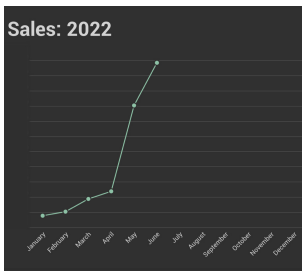


News Letter: June 2022

To the Krew,

Another month in 2022 has gone by and what a month it has been yet again! We have a lot to cover and as it is the last before we enter the 3rd year of the business, it is a little more personal. Also I have some extremely exciting news about a whole new feature on our website that is going to change a lot within the company and for the krew in a good way. Last month I gave you all the news that we had set a new record for our biggest monthly sales record ever. This month I'm here to tell you all that we have done it again! We have beaten our previous monthly sales record by +35.2% ! Every single month this year has been bigger than the next (see graph). This is again means tremendous growth and to think the previous overall record was only set last month, it is exciting for everyone involved. The more we grow, the more jobs and opportunities there is for all of our krew and the further we can take it. We have had our biggest days in our history with 28 guys out working, serving almost 10 different clients in 1 day, and numerous huge days throughout the month. We had 20 guys out for 2 days setting up and taking down the big show for Green Day at Forum. This was a great time and you can see a picture of all of us on the first day of the job.



With all of this said, I want to be honest and tell you all I have been a little emotional closing this month. In a positive way. I will speak about some things in this news letter, you will not hear me speak about often, possibly never again. But, I want you to know how far we have come. It's important to me that the people who are here now, has a chance to understand.



We have worked so hard and I cannot explain or emphasise it enough, it has took blood, sweat and tears to get to this point. This is now a way of life for Papaya and I, we are dedicated to this business and this graft. We want to be the biggest and best in the world at what we do. We want to do things that have never been done or achieved. I have mentioned this in the past and maybe there was doubt, but there is no doubt now. I think we stepped outside of the traditional crew a long time ago, but now we are reaching a new planet. What we have done here already has never been done, we are the first to do things the way we do and all of you have played a part in making history. Imagine where we could be in another 2 years.

Although, Papaya and I were born in Denmark, and we are half Danish by blood, we are still considered minorities in this country. I have always thought I could relate to my employees better than a lot of other people in my position. I always felt I could setup a company better than any other because I have worked for over 10 years where you are. However, in much rougher environment and stricter regime. I have been trained by who I believe are some of the best in Europe and worked myself to the top in a Company. A lot of you just know me as your boss and for the most part being in the office and in your ear, sometimes on a site visit.



If not for my previous experiences at the top crews in England, I wouldn't have learnt some of the things I know now and been able to take it to a whole new level. Although they were good at what they did, they allowed things that no one should tolerate. I have dealt with real tough scenarios, all sorts. I didn't have a choice, but to stick it out. I needed to

make money. I have literally been in physical fights with other crew on the back of a truck while unloading it. I been called things that are disgusting and had to listen to conversation that are hard for me to hear, and defended countless other recruits who were less able to do so. I have been a few seconds away from dying if I had not reacted and moved out of the way of a 50kg speaker crashing down towards my head from the top of Alexander Stadium in Birmingham, England (2014). The picture on the above is 10 minutes after it happened, it was an extremely serious incident and I almost caught the bad end of it because of another guys mistake not following health and safety procedures. That's why I always say, be double careful, it might not be you, but someone else that drops the ball.

I learnt how to adapt in many scenarios and situations in this business and most importantly how to deal with all kinds of people and all sorts of jobs.

For me it is much deeper than what you may think and this is a small fraction of our story. It has made me who I am and I'm so proud of every experience. I wouldn't be where I am today without it and without Papaya joining me on this journey and starting it with me from the beginning, believing in me and vice versa, every step of the way. None of this would have been possible without her and the work she has put in, the motivation she and our kids gave and give me everyday to continue.

The more we get to know you all, the more important it is for me to take care of our krew the best possible, you all motivate me to be the best leader I can be and to stand by my word. That's one of the many reasons I love the doing these news letters. I feel if I say it and put the energy out there, then we will achieve it, because we are speaking it into existence.

We would like to give a warm welcome to our new office assistant Sigrid, who has been helping with various tasks in the office and is still learning her way around how we do things. This is the first time Papaya and I have had someone to help us with some of the workload and It has been greatly needed. We look forward to continuing with expanding her responsibilities within the company in the future, so that Papaya and I can focus on things that will continue to grow this company the way it has been the last 2 years. We really think she is a great addition to the team and will give us some great input over time.

I'm well aware this is a stepping for most of you who are studying and/or looking to do other things with your life. And if so, I hope you feel a sense of accomplishment having worked at Krown Krew and remember it to be something that contributed to your life in a positive way. Maybe you learnt some new skills while working here that you find useful in the future with your own ventures and will remember your time here as a unique one.

