

# HEAT

1 club operated · SORBIERS · company founded 2026-06-08

1

club

Sorbiers

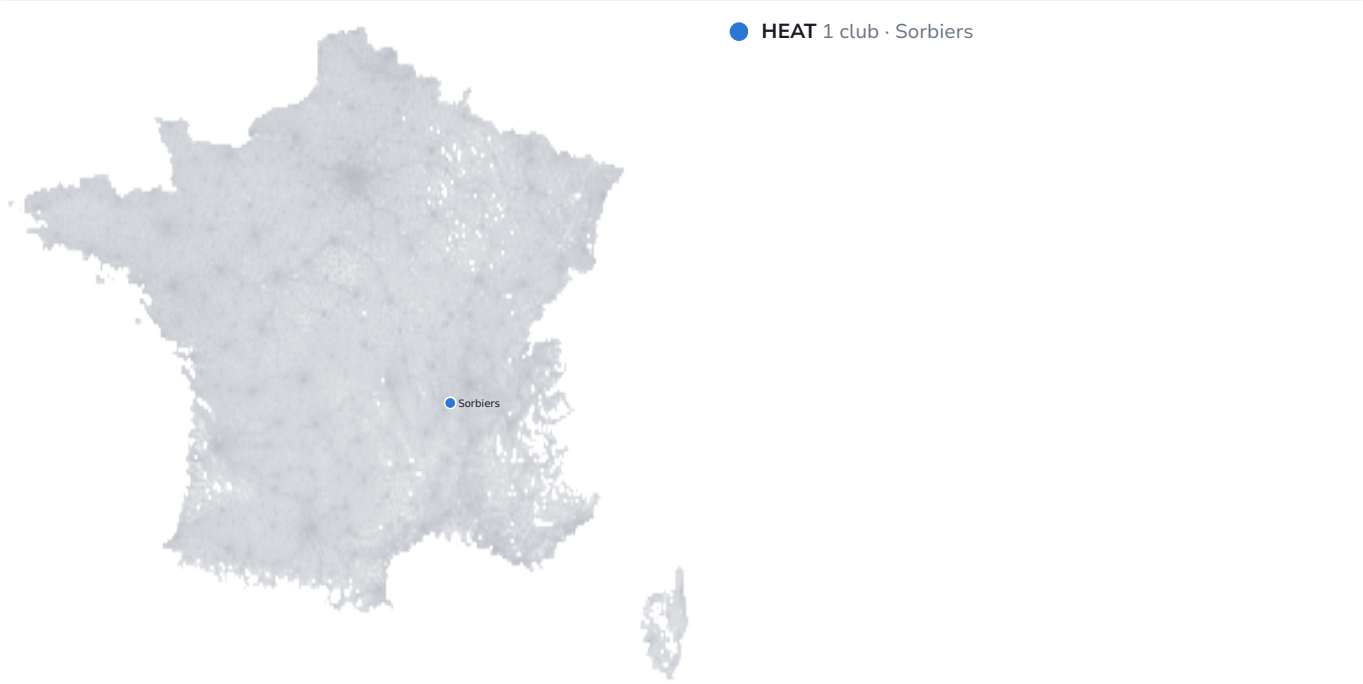
opened 2026–2026

—

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          |
| HEAT | Sorbiers<br>42290 | 2026   | 2 → 2                        | 3 → 3 | 1,104 → 1,104           | 5,826 → 5,826 |

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 | HEAT                                                                     |
| SIREN      | 106122872                                                                |
| Founded    | 2026-06-08                                                               |
| Activity   | 93.13Z NAF/APE code                                                      |
| Employees  | NN Sirene band                                                           |
| Officers   | Kamélia MATLAYA (ZERARI) (Directeur Général);<br>KNM2 (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.

# HEAT Sorbiers

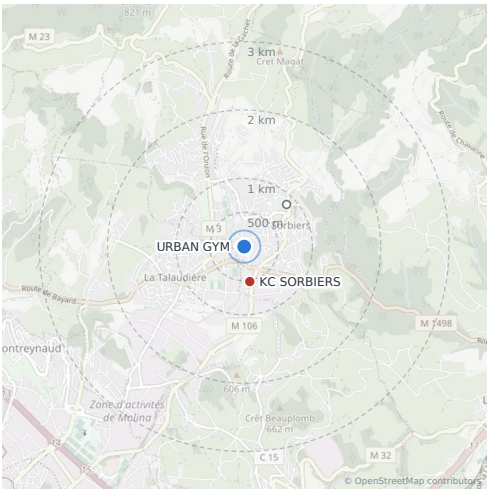
9 RUE DE L'INDUSTRIE 42290 SORBIERS · opened 2026-06-08 · SIRET 10612287200018

## CHANGE SINCE OPENING — 2026 → today

|                                       | AT OPENING | TODAY | CHANGE |
|---------------------------------------|------------|-------|--------|
| Location score                        | 61.5       | 61.2  | -0.3   |
| Gyms within 1 km                      | 3          | 3     | 0      |
| Gyms within 2 km                      | 3          | 3     | 0      |
| Competition weight, 2 km              | 2.10       | 2.10  | 0%     |
| Capture, 2 km                         | 5,826      | 5,826 | 0%     |
| Saturation, 2 km vs national baseline | +30%       | +33%  | +4 pts |

Competitor field as it stood on 2026-06-08 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



2 gym floors, 1 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%   | 42 500 m | 1,827 people  | 48    | 1,013 aged 18-64 + 814 workers = 1,827 over 0.79 km2 = 2,327/km2                                                                  |
|                        | 2 km     | 12,807 people | 38    | 7,447 aged 18-64 + 5,360 workers = 12,807 over 12.57 km2 = 1,019/km2                                                              |
| Competition weight 15% | 64 500 m | 1.00 wt       | 58    | 1 genuine gym floor and 0 other sports sites within 500 m, weighted by substitutability and price tier                            |
|                        | 2 km     | 2.10 wt       | 69    | 2 genuine gym floors and 1 other sports site within 2 km, weighted by substitutability and price tier                             |
| Capture weight 20%     | 54 500 m | 1,104 people  | 49    | 794 residents + 310 workers, demand within 500 m against every competitor within 3 km                                             |
|                        | 2 km     | 5,826 people  | 56    | 4,524 residents + 1,303 workers, demand within 2 km against every competitor within 3 km                                          |
| Saturation weight 15%  | 83 500 m | not measured  | —     | catchment of 1,824 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 5.0 LQ |
|                        | 2 km     | LQ 1.33       | 83    | 2 clubs / 13,645 residents = 14.66 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%      | 77 500 m | 1.02×         | 74    | 22,880 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)                                          |
|                        | 2 km     | 1.04×         | 79    | 23,200 EUR against 22,380 nationally, median of 5 IRIS within 2 km                                                                |

## NEAREST GYMS — 2 within 3 km; ▲ opened after 2026

|                     |                                |
|---------------------|--------------------------------|
| 0.07 URBAN GYM 2011 | 0.52 KC SORBIERS Keepcool 2020 |
|---------------------|--------------------------------|

## ACCESS — straight-line, GTFS

|          |                                                                |
|----------|----------------------------------------------------------------|
| Tram     | TECHNOPOLE — 4618 m                                            |
| Bus      | LA VAURE — 311 m                                               |
| Footfall | Saint-Étienne La Terrasse — 5349 m, 135,932 travellers/yr SNCF |
| Shops    | 4 within 150 m INSEE BPE                                       |