

AD STUDIO

1 club operated · PARIS · company founded 2026-05-28

1

club

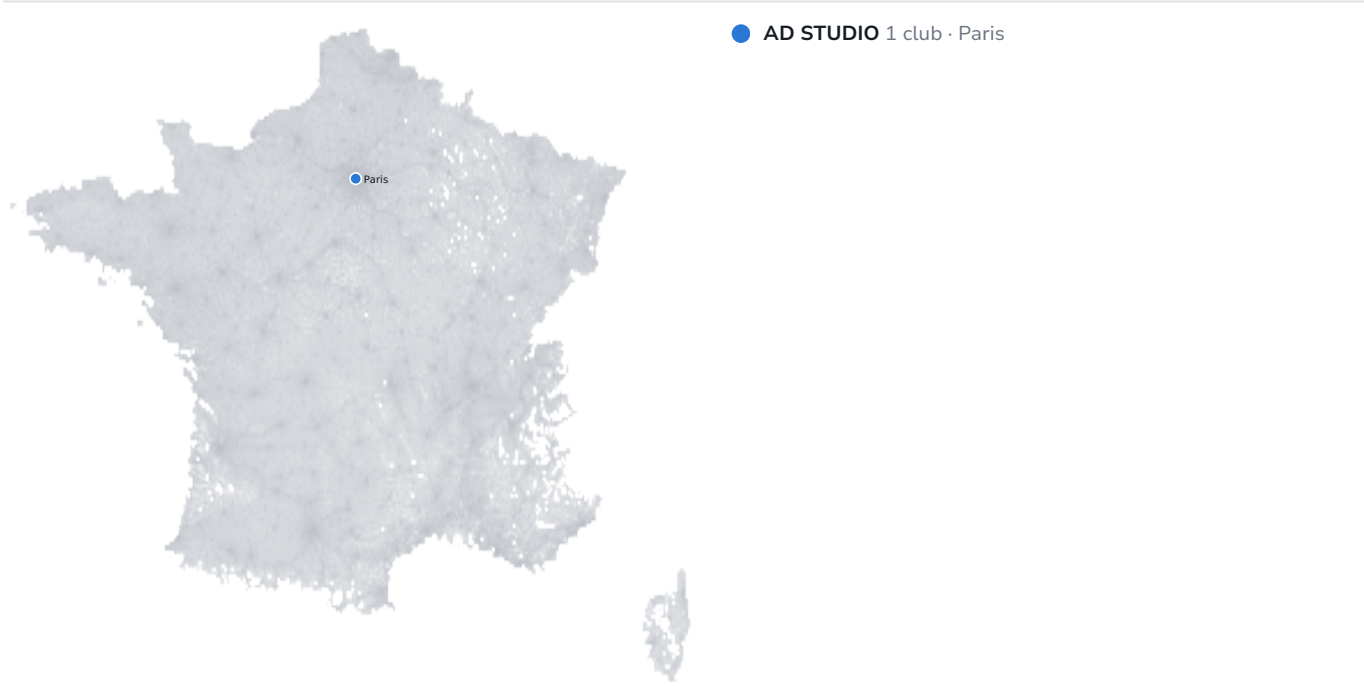
Paris

opened 2026–2026

accounts

No keyed accounts in INPI's feed for this company.

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION		CAPTURE	
			GYMS WITHIN, OPENING → TODAY		PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
PAIN STUDIO	Paris 75002	2026	11 → 11	89 → 89	3,583 → 3,573	7,355 → 7,309

Competition: genuine gym floors within the ring, by registry opening date. Capture: residents and workers the gravity model assigns to this floor against every competitor within 3 km, demand at its 2021 vintage.

LEGAL IDENTITY — INSEE Sirene

Legal name	AD STUDIO
SIREN	105660062
Founded	2026-05-28
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	Alexia DELPLA (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	not stated in any filing
Years filed	0 of the last 0 on record
Debt falling due	not filed — the maturity table is a complete-regime page
Confidentiality	never invoked — every filed income statement is public
Ownership changes	not tracked — officers are a snapshot at each data refresh, not a filing history; France also closed the beneficial-ownership registry to public access in July 2024

RISK FLAGS — from the accounts

Nothing to test — no accounts on file.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 1 clubs

No keyed accounts in INPI's feed — a young company or a non-filer.

