

B.C. DISTRIBUTION

1 club operated · CAEN · company founded 2001-11-29

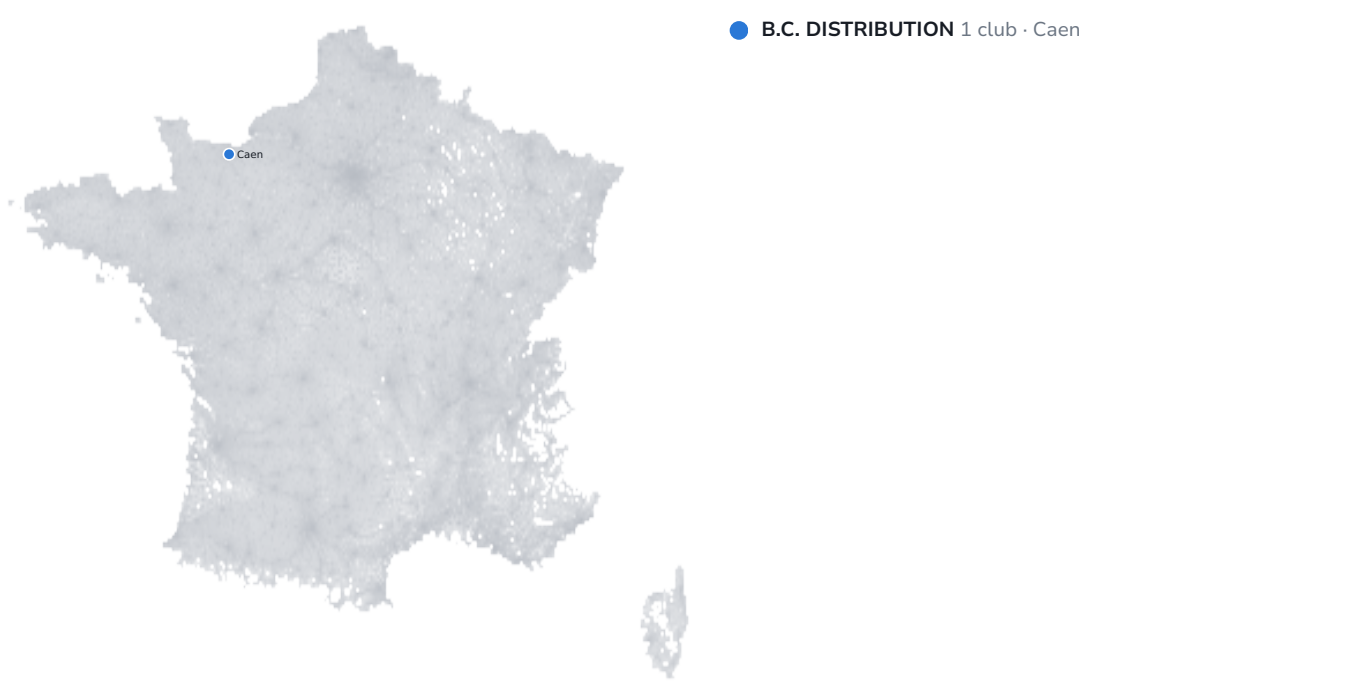
1
club

Caen
opened 2008–2008

€71,931
EBITDA 2018

revenue €477,472 · net €13,208
equity €435,759 · financial debt €70,676 · cash €6,424

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION GYMS WITHIN, OPENING → TODAY		CAPTURE PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
ELANCIA	Caen 14000	2008	0 → 3	2 → 8	9,152 → 3,523	41,243 → 11,779

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	B.C. DISTRIBUTION
SIREN	440618908
Founded	2001-11-29
Activity	93.13Z NAF/APE code
Employees	03 Sirene band
Officers	M2 GASOLINE (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	€8,000
Years filed	1 of the last 1 on record — 1 complete
Debt falling due	€100,804 within a year · €47,367 in one to five against cash of €6,424
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 flagged.

