

MADNESS'FIT (MADNESS'FIT)

1 club operated · ENTRAIGUES-SUR-LA-SORGUE · company founded 2009-06-24

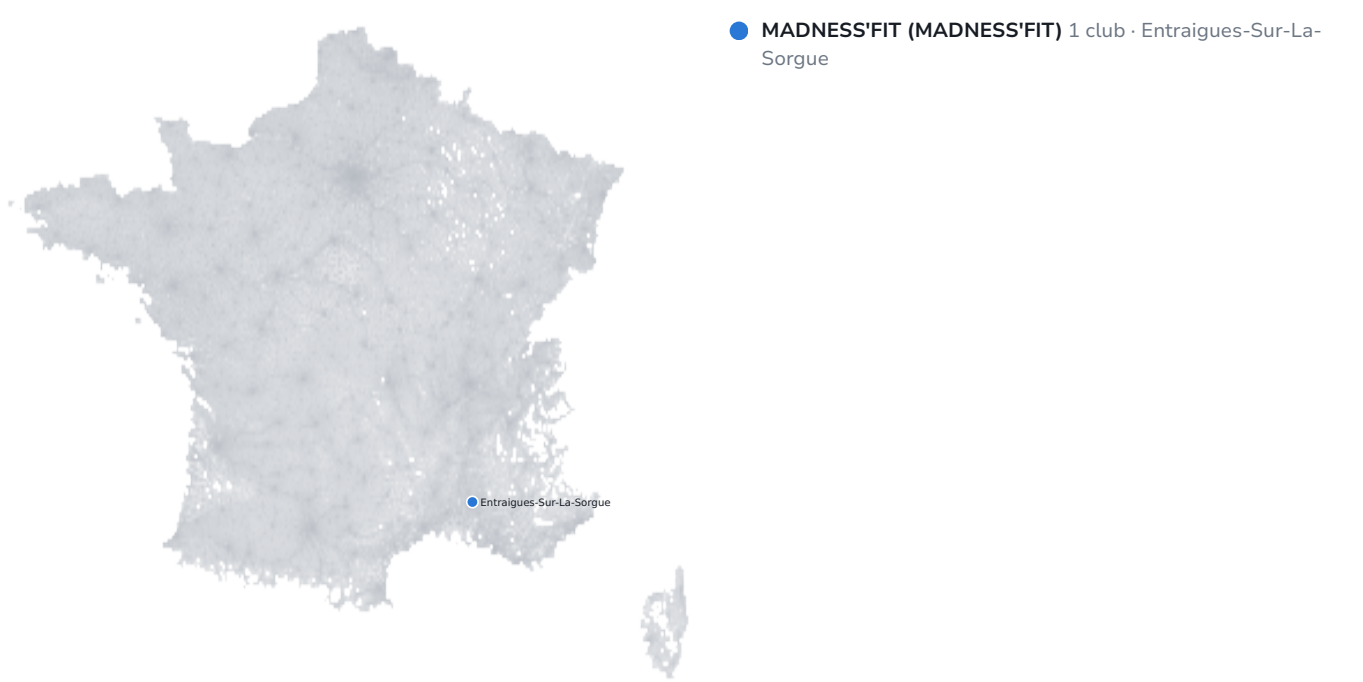
1
club

Entraigues-Sur-La-Sorgue
opened 2014–2014 · 1 closed

€-39,398
EBITDA 2020

revenue €211,755 · net €7,024
equity €125,142 · financial debt €56,086 · cash €70,428 · 1 risk flag

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
MADNESS'FIT	Entraigues-Sur-La-Sorgue 84320	2014	1 → 2	1 → 4	1,417 → 678	13,127 → 3,751

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. Closed establishments on this company: YAKHA SPORT (Entraigues-Sur-La-Sorgue).

LEGAL