

News Letter: July 2022

To the Krew,

Another month has passed and July 22 has been nothing short of interesting with its results. We have had our second most successful month in the businesses history, while having 2 weeks of the month with very little work due to clients and people in general going on holidays. A huge factor of this being the big bookings that came in ending of the month.

As you all know, August is already busy and I'm sure a lot more things will happen as we get into the month. It's looking like August 22 could be our biggest month ever, meaning we break the record for a 3rd time this year which would be insane. We beat last years result in July 21 by +247% this July 22! It's also the first dip in a month we have had on the graph the whole year and I have a feeling its because we are about to blow past our overall sales record. Time will tell.

Last months news letter was very personal as we were celebrating our 2nd year anniversary of the business. This month I'd like to talk more about you, the krew.

First, thanks to everyone who showed up to a great 2nd year anniversary party of the business. Also, big thank you to Lorenzo for taking some incredible pictures for us on the day!



I am happy to say that we now have 4 levels, this means more earning potential and extras have also gone up slightly. I don't think any of you are unhappy about this and it is a good feeling raising the prices at a time when I know we deserve to do so, not just for economic reasons. We are one off the top Krew's in Denmark, because we keep our high standards and do everything we can to make things run smoothly and as professional as possible for us and our clients.

It is not easy finding good krew, but it becomes easier with time and when we maintain our high standards and people realise how good the company is, overall. For krew and clients. I never

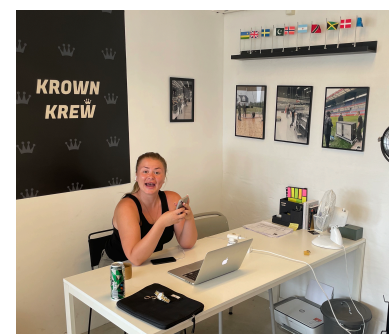
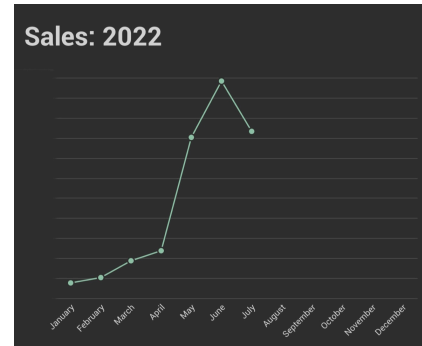
shy away from telling you all how serious I take our 'Rules & Expectations', so if you should not follow them, don't be surprised if your pulled to the side for it. I want to maintain the best relationship with all of you, so if there is something you need or we can do to make work better, then let us know.

I'll give you an example.

One of our krew had extreme tan/burn marks on his skin from working in the heavy sun. Therefore, he wore a casual long sleeve so he could continue working. This is ok, if on the job there is nothing else to do and it is an emergency. However, please tell me about the problem afterwards, so we can resolve it for both parties. We won't let our standards slip, we rather figure out a solution, so we can keep them high and you can feel better at work.

We also had someone in incorrect pants at work (not all black) and because he simply couldn't see the problem with breaking company rules, we had to remove him. This should give you a clear indicator of how serious we take it, so always speak with us about anything you may need. We can't always fulfil your wishes, but if it is for your well-being at work then of course we will do our best.

We are extremely happy with Sigrid so far and she has already played a key role in securing us some of our latest big bookings. This is why she is on her first full month with us receiving a 900kr



bonus for securing us 3 new bookings placed in July. She has been great in the office and thinking for herself on ways to push the company forward. This resulted in her getting us some festival bookings, including the big one in August for Aia Sound Festival. Sigrid has also been looking for new offices for us and we think she may have found us our next one. This is a bigger space with a meeting room as well. As it's looking we could be moving into the space in September and this will be yet another big step towards our companies goals. She will also be looking into ways for the foreign employees to keep their driving licenses, as we believe there is a way (for some of you at least) around the system if you act fast enough once arriving in Denmark. More on this in the near future.

We haven't been so good at keeping our Facebook page as active as Instagram, so we will be handing over that responsibility to Sigrid. Making sure we consistently showcase new content, so clients and people in general can see what we are up-to and why we are the best. This leads to the next thing I'd like to talk about.

