setup for the middle of January in Odense and this will mean work will be coming very soon next year for the new branch and we are super excited for it. Additionally, we have the biggest job in our history booked for next year in July and we look forward to the challenge of completing the task, as we always do. We are also currently in talks with Nørrebro United about being a sponsor for the team and we hope to sponsor 'Stevnsgade Basketball Klub' in the near future too. More on this below. 'Krown Katering' has also picked up a bit with Christmas parties coming in December and also a few bookings being made in November, after a month with no bookings in October. We are still in the early stages of this company and next year will be interesting as we can now start to compare results to the previous year.

We are proud to be creating a business that has and will continue to attract krew members who want to build careers here. It can be as a key part for one of our companies, or as a partner of some kind within our organisation. For the same reason we are extremely thankful that we can provide good jobs to young people as a stepping stone that can support them towards their goals. Even, if it means working here while studying or while searching for your dream job that you are passionate about. We love that we can provide good jobs to anyone, literally, as long as they can turn up on time with the right clothes / stuff, work hard with a smile on their face and help us create good camaraderie between co-workers and clients, are happy to use their bodies and don't mind breaking a sweat, and finally can follow our simple 'Rules & Expectations'. Then, no one can go wrong. In the near future we will be recruiting academically qualified applicants to take over bigger tasks within the office. While also having krew who worked their way from the ground up. Anything is possible here, that is what we want to build. Our aim is to create more opportunities and earning potential doing various things that we find our krew members enjoy, and where our businesses and expertise can be of use. [Click here](#) or visit our 'Krown Krew' instagram to see some of our new marketing strategies to get more recruits, which already seem to be paying off.



We want to eventually get an even bigger office and this will allow for us to create a sort of 'Klub House' for the krew. Example. Lounge area with a tv and ps5, gym, pool table, music / media studio etc. Exclusively for our krew. Pretty much all the ideas we had since starting our first business 'Krown Krew' in 2020, have come through in some way or another, this will be no different for our new goals. We just need to keep building and growing then all of this will come in good time along with other positive things. We look forward to putting our next office in a very busy street where we can have a sign and good advertisement, so that we start to become a company that everybody recognises in Denmark.

There are so many possibilities and with hard work, the right attitude, qualifications and/or good ideas and doing the things we expect of our krew to provide the best service possible. Then, many things can be achieved here. Every year some major changes are made and more people are brought into the team with more responsibilities within the company. All of this takes us a step closer to our goals and cementing ourselves as a organisation everyone should be aware of and paying attention too. I am pretty certain that what we are creating here, does not exist in the same way anywhere else in the world. I will be creating a type of pledge that will note what we are trying to achieve to encourage more krew members to help us build on it and become part of the journey with us. This will hopefully be ready for the New Year.

Important: Experienced & Legends krew

I must remind some of you that I can guarantee you will not be promoted or rise through the ranks or remain at your level, by not doing the things we ask which is to follow the 'Rules & Expectations'. We have a few krew members that have completed more than 300 hours and are still level 1 and on their last warning. Simply because they don't arrive at jobs correctly in the right kit and / or not having the correct stuff with them like safety shoes etc.

We have had 2 'Legends' removed from the department this month. If you are on the higher levels (3 - 4), meaning higher salary. Be aware we expect you to know how things are done and follow all 'Rules & Expectations' as for all krew at all times. Nobody will be level 3 - 4 who do not follow these simple instructions of what we expect of our krew. If not, you will be demoted, until you either correct the errors or you are removed from the system. I have said it many times, if you think we are unfair, then go work at another crew, we are not interested in employees who can't follow how we do things here. If you need anything like kit or safety shoes, then ask for it, there is no excuse for not showing up in the right stuff and wearing it at all times. Lastly, if we cannot use you as a Krew Chief, then you will not be in the 'Legend' department, being a 'Legend' is for krew who have completed 1,000 hours, can be used on any jobs and can be Krew Chief / Trainer. 'Legends' is an extremely strict level and if you are not doing as required of you, expect to be removed from the department. Apart from that, we generally have a great krew, who show up and complete the tasks at hand professionally and enough experienced krew members to educate the newer ones. So in all, thanks everyone for another great year of growing a better, stronger krew.

