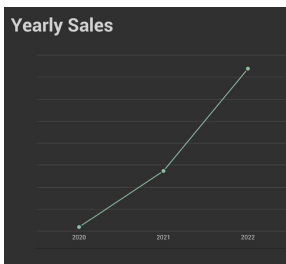


To the Krew,

HAPPY NEW YEAR! I hope you all had a good Christmas and so on!

As we have now wrapped up what has been nothing others than an incredible year, there is a lot to talk about. We have grown a tremendous amount in 2022 beating last years result by +170.9% and almost doubling what we made last year in December. We have started new businesses that in



2023, we believe these companies will really start to have an impact on the overall organisation very soon. We have been part of some incredible events this year ranging from the biggest concert in Danish history for Ed Sheeran in Tårnby, to the Tour de France, and setting up tents for the Royal family. We also had jobs at various festivals, Roskilde festival, Aia Sound festival and various other smaller ones. With our first year where things have opened up after a long 2 years during the pandemic, it is satisfying to see how far we have come and what we can achieve. We have truly marked our name in the industry as one of the top crews in Copenhagen and we have a long way to go yet with where we want to take it.

For the ones that don't know, this business was started during the pandemic a few months into it when lots of people were losing their jobs. We have always been very proud to have been a part of the solution, or at least a part of the resistance that fought against the hard times and provided people with jobs at a time when it wasn't easy for everyone. The amount of things we have accomplished in only two and a half years is astonishing, specially if we compare it to our competitors who have been around for decades, some of whom closed down during the pandemic. We always knew that if we could not only start this business during the pandemic and survive through that, then we could survive anything. We have built a true resilience that no one can take from us, because we know what we are capable of at the worst times. We have not only built a great team, but a team that trusts our leadership because they have seen it with their own eyes. Our new recruits are put into our system unlike any other krew in Denmark when they join us. Our innovation with the 'Members Klub' that was introduced this year (2022), will continue to expand with features, content and so on. It is truly something that will keep being a fundamental part to working here at 'Krown Krew' and 'Krown Katering'.

With 'Krown Katering' opening in November we are learning fast that once we also make a name for ourselves in this industry, we will be nothing short of busy, just as 'Krown Krew' is.

Thank you to all the Krew that has contributed to this great year and specially the ones who have been with us through a great and busy summer. Please remember that the next couple months are normally the most quiet ones of the year, however, as we expect to only be busier than last year we do not know what quiet in 2023 is. Just bare it in mind as there may not be as much for the non experienced krew.

Some more exciting news is that we bought the ping pong table and it has arrived and we will soon be ready to have our first game-day. The same goes for the bartending course, we will be arranging a day to do this in the New Year.

Project 3

We are super proud to have achieved to successfully deliver presents to all the foster kids at 'Josephine Schneiders Hus' in frederiksberg. This is with the help of you and others who donated! We started taking donations in October and it ended December 15th. The final amount for donations was 3,010,- kroner and we doubled that to make the end result 6,020,- kroner and it was plenty to tick off what they had on their own Wishlist that they had made for us. We want to thank 'Josephine Schneiders Hus' for allowing us to help them with this cause and we are happy to see it worked so well, so that we know for the future what we are able to do. We

KROWN
KOMMUNITY
FOUNDATION

TOTAL:
6,020,- DKK

TARGET 5,000,- DKK
WE WILL DOUBLE THE MONEY DONATED

have so many balls in the air at once, that it's a great relief knowing these things are doable, if we are focused and work hard toward our goals. Please read about it over on our website on the foundation page or by [clicking here](#).

Carsten Jakobsen (1945 - 2022)

I am dedicating this news letter to my adopted father Carsten Jakobsen who passed away Friday 23rd December 2022. Really he has been my father since 8 years old. He was an extremely successful businessman, and the Vice CEO of Danish Crown, one of the biggest food companies in Denmark and internationally known. He has so many achievements and accolades that it would take forever to write about them. However, presenting awards at mainstream award shows, meeting and being presented an award himself by Prince Charles, now the King of England, is just a couple examples. More importantly he was an incredible husband to my mother and father to my brother and I.

Very few of you know the story of why the company was named 'Krown Krew' and how my adopted father actually helped me with the name. Well here it is.

My adopted father has played a significant part in my life, more than I was actually aware of myself until very recently. The way he has played a lot into the way this company is run and the type of person and leader I am. But, it's the small things you don't realise till later in life that you have adopted from your parents. I am just so thankful, that he instilled hard work and dedication into me and made me a man dedicated to taking care of his family. Nothing comes easy and without hard work, that was one of the many lessons I took from him.

The 'Krown' part of the business name was dedicated to him because I saw with my own eyes, how hard he worked to accomplish what he did for Danish Crown and the other companies he worked at. He took the Danish Crown company to completely new heights in his reign and he is major part to why it's as big as it is today. I changed it to a 'K' instead of a 'C' because my family name (my real fathers name is Kennebo), also my 2 sons have names starting with 'K' (Kyan & Karaili). Lastly, this company was started in København, so that gives you the full picture of why we named it 'Krown' and why we choose to do so with a 'K'. The crew part is self-explanatory as that is what we originally are, a stagehand crew.



So as much as he lives on in his family, I also feel he lives on in a way within this business. For this reason I want to honour him and to always remember him, by inducting him into the 'Hall of Fame' for both 'Krown Krew' & 'Krown Katering'. The new crew that joins and look around the members club will see what he contributed to the business and have wider scope of this businesses grass roots in order for it to ever be created. We will also be adding some songs to our playlist in honour of him, he was a true blues and jazz enthusiast, so expect to hear some new tunes. You can see some pictures of him on our 'Hall of Fame' page in the Members Klub or by [clicking here](#).