We are still so small in consideration to the plans we have for this company, we want to have a Krown Krew all over the world some day. We are currently in the process of looking for a krew minibus as I spoke about last month and showed you all picture. We are also looking for a bigger office space having only got the one we are using currently last November 21. One day we will have a warehouse and if I told you the plans we have for it you wouldn't believe me, so it's better we just keep growing and I show you. Nobody thought we would be where we are now having started an event stagehand business at the beginning of a pandemic when businesses were closing down everywhere. I am well up for the challenge of trying to achieve the impossible. My point is, if we can survive the pandemic when our industry was one of the the most effected by it and actually come out on top, then we can survive and get through anything. With that said let's move on!

MEMBERS AREA

www.krownkrew.com/krew

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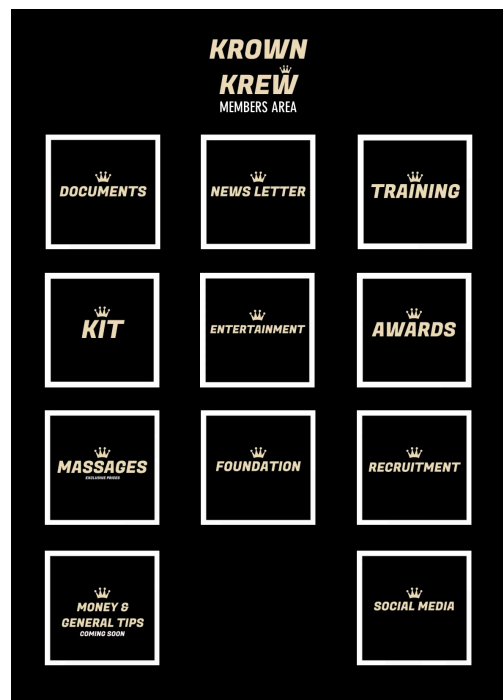
Exciting news this month is that we have created a 'Members Area' on our website exclusive for our krew. In order to visit the 'Members Area' head over to the website and click the 'krew' tap or click for a direct link above / [here](#).

This is an innovative addition to our company, along with so many other things we have done, not just in our field of work. In the 'Members Area' you will find all the 'Documents' like 'Information', 'Rules & Expectations'.

You can see the awards (bonuses) that have been handed out to the krew for the last month. We had quit a few to give out this month! You can see music from previous artists that have also

contributed and been a part of the business in some stage of the company. We hope this will support them and bring some steady plays and views.

You will also see a training section where you can read a step-by-step guide on how to prepare and complete a job. You can watch training videos on manual handling and so on. We had a Juan Martin injuring himself and ending up in hospital (he's all ok), we also had Ulises with a near miss accidentally dropping the lift and extremely heavy things almost hitting another guy on the job. We are hoping that with these training videos and 'Members Area' you all can feel a little more prepared. So we recommend everyone head over and view the 20 minute video on the website along with the other information. Specially, our newer recruits and if you need freshen up on anything, now it is available to you with ease. There are various other features for you to have a look at (see pictures. So head over to the website and have a look around. This is only the beginning and we will for sure be adding much more content to the each section and more new features.



Salary Increases

I am extremely happy to tell you all that this is the month a lot of you will be getting salary raises. And, if not now you still have potential to earn more. As I said earlier in the month, we are raising our prices due to inflation and this also means we want to do the same for our krew. As prices and the cost of living has also increased for all of you. It means a great deal potential to earn more as all extras are also increasing by 5kr p/h. Example. This means that now as krew chief you are paid minimum 175kr. p/h for events and 195kr. p/h for removals as krew chief not including extras i.e weekend or night, overtime etc. In other words the earning potential is very good now.

MUST READ

- We have a had a few complaints about people being late and being on their phone too much at work. Please be aware of this and remember you should only be using your phone when working. We cannot use you if the clients don't think you work efficiently and/or turn up on time.
- If you are late as Krew Chief then you will not be paid for it. As Krew Chief one of the most important things for you to do and your role as Chief is to make sure everyone arrives at the job together and then the krew chief must be in contact the client etc. Please remember you are being paid extra for the extra responsibility, so please take it serious or you will not be selected in the future.
- New recruits and old recruits be aware that the new payment period is 15th - 14th
- Make sure to read new updated '[Information](#)' pdf. [Click here to view.](#)

2 Year Anniversary Party

As you all know, the anniversary party information is on the app and we will confirm the location at some point today. It will most likely be somewhere in Fælledparken. We keep everyone who is attending notified.

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 Area' or [click here](#).

Krown Krew Playlist

To view some music from Krown Krew members, past and present. Visit the 'Members Area' 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

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

Workfeed' (App)

We are currently experiencing some issues with the app that has lead to some of you being showed incorrect earnings in 'workfeed'. We are trying to resolve it and will keep you updated.

If you are experiencing any issues with the app, please make sure to let us know.

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/0WuIGsBxCxKA4eqxt9KljP?si=TeRcA1vuQP6RsQre96cgrw>

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

Regards,

Pete Kennebo
Founder / Director
www.krownkrew.com