PAIN STUDIO Paris

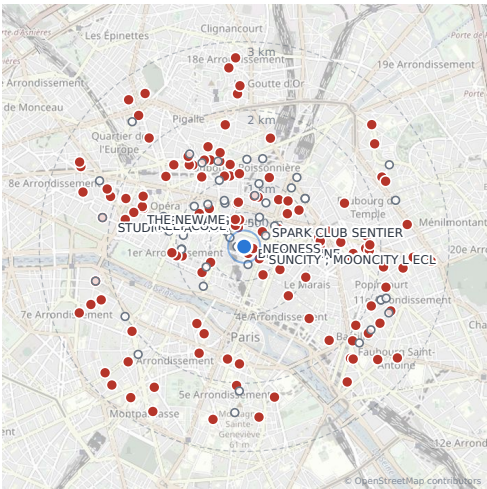
49 RUE GRENETA 75002 PARIS · opened 2026-09-08 · SIRET 10566006200024

CHANGE SINCE OPENING — 2026 → today

	AT OPENING	TODAY	CHANGE
Location score	55.9	55.8	-0.1
Gyms within 1 km	30	30	0
Gyms within 2 km	89	89	0
Competition weight, 2 km	90.59	90.19	0%
Capture, 2 km	7,355	7,309	-1%
Saturation, 2 km vs national baseline	+207%	+216%	+9 pts

Competitor field as it stood on 2026-09-08 against today's; demand at its 2021 vintage at both dates. Red is a move against the club of five score points, two gym floors or a quarter of the measure; green the reverse.

WITHIN 3 KM TODAY



129 gym floors, 48 other sports sites. Rings at 500 m, 1, 2 and 3 km.

SCORE TODAY — seven parameters, five measured at 500 m and 2 km

PARAMETER	WHERE	MEASURED	SCORE	HOW IT WAS ARRIVED AT
Catchment weight 20%	100	500 m	51,278 people	100 14,978 aged 18-64 + 36,300 workers = 51,278 over 0.79 km2 = 65,289/km2
		2 km	678,899 people	100 172,281 aged 18-64 + 506,618 workers = 678,899 over 12.57 km2 = 54,025/km2
Competition weight 15%	0	500 m	10.30 wt	0 10 genuine gym floors and 7 other sports sites within 500 m, weighted by substitutability and price tier
		2 km	90.19 wt	0 88 genuine gym floors and 45 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	73	500 m	3,573 people	84 1,490 residents + 2,083 workers, demand within 500 m against every competitor within 3 km
		2 km	7,309 people	66 2,581 residents + 4,727 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0	500 m	LQ 4.37	0 10 clubs / 20,772 residents = 48.14 per 100k against 11.01 nationally
		2 km	LQ 3.16	0 88 clubs / 253,196 residents = 34.76 per 100k against 11.01 nationally
Fit weight 10%	—	unit	not measured	— no floor area recorded for this unit
Rental weight 10%	—	unit	not measured	— no rent or no floor area recorded
Income weight 10%	100	500 m	1.47×	100 32,815 EUR against 22,380 nationally, median of 16 IRIS within 500 m
		2 km	1.56×	100 34,930 EUR against 22,380 nationally, median of 169 IRIS within 2 km

NEAREST GYMS — 129 within 3 km; ▲ opened after 2026

0.11	BLUE MARINE 2013	0.13	NEONESS Neoneess 2016
0.28	SUNCITY ; MOONCITY L ECLIPSE 2004	0.29	STUDIO REAUMUR 2020
0.34	KEEP COOL Keepcool 2013	0.34	SPARK CLUB SENTIER 2026
0.4	MY BIG BANG My Big Bang 2017	0.42	THE NEW ME The New Me 2024
... and 121 more within 3 km.			

ACCESS — straight-line, GTFS

Metro	Etienne Marcel — 191 m
Bus	Turbigo - Etienne Marcel — 145 m
Footfall	ETIENNE MARCEL — 182 m, 1,871,999 validations/yr RATP
Shops	261 within 150 m INSEE BPE