Before I move onto the separate and overall results of the businesses, I want to mention something.

1. I have had to demote a couple of Krew Members this month for not following the 'Rules & Expectations'. Wearing the incorrect clothes when you arrive at work is NOT tolerated. Be in the right clothes when you arrive at the job, that means you wear our clothes when you arrive not your own jacket or whatever it is. Anyone caught not doing things properly will be demoted or removed from our system, we have zero tolerance. This only refers to 'Krown Krew' members as uniform policy is different for Katering.

Krown Krew

We beat last years December result by +68.7% this month and 'Krown Krew' has honestly had nothing others than an incredible year and month. We have beat every month compared to last year, we have consistently grown throughout the entire year and with this has come more

opportunities for us to grow further by starting new businesses and most importantly expanding our office and various aspects of our business. 'Krown Krew' after all is the driving force to the entire organisation as it stands and although I believe this could potentially change someday, this is where it started and will always be on the top of the list for future investments and expansion opportunities. We are so proud of how far we have come in less than 3 years and we are excited to see what the future brings us. Please be aware that it is extremely important you are always wearing correct uniform and following 'Rules & Expectations', as I don't now want to demote others in the first few months of the new year.



Krown Krew Top Dog of the Month

Ivan is 'Top Dog of the Month' again this month for a fifth time in a row! If he is 'Top Dog' next month in January, he will receive another 2% bonus from his last 3 months salary. Visit the 'Awards' section in the Members Klub for more information or by [clicking here](#).

Krown Katering

The new business performed well again for only its second month, we pretty much reached the same sales numbers as in the first month (November). This is still just the very beginning of the new venture and we predict it will grow fast once our name is a little known in the industry. We are already keeping our new clients happy with the great crew we have, and we will soon have a long list of clients and even bigger team. The year 2023 will be an interesting one for this business, we plan to really push forward to make sure it takes off and provides a good steady flow of jobs for the katering crew we have. We really appreciate the work you all have been doing so far, it means a lot as these periods at the beginning are crucial to get our feet off the ground. We are fortunate to have the big brother 'Krown Krew' that can set a great example to our crew and clients that we are well capable of completing what we set out to do.



Krown Katering Top Dog of the Month

Olivia is 'Top Dog of the Month' with the most hours worked in December. Visit the 'Awards' section in the Members Klub for more information or by [clicking here](#).

Overall Results

December brought us a great month almost doubling what we made last year with a result of +68.7%. We know that in the new year these results will continue and the growth in 2023, we believe will be significant as we have now planted seeds in various avenues, not just in the stagehand business. We are working on some very unique projects and are excited to show you all what it is we have been working tirelessly towards and the things we have planned. Although, we have come so far, we are still very far away from where we want to be. The work continues like nothing has changed and we are still that small company that started in 2020 during the pandemic, we do whatever we can to stay busy and give our crew jobs and opportunities.

Awards / Bonuses

Sigrid is receiving a 600,- sales bonus as she managed to secure us 3 new clients and bookings this month for 'Krown Katering'. We have 2 promotions in December for Lorenzo & Moses, well done to both guys who are both moving up a level to start the new year.

We are only doing these awards below for 'Krown Krew' as the 'Krown Katering' is still very new.

Top Dog of the Year 2022

Our 'Top Dog of the Year 2022' is Thomas Winther, who has been nothing short of outstanding for the company this year and has grown a tremendous amount since being with us. He is now a key member at the company and we are very thankful to have him. Thomas receives 1,000 bonus and his trophy at our next krew event!

MVP of the Year 2022

Lorenzo Di Iulio is our most Valuable player of the year 2022. Lorenzo started with us in April 22 and has been a key member since he begun. He has been a part of various ventures like 'Project 2' for our foundation where we gave free window cleaning to local businesses. He was our photographer at the anniversary party, he was our camera man on our first ever job for 'Kultur Network, he has been a key member for the new company Krown Katering as well. Most importantly, he has just been an awesome addition to the team since starting always keeping our clients and team happy. Lorenzo receives 1,000 bonus and his trophy at our next krew event!

Visit the 'Awards' page in the 'Members Area'.

Kultur Network

We filmed our first episode this month for the new show 'Sjov med Maisha' on our new media platform 'Kultur Network'. It was a tremendous success you can view the trailer for the show on our instagram (www.instagram.com/kulturnetwork), the show will be released 07.01.23. We are super excited to have Maisha join our team as our first host for the new media company. We would really appreciate your support with it, English & hopefully Spanish subtitles will be available when it's released. So feel free to share with anyone in order to help us provide more exciting jobs using the platform in the future.



Krown Kommunity Foundation

Read all the new information regarding 'Project 3' on the website and please help us raise some funds! 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 added some B.B. King, Eric Clapton and other blues and jazz songs in memory of my father Carsten Jakobsen, if you guys are on jobs feel free to put it on, theres lots of songs ton there that have been made by past and present Krew Members as well.

To view some music from Krown 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 of any songs you think we should add.

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 the Krown Krew social media

Facebook:

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

Instagram:

Krown Krew: <https://www.instagram.com/krownkrew/>

Krown Katering: <https://www.instagram.com/krownkatering/>

LinkedIn:

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

Krown Katering: <https://www.linkedin.com/company/krown-katering>

Krew Playlist: <https://open.spotify.com/playlist/0WuIGsBxCxKA4eqxt9KlJP?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.](#)

Thanks for what has been a incredible year. It truly has been a wild ride as always, but we love what we do and look forward to the many years to come. Again, we appreciate all the work everyone has been doing and hope too have many of you with us in 2023. Let's continue the growth building on this great team we have already and expanding in various ways that will see more opportunities for you all.

Regards,

Pete Kennebo
Founder / Director
www.krownkrew.com