Yugo Meeting Minutes (7th August 2025)

Attendees:

Time: 2:00pm

Londonist: Umang Gandecha and Joy Gupta

Yugo: Eva Collingwood and Harty Premadas

What Umang discussed and explained

- Acknowledged the strength of our partnership and reiterated our commitment to a long-term relationship with the provider.
- Outlined financial challenges for 2024–25, driven by:
    - Aggressive undercutting and price wars from competitors
    - Market disruptions from short-term bookings and cashback incentives
    - Service and maintenance issues at provider properties that impacted student retention and feedback
- Explained Londonist's financial exposure, including:
    - Full payments made to providers despite unsold rooms
    - Absorption of all student-facing responsibilities and associated costs
- Requested a partial debt reduction and structured payment plan for the outstanding balance, positioned as a one-time adjustment to reflect market reality.
- Framed proposal as fair and reasonable, highlighting that:
    - Londonist fulfilled its obligations despite significant losses
    - The ask ensures providers are still largely made whole
    - It's a collaborative effort to share the burden of an unusually tough year
- Outlined operational changes for 2025–26, including:
    - Reduced operating expenses (OPEX)
    - Shorter 44-week contract terms
    - Consolidation of provider partnerships and bed inventory

What Yugo Explained?

- Yugo listened to our position but clarified they did not implement short-term rents, heavy cashback offers, or significant price drops this year.
- Acknowledged that room condition issues may have occurred.
- Expressed that they would have preferred to be informed earlier, and questioned why this was only raised in September.
- Requested to see our formal proposal, which they will escalate to GSA for review and consideration.