

FITMOOVE

1 club operated · FIRMINY · company founded 2007-07-17

1 club

Firminy
opened 2007–2007

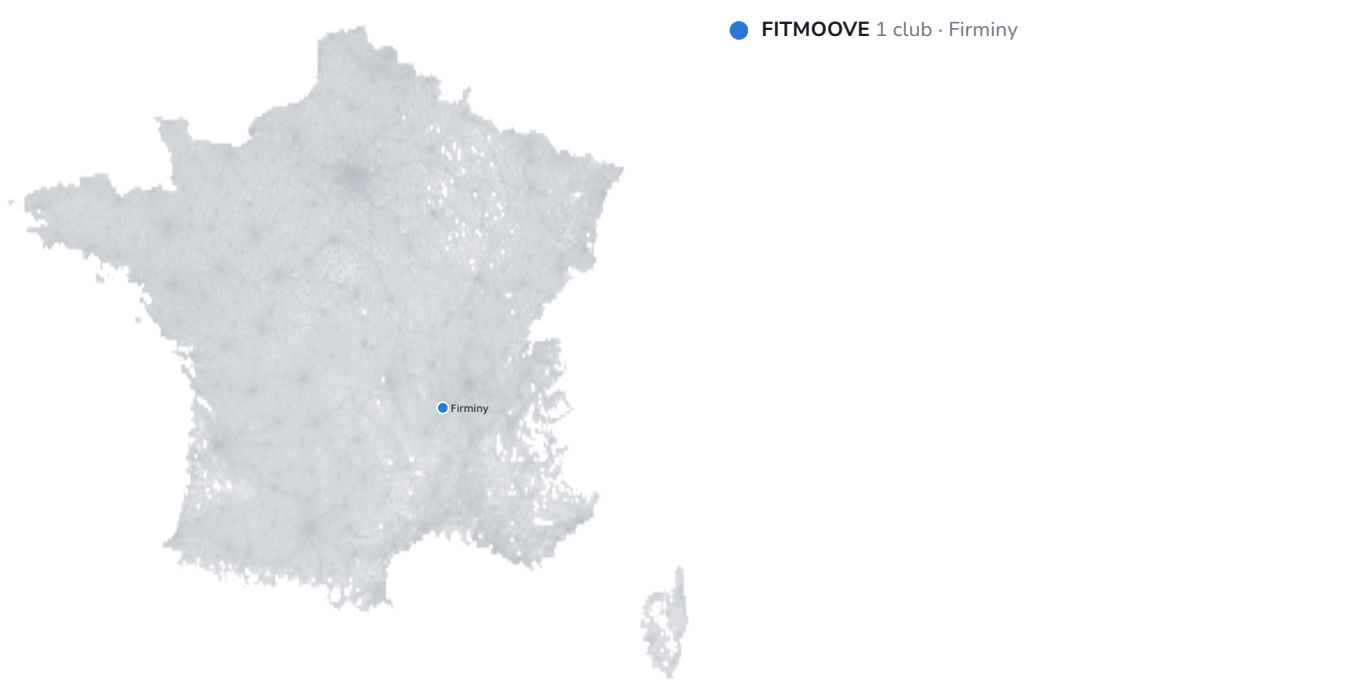
€31,880

EBITDA 2022

revenue €306,230 · net €3,732

equity €11,280 · financial debt €99,239 · cash €13,267

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
FITMOOVE	Firminy 42700	2007	0 → 2	1 → 7	1,383 → 524	18,986 → 3,161

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	FITMOOVE	Registered capital	€7,500
SIREN	499261147	Years filed	7 of the last 7 on record — 7 complete
Founded	2007-07-17	Debt falling due	not filed — the maturity table is a complete-regime page
Activity	93.13Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	01 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	NADIR BENKROUIDEM (Gérant); VANESSA ROUME (ROUME) (Gérant)		

