

# Say hello to Yugo.

**YUGO**

**Yugo is the first global student housing brand and operator created to address the needs of students and support them through university life and beyond.**

With a footprint in 14 countries, 280 student living spaces, and 160,000 student customers in 2025, our goal is to empower students during their educational journeys, focusing on professional development, mental and physical health, and sustainability.



Yugo is for students and powered by students. This approach is designed to enhance their overall experience throughout and beyond university and college life, and empower students to live their best lives with purpose and impact.

We're not just about housing — we're about creating vibrant, sustainable, and supportive spaces where students can thrive.

This allows us to adapt to and anticipate market demands and address the areas that really matter to Gen Z, and the fast-approaching Gen Alpha.

**Each year, Yugo conducts global surveys and research, understanding topics that are important to students.**

**According to our research:**

**10x**

Students who are happy with their housing are ten times more likely to be happy with their university experience.

**29%**

One third of students are willing to compromise on a university's academic ranking for higher sustainability standards.

**47%**

Almost half of students in the US and UK agree that colleges and universities need to do more to support them mentally and emotionally.

In 2025, Yugo surveyed over 7,000 students living with us.



# Live your best life.

Our Live Your Best Life (LYBL) program brings together insights from our extensive experience in student housing and research to deliver an award-winning global student experience.

It fosters lifelong friendships through learning, engagement in sustainable initiatives, and a supportive environment where students can truly live their best lives.

Since its inception, LYBL has reached over 142,000 students worldwide, and we continue to evolve this offering.



## Our student-led approach is built on three core pillars



Focusing on sustainability, we empower our students and employees to reduce their environmental impact through initiatives such as carbon literacy training and reducing single-use plastics across our properties.



Recognising that 62% of students worry about career opportunities post-graduation, we offer internships, graduate programs, and career resources. We also proudly employ students, who make up 27% of our workforce.



We foster community, inclusion, and wellness, allowing students to develop holistically in ways that enhance both their personal growth and community engagement.

**Yugo combines its deep understanding of the sector, extensive research and three decades of global experience to drive innovation in student living, addressing what really matters to students.**

Yugo is part of The Dot Group ("Dot") the leader in global student living. The group is comprised of market leading businesses including Global Student Accommodation (GSA), Student.com and Kinetic Capital. Dot's reach extends to more than 180 leading educational cities across 35+ countries, providing an unique offering across the entire student economy.

In 2024, CRM Students and its subsidiary brands were acquired by the group and now form part of Yugo. Extending Yugo's global footprint into four new European markets of Austria, Italy, Poland and Portugal.

In 2025, Yugo expanded into France by becoming the operator of the YouFirst Campus portfolio while also strengthening its presence in the United States through the acquisition of Campus Advantage.

Also in 2025, Yugo became the exclusive student housing operating partner of Visa Cash App Racing Bulls ("VCARB") Formula One Team, providing students unparalleled access to unique opportunities and experiences worldwide.

Yugo's leading management approach draws on over 30 years of experience to efficiently operate student spaces at scale, expand



# Global knowledge. Local expertise.

1 ultimate experience

14 countries

120+ cities

280+ student living spaces

160,000 student customers

27% of our workforce are students



To discover more,  
email [commercial@yugo.com](mailto:commercial@yugo.com)  
or visit [yugo.com](http://yugo.com)