Christmas Dinner / Party



We had a super **Christmas Dinner / Party** for the 'Legends' and krew who are currently assisting us with growing the organisation. It was one hell of a night and I hope everyone that came had a great time and enjoyed the food. We will be having a Ping Pong tournament day at the office with drinks to celebrate the New Year sometime in January. We hope to see you there.



Krown Krew: Odense

Our Odense branch is officially open and taking bookings with krew in the area!

Kristoffer has been working with us towards slowly getting our krew started in Odense by helping us recruit, look for new potential clients and even did a few of his first sales calls. We also had a meeting mid November that has led us to hopefully securing the biggest client in the area, and we are very positive that the work will begin to come in the early part of next year. So to our new krew in Odense, please be patient, the work is coming soon.



Important: Wearing Enough Kit

As it is winter, please make sure you are wearing enough clothes / layers and always wearing our kit / uniform on the outside of whatever you are wearing underneath when you arrive and at all times when working. If you need kit / uniform, then just ask and we will provide you with as much as you need. We do not let our standards slip because of cold or rainy weather. It's very simple, be prepared, wear and bring the right stuff.

Please make sure to read the important information about kit / uniform and the new jackets we have coming soon.

Be aware you must now be wearing safety shoes at all times when working.

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 situation 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

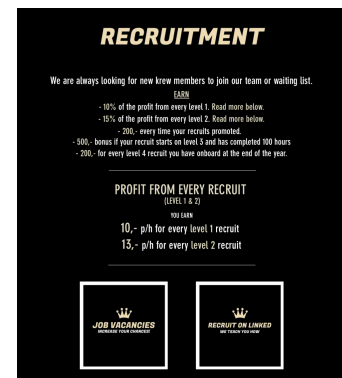
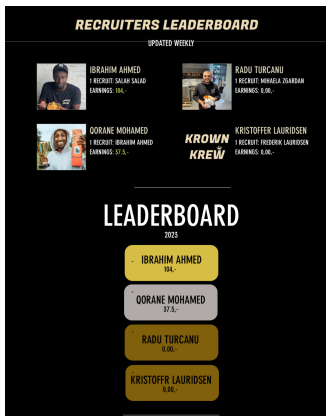
want the organisation to succeed because it benefits everybody. This is why we are creating business cards that all our krew can have for when you meet someone you want to try recruit. See more below. The better your recruits are, the more you will earn, and it will make a significant difference to anyone 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. We will soon be creating new recruitment business cards and you can have as many as you want. Give

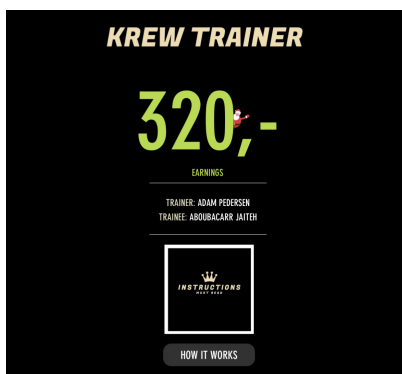


these out to people you meet and tell them about the company if they are seeking work. The new recruitment business card will explain all the key points that should get their attention. These business cards will have a blank space so that you can write your name on them, to insure that your recruit remembers to use you as their reference. These will be available for free in the New Year. See what the business cards will look like on the right.



Krew Trainer of the Month

As I spoke about last month, our new 'Krew Trainer' system is now active. We are happy to say **Adam Pedersen** is our first ever 'Krew Trainer' and he will have a trainee under his wing for the month and earn a significant bonus if his trainee completes some hours. We can already confirm that with his selected trainee, he has already earned himself some commission from being a 'Krew Trainer' on his first day with his trainer duties. Like I said previously in the last point (Recruitment: Earn More) this is an offspring of that same idea. However, it will bring a new element into play that should only increase the quality of our overall krew. This is something we look forward to expanding in the future as the organisation grows.



