

To the Krew,

The first month of the year is officially complete—and what a start it's been. January was a strong month for us, bringing us extremely close to breaking the record for the biggest January in our company's history. That's something to be proud of and a great way to kick off the year.

We now have two more months remaining in the quieter period before things begin to pick up for the busy season. During this time, we successfully completed our annual project at **LEGOLAND Billund**, a job we've proudly delivered for the past three years. This year's job out there was slightly larger than usual, which meant more coordination and back-and-forth—but it went very well overall. The Krew handled it professionally and delivered great results. Thank you all for the hard work and commitment.

Krown Konstruction — What's Next

We are very close to officially starting the process for our new company, **Krown Konstruction**, and we've already begun building the team behind it.

If you're interested in being part of this new venture, please let me know. This opportunity includes **higher salaries and pension benefits**. More details will be shared soon, and I'll continue to keep you updated through upcoming newsletters.

Awards, 1st Gen & Our Growing Ecosystem

As mentioned in the previous newsletter wrapping up the year, our awards structure will continue to evolve and will now be more closely connected to **1st Gen**. The goal is to benefit our Krew and the wider organisation more effectively by creating **real opportunities and long-term earning potential**, rather than relying on external gifts that have proven less impactful over time.

We are building our **own ecosystem**—one that grows in value as 1st Gen grows and creates serious potential for everyone involved.

A great example of this is **Qorane**, a 1st Gen member who won a Novice watch in the monthly raffle and later listed it on the Aftermarket. In January, it sold for **1,195.50 DKK (€110)** to someone looking for a discounted entry into 1st Gen. This marks the **first Aftermarket sale made by a Krown Krew member**, which is a milestone worth highlighting.

Additionally, **Adam** was offered the opportunity to sell two of his watches on the Aftermarket but chose not to, believing they would be worth more over time. Both examples highlight the potential value—not only of being a 1st Gen member, but of the wider opportunities that come with a growing community.



Krown Krew × 1st Gen Partnership: Recruitment Changes

We are making adjustments to how recruitment commissions work.

To ensure that earning potential per recruit remains strong and sustainable, **recruitment commission will now be exclusive to 1st Gen members**.

Here's how earnings will be structured:

- **Novice members:** Earn from Level 1 & 2 recruits

- **VIP members:** Earn from Level 1, 2 & 3 recruits
- **Executive members:** Earn from all recruit levels

It's important to understand that while these changes may affect how commissions are structured, we are **significantly increasing the overall ways members can earn additional income**. Our focus is on building a system that truly benefits everyone—but this also requires commitment in return.

Once you've signed up and your watch is paid for, everything moving forward is designed to work in your favour—as long as you remain active, whether through work, recruitment, or other opportunities that arise within the network.

To give real examples:

- **Sebastian**, who joined last year, now handles photography for 1st Gen and has secured additional work for other businesses through connections made in the network.
- A former recruit from 2022 decided to join the community and has since received investment support to launch his own business idea—again through the 1st Gen network.

These are just a couple of examples of what membership can lead to. We are building a connected, supportive community that creates **genuine opportunities** and helps everyone grow together.

If you'd like to read more about all the benefits of being a 1st Gen member, please visit "**1st Gen**" **inside the Members Klub** or [click here](#).

Travel Expenses Class (1st Gen Members)

As we move into tax season, we'll once again be offering **annual travel expense classes exclusively for 1st Gen members**.

It's always surprising how many people either don't file travel expenses or don't do it correctly—missing out on money they are rightfully owed. These classes will be straightforward and practical, covering everything you need to know to file correctly and on time.

I'll be in contact with eligible members soon with further details.

Monthly Awards / Promotions / Bonuses / Commissions

Krown Krew : New Awards & Promotions! You must visit the 'Members Klub' to see who!

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

Krown Katering : New Awards & Promotions! You must visit the 'Members Klub' to see who!

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

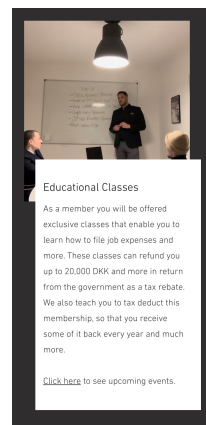
Kit

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

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](#).



Educational Classes

As a member you will be offered exclusive classes that enable you to learn how to file job expenses and more. These classes can refund you up to 20,000 DKK and more in return from the government as a tax rebate. We also teach you to tax deduct this membership, so that you receive some of it back every year and much more.

[Click here](#) to see upcoming events.

General Tips

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.

Krew Playlist: Contact us to add songs

<https://open.spotify.com/playlist/0WuIGsBxCxKA4eqxt9KlJP?si=TeRcA1vuQP6RsQre96cgrw>

Social Media

Please remember to follow, like and add our social media accounts.

This will also allow you to be more up to date with new news & information.

Instagram

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

1st Gen: <https://www.instagram.com/1stgenwatches>_____

Facebook:

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

LinkedIn:

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

Pete Kennebo

Founder / Director