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
2022	€306,230	€31,880	10%	€7,920	€3,732	€11,280	€99,239	€13,267	€103,820	€162,798	—
2021	€145,671	€-24,289	-17%	€-46,688	€-50,224	€7,548	€86,636	€81,038	€68,691	€157,802	—
2020	€309,970	€-24,528	-8%	€-34,367	€-36,887	€57,773	€108,714	€93,361	€121,793	€182,631	—
2019	€384,340	€-2,616	-1%	€-33,133	€-39,777	€94,660	€130,408	€15,244	€166,928	€184,905	—
2018	€428,439	€52,630	12%	€18,865	€1,722	€134,437	€57,759	€18,203	€182,135	€156,115	—
2017	€444,578	€58,718	13%	€17,337	€16,204	€132,714	€68,101	€31,264	€187,784	€153,217	—
2016	€468,517	€87,559	19%	€15,856	€14,107	€116,510	€100,179	€32,680	€178,111	€154,118	—

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

FITMOOVE Firminy

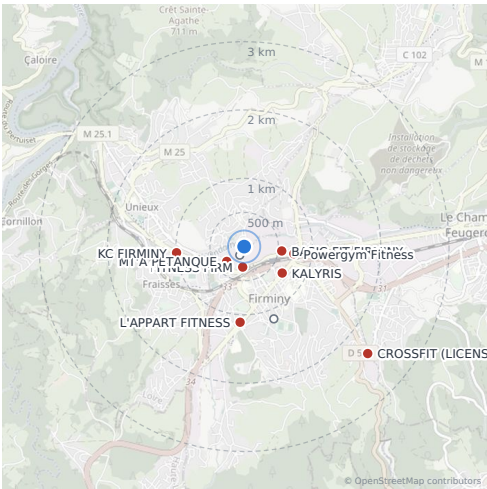
RUE COLONEL RIEZ 42700 FIRMINY · opened 2007-07-17 · SIRET 49926114700015

CHANGE SINCE OPENING — 2007 → today

	AT OPENING	TODAY	CHANGE
Location score	71.6	34.7	-36.9
Gyms within 1 km	1	6	+5
Gyms within 2 km	1	7	+6
Competition weight, 2 km	0.60	6.80	+1033%
Capture, 2 km	18,986	3,161	-83%
Saturation, 2 km vs national baseline	-64%	+150%	+214 pts

Competitor field as it stood on 2007-07-17 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



8 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%	47 500 m	1,557 people	45	523 aged 18-64 + 1,034 workers = 1,557 over 0.79 km2 = 1,982/km2
	2 km	21,990 people	48	13,430 aged 18-64 + 8,560 workers = 21,990 over 12.57 km2 = 1,750/km2
Competition weight 15%	37 500 m	2.20 wt	29	2 genuine gym floors and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	6.80 wt	43	7 genuine gym floors and 2 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	29 500 m	524 people	27	258 residents + 266 workers, demand within 500 m against every competitor within 3 km
	2 km	3,161 people	30	2,391 residents + 771 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	25 500 m	not measured	—	catchment of 1,047 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 8.4 LQ
	2 km	LQ 2.50	25	7 clubs / 24,766 residents = 28.26 per 100k against 11.31 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%	32 500 m	0.95×	51	21,350 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.86×	20	19,245 EUR against 22,380 nationally, median of 12 IRIS within 2 km

NEAREST GYMS — 8 within 3 km; ▲ opened after 2007

0.3 ▲ FITNESS FIRM 2025	0.34 ▲ MT'A PETANQUE 2026
0.56 BASIC-FIT FIRMINY Basic-Fit	0.68 ▲ KALYRIS 2026
0.74 ▲ Powergym Fitness 2010	0.99 ▲ KC FIRMINY Keepcool 2018
1.11 ▲ L'APPART FITNESS L'Appart Fitness 2019	2.39 ▲ CROSSFIT (LICENSED BOX) CrossFit (licensed box) 2024

ACCESS — straight-line, GTFS

Rail	Firminy — 460 m
Bus	LE SABLAT — 114 m
Footfall	Firminy — 460 m, 253,070 travellers/yr SNCF
Shops	0 within 150 m INSEE BPE