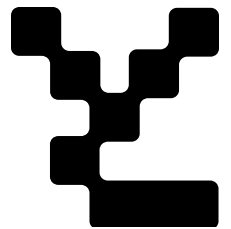
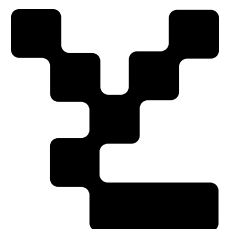


ABOUT YUGA



**YUGA LABS IS
SHAPING CRYPTO
THROUGH
STORYTELLING,
EXPERIENCES, AND
COMMUNITY.**





Yuga began with a simple text between four friends: “Let's make an NFT.”

That idea became the Bored Ape Yacht Club (BAYC), launched in April 2021. Each of the 10,000 NFTs wasn't just art — it was a membership pass to a digital club with real-world energy. Inspired by early crypto pioneers who aped into everything, hit it big, and somehow still looked bored, the Bored Apes quickly struck a chord.

Almost overnight, a community began to form — one that felt different. It wasn't just about NFTs anymore; it was about culture, identity, and shared ownership.

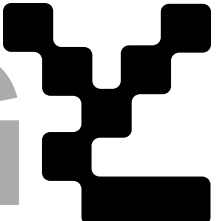
That momentum led to new additions: the Bored Ape Kennel Club dogs, and Mutant Apes via a novel mechanic involving transformative serums

BAYC quickly became the most iconic NFT collection in the world, and Yuga emerged as one of the fastest-growing companies in web3. In 2022, Yuga's universe expanded beyond Apes with the announcement of Otherside — a gamified metaverse built to be open, collaborative, and community-driven

In 2024, Yuga helped launch ApeChain — a Layer 2 blockchain designed to power

As ApeChain gains momentum, new projects and community-led activations are coming to life, and Otherside continues evolving through demos, creator tools, and collaborative development.

Through every chapter, Yuga has stayed true to the values of web3 — decentralization, ownership, and community. From headline-making drops to global festivals, Yuga continues to shape what's next by putting its community at the center of everything it builds.

**AND WE'RE
STILL
BUILDING** 

Our Collections

BAYC

Bored Ape Yacht Club
Mutant Ape Yacht Club
Ape Kennel Club
Ape Chemistry Club

Otherside

Otherdeed Expanded
Kodas

TwelveFold

TwelveFold

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