Pictures & Videos

From now on we will be awarding bonuses to krew who take great pictures / videos of when you are working. It's important we keep it up and as many of you are different places, the best way to get as much content is asking you all to help us with it. The bonuses will be smaller, however, I am hoping every little helps for taking some snaps. Please when doing this do not let it interfere with your work and do it at the right times. It will be much appreciated. I want to start it by awarding Thomas Winther a bonus of 100kr for taking us some great pictures of the Krew working on the stage for the Ed Sheeran concert.



Members Klub

As we launched the 'Members Klub' last month, I hope you all have been using it to get all the info you need and also see the additional content. Please make good use of it as we think this is only the beginning of something that will be a key aspect of our business and something that will be very unique. This month we have added music from Cristobal in 'Entertainment' and we would appreciate if you all went over and supported his music by giving him a listen. We have also added some songs of his to our 'Krown Krew' playlist on Spotify. Also, check out all the artists that have previously worked for Krown Krew who also make music, it's a good way for us to show some support to our fellow Krew!

One of the things that will be special about the 'Members Klub', is that things won't be forgotten or erased. The news letters will be on the website forever. You will be able to look back at these memories, should you choose too far after you leave us. We will also be starting a 'Hall of Fame' page inside the 'Members Klub' that will feature employees that have played a key part in the business overall. This content will never be deleted and you will always be celebrated when new recruits join us, or old recruits decide to look back and read about what you did for the company. When you are part of this company and have played such a part, we will always have your back any way we can.

www.krownkrew.com/krew

Password: kk

Promotions & Bonuses

We have some bonuses this month for recruitment and quit a lot of promotions this month as we now have 4 levels. Also, our first bonus for 'Pictures / Videos' To see who received bonuses and promotions, visit the 'Awards' page inside the 'Members Klub'.

New Kit

We are doing some new kit for Krew Chief's. This kit is only to be worn when you are assigned as Krew Chief on a Job. You can see a picture of how it will look below.

This will mandatory for you to wear when Krew Chief on a job so that the client can point you out more easily. Krew Chief kit will be available at some point in August. Visit the 'kit' page in the 'Members Area' on our website or [click here](#).



We are currently waiting on our caps to arrive and they should be here next week. Once they do, it will no longer be allowed to wear caps unless it is a Krown Krew cap or an all black cap without any logos. If you are seen wearing another cap that is not part of our uniform, then you will automatically be charged for a Krown Krew cap, so that it doesn't happen again. Caps are non-refundable and the little profit goes to our 'Krown Krew Foundation'.

Recruitment

With Ulises making another 600kr bonus this month without even having new recruits join. It shows what posting the job in some Facebook groups and so on can do. It's like receiving a kind of passive income once you have enough recruits onboard. Ulises has made an impressive 1,200kr from recruitment in 2 months. For more information on how it works and how you earn. Visit the 'Recruitment' page in the 'Members Area' on our website or [click here](#).

MUST READ

- Make sure to read new and updated '[Information](#)' pdf. [Click here to view](#).
- All krew must read and understand '[Rules & Expectations](#)'. [Click here to view](#).

Awards

To view this months awards and bonuses for the krew: 'Top Dog of the Month' / 'MVP' / 'Reserve Krew' / 'Recruitment' / Promotions. Visit the 'Awards' page in the 'Members Area' on our website or [click here](#).

Krown Kommunity Foundation

To see the things you all are contributing to regarding our foundation. Visit the 'Members Area' or [click here](#).

Kit

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

Krown Krew Playlist

To view some music from Krown Krew members, past and present. Visit the 'Members Klub' or [click here](#).

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 of any songs you think we should add.

Tax Deduction & General Tips

Information will be added to 'Members Klub' soon. If you like to read some information now, then read the previous news letter in May.

Workfeed' (App)

If you are experiencing any issues with the app, then please let us know immediately.

Social Media

Please remember to follow, like and add the Krown Krew social media

Facebook: <https://m.facebook.com/krownkrew>

Instagram: <https://www.instagram.com/krownkrew/>

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

Krown Krew Playlist: <https://open.spotify.com/playlist/0Wu1GsBxCxKA4eqxt9KljP?si=TeRcA1vuQP6RsQre96cgrw>

Thanks again for a great month and lets continue this growth!

Regards,

Pete Kennebo
Founder / Director
www.krownkrew.com