

S.A.S. AYORA PILATES STUDIO

1 club operated · BEZIERS · company founded 2026-07-10

1

club

Beziers

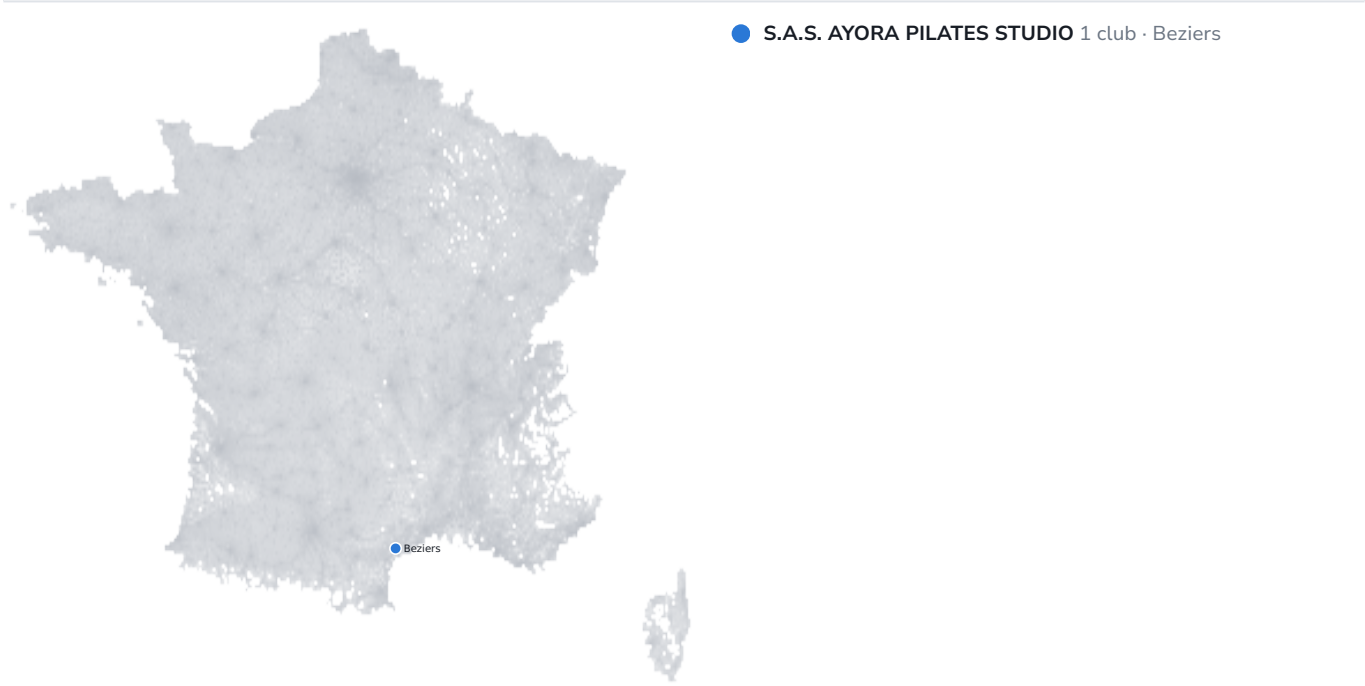
opened 2026–2026

—

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
S.A.S. AYORA PILATES STUDIO	Beziers 34500	2026	0 → 0	7 → 7	4,963 → 4,963	7,694 → 7,694

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	S.A.S. AYORA PILATES STUDIO
SIREN	107506396
Founded	2026-07-10
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	Maiwene COUDRON (Président de SAS); Mathieu ROCAGEL (Directeur Général)

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.

S.A.S. AYORA PILATES STUDIO Beziers

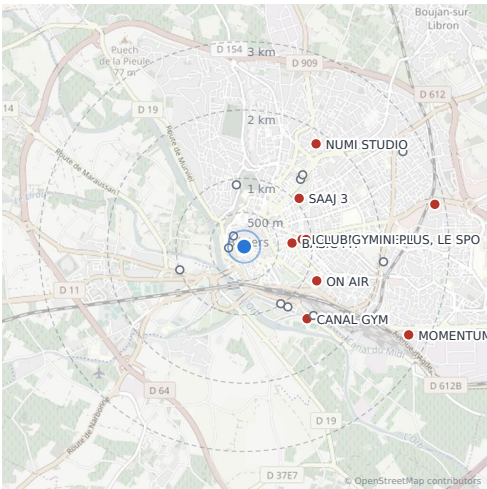
2 PLACE DES TROIS SIX 34500 BEZIERES · opened 2026-09-10 · SIRET 10750639600020

CHANGE SINCE OPENING — 2026 → today

	AT OPENING	TODAY	CHANGE
Location score	60	59.7	-0.3
Gyms within 1 km	3	3	0
Gyms within 2 km	7	7	0
Competition weight, 2 km	9.10	9.10	0%
Capture, 2 km	7,694	7,694	0%
Saturation, 2 km vs national baseline	+45%	+49%	+4 pts

Competitor field as it stood on 2026-09-10 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



10 gym floors, 11 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%	500 m	7,509 people	77	4,010 aged 18-64 + 3,499 workers = 7,509 over 0.79 km2 = 9,561/km2
	2 km	38,636 people	59	23,279 aged 18-64 + 15,357 workers = 38,636 over 12.57 km2 = 3,075/km2
Competition weight 15%	500 m	0.60 wt	71	0 genuine gym floors and 2 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	9.10 wt	36	7 genuine gym floors and 9 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	500 m	4,963 people	94	2,941 residents + 2,023 workers, demand within 500 m against every competitor within 3 km
	2 km	7,694 people	68	5,124 residents + 2,570 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	500 m	not measured	—	catchment of 6,936 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.3 LQ
	2 km	LQ 1.49	75	7 clubs / 42,624 residents = 16.42 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%	500 m	0.60×	0	13,530 EUR against 22,380 nationally, median of 3 IRIS within 500 m
	2 km	0.64×	0	14,300 EUR against 22,380 nationally, median of 16 IRIS within 2 km

NEAREST GYMS — 10 within 3 km; ▲ opened after 2026

0.7	BASIC FIT Basic-Fit	0.86	L'ORANGE BLEUE L'Orange Bleue 2015
0.91	CLUB GYMINI PLUS, LE SPORT EN FAMILLE 2021	1.07	SAAJ 3 Keepcool 2010
1.18	ON AIR On Air 2024	1.4	CANAL GYM 2019
1.84	NUMI STUDIO 2026	2.73	MOMENTUM GYM 2026
... and 2 more within 3 km.			

ACCESS — straight-line, GTFS

Rail	Béziers — 817 m
Bus	Mairie — 61 m
Footfall	Béziers — 817 m, 1,693,346 travellers/yr SNCF
Shops	66 within 150 m INSEE BPE