

1club

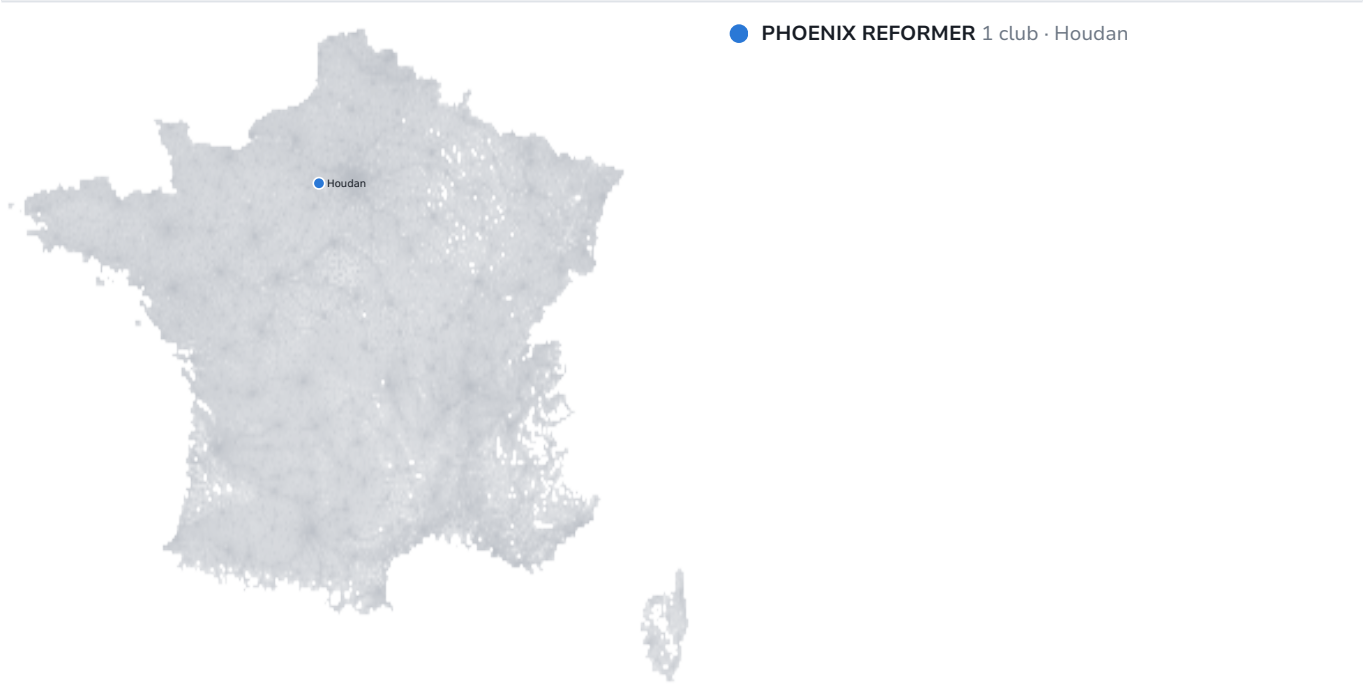
Houdan

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
EQUILIBRIUM HOUDAN	Houdan 78550	2026	2 → 2	2 → 2	297 → 295	2,696 → 2,251

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		FILING & CAPITAL — INPI RNE	
Legal name	PHOENIX REFORMER	Registered capital	not stated in any filing
SIREN	109826172	Years filed	0 of the last 0 on record
Founded	2026-08-28	Debt falling due	not filed — the maturity table is a complete-regime page
Activity	93.11Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	NN Sirene band	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
Officers	A&J CORPORATE (Président de SAS)		

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.

EQUILIBRIUM HOUDAN Houdan

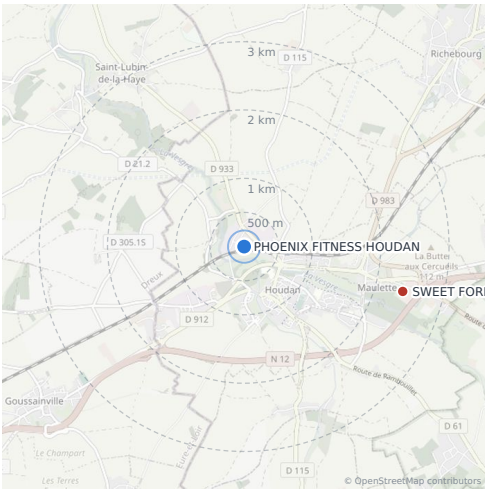
28 RUE DES GARENNES 78550 HOUDAN · opened 2026-08-28 · SIRET 10982617200016

CHANGE SINCE OPENING — 2026 → today

	AT OPENING	TODAY	CHANGE
Location score	43.9	41.8	-2.1
Gyms within 1 km	2	2	0
Gyms within 2 km	2	2	0
Competition weight, 2 km	1	1.40	+40%
Capture, 2 km	2,696	2,251	-17%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2026-08-28 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, 0 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%	21 500 m	571 people	25	40 aged 18-64 + 532 workers = 571 over 0.79 km2 = 727/km2
	2 km	4,799 people	19	2,363 aged 18-64 + 2,436 workers = 4,799 over 12.57 km2 = 382/km2
Competition weight 15%	68 500 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	1.40 wt	76	1 genuine gym floor and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	13 500 m	295 people	10	33 residents + 262 workers, demand within 500 m against every competitor within 3 km
	2 km	2,251 people	16	1,412 residents + 839 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 66 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 136.6 LQ
	2 km	not measured	—	catchment of 4,018 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 2.3 LQ
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	1.10×	99	24,540 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	1.19×	100	26,735 EUR against 22,380 nationally, median of 2 IRIS within 2 km

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

0.0 PHOENIX FITNESS HOUDAN 2026	2.41 SWEET FORM - MON CLUB FITNESS 2019
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ACCESS — straight-line, GTFS

Rail	Houdan — 526 m
Bus	Les Toits de Houdan — 466 m
Footfall	HOUDAN — 612 m, 375,350 validations/yr RATP
Shops	4 within 150 m INSEE BPE