The 'Krew Trainer' is an opportunity for the 'Top Dog of the Month' too potentially earn a significant bonus of training commission. The first few months are a prototype / tester period, as there may be some trial and error things to resolve as we get it going and learn more. You can read about the rules and how it works by [clicking here](#) or visiting 'Krown Trainer' section inside the 'Members Klub'. This is something we will be adding to 'Krown Krew: Odense' & 'Krown Katering' as soon as the companies / branches are eligible to do it.

Sponsorship: Nørrebro United

We are currently in talks with Nørrebro United about potentially sponsoring their football team. The ins and outs of the exact type of sponsorship it will be, is still in discussion and we most likely won't know more until the New Year. However, this is something exciting for us as it will be great for our overall exposure, which may even result in some new clients and a very important factor as well is that it will be a great way for us to get new recruits that are from the communities we are trying to support. We have been told that many young people from the football teams struggle to find work and we know we can help with this. We really hope we are lucky enough to close some kind of deal with them and we will keep you informed if we do. As I said previously, we hope to sponsor 'Stevnsgade Basketball Klub' in the future as well. When we become sponsors we will invite all krew members to the games to support our teams, which will serve as a good way to socialise with your co-workers as well. We all work in different places and at different jobs and may not get as much time with newer recruits, so this will be a great way for us to come together, share some drinks and support our company teams.



Important Updates: If you work for both 'Krew' & 'Katering' (new salary system)

Please be aware that if you work for both 'Krown Krew' & 'Krown Katering', you will no longer be paid the same working in either company. Your level will be determined by your overall experience & the experience you have with us. This means that if you are level 3 for 'Krown Krew', you may be level 1 for 'Krown Katering' or whatever the case may be. Please be aware of this moving forward as there is no way for the app to keep track of this and will only show your total with your main salary at the company you prefer to work at most.

Company Car

We now have our first official business car for transport when the krew need it. Although, it may seem like a small thing, we worked over 3 years to get to this point and we are super excited and proud of this achievement. We will also be placing the logo on the car to give us lots of good advertisement when the car is parked and being used by our krew. This car can be used for both 'Krown Krew' & 'Krown Katering'. See the idea for the car on the right coming soon.



Christmas Beanies Available

We now have white & red beanies available as we did last year for 'Project 3' when we raised money and doubled donations to provide presents to kids in a foster home in Frederiksberg. This year the beanies will be available till January. There is no refund for beanies, however, all the money is donated to our foundation for future projects when we do something for the community. You can read about our previous projects by clicking [here](#) or visiting the website / 'Members Klub'.



Krown Krew: Sales

-48.6% compared to November 2022.

Krown Krew 'Top Dog of the Month'

Adam Pedersen is 'Top Dog of the month' and becomes the first 'Krew Trainer' and receives 58% of any massage. Visit the 'Awards' section in the Members Klub for more information or [click here](#).

Krown Katering: Sales

Sales cannot be compared to last year as the company is still under a year old.

Krown Katering 'Top Dog of the Month'

Agnes Dixgaard is 'Top Dog of the Month'.

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

Awards / Promotions / Bonuses

- Anders Kier is promoted to Level 2
- Adam Pedersen is our first 'Krew Trainer'

Kultur Network

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

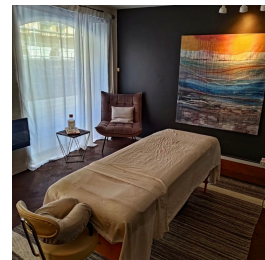
new episodes to keep the show going and have an even better 2nd year. Saying this, episode 2 of 'Kebab med Khalid' will be released in December, so please keep a look out for that. If you have not watched any of our shows, please go check it out. [Click here to watch now.](#)

Krown Kustom

More updates coming soon.

Messages: 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 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>

Regards,

Pete Kennebo
Founder / Director

www.krownkrew.com
www.krownkatering.com