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

YEAR	REVENUE	EBITDA	MARGIN	OPERATING	NET	EQUITY	FIN. DEBT	CASH	STAFF COST	EXT. CHARGES	FTE
2018	€477,472	€71,931	15%	€10,057	€13,208	€435,759	€70,676	€6,424	€64,782	€336,117	—

EBITDA derived from the filed income statement; rent sits inside external charges; "withheld" is an L.232-25 confidentiality declaration.

ELANCIA Caen

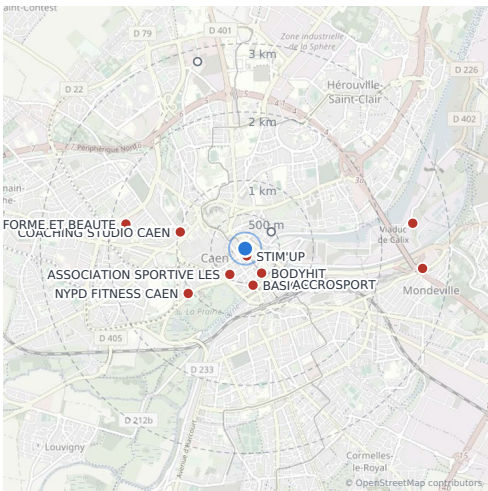
17 AVENUE DU 6 JUIN 14000 CAEN · opened 2008-10-03 · SIRET 44061890800048

CHANGE SINCE OPENING — 2008 → today

	AT OPENING	TODAY	CHANGE
Location score	90	72.1	-17.9
Gyms within 1 km	1	6	+5
Gyms within 2 km	2	8	+6
Competition weight, 2 km	1.60	7.60	+375%
Capture, 2 km	41,243	11,779	-71%
Saturation, 2 km vs national baseline	-62%	+51%	+114 pts

Competitor field as it stood on 2008-10-03 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, 2 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	11,654 people	85	3,729 aged 18-64 + 7,925 workers = 11,654 over 0.79 km2 = 14,838/km2
	2 km	77,413 people	72	30,038 aged 18-64 + 47,374 workers = 77,413 over 12.57 km2 = 6,160/km2
Competition weight 15%	500 m	3.20 wt	12	3 genuine gym floors and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	7.60 wt	40	8 genuine gym floors and 1 other sports site within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	500 m	3,523 people	84	1,432 residents + 2,091 workers, demand within 500 m against every competitor within 3 km
	2 km	11,779 people	86	5,407 residents + 6,372 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	500 m	not measured	—	catchment of 5,566 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.6 LQ
	2 km	LQ 1.51	74	8 clubs / 46,685 residents = 17.14 per 100k against 11.32 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	1.12×	100	25,085 EUR against 22,380 nationally, median of 2 IRIS within 500 m
	2 km	1.08×	93	24,135 EUR against 22,380 nationally, median of 26 IRIS within 2 km

NEAREST GYMS — 10 within 3 km; ▲ opened after 2008

0.11 ▲ STIM'UP 2022	0.43 ▲ BODYHIT Bodyhit 2022
0.44 ▲ ASSOCIATION SPORTIVE LES JACOBINS - ASLJ 2019	0.55 BASIC FIT Basic-Fit
0.76 ▲ ACCROSPORT ACCROSPORT 2014	0.98 ▲ COACHING STUDIO CAEN 2026
1.06 ▲ NYPD FITNESS CAEN 2026	1.78 FORME ET BEAUTE 2008
... and 2 more within 3 km.	

ACCESS — straight-line, GTFS

Tram	Bernieres — 30 m
Bus	Place Courtonne — 162 m
Footfall	Caen — 982 m, 4,255,508 travellers/yr SNCF
Shops	68 within 150 m INSEE BPE

au 2026-10-18) · DILA, BODACC (annonces commerciales, au 2026-10-18) · Ministère des Sports, Data ES (2026-10-17) · INSEE, Filosofi 2021 (carreaux 200 m, IRIS) et BPE 2025 · IGN, Contours IRIS 2026 · OpenStreetMap contributors (ODbL). Licence Ouverte / Etalab 2.0 sauf mention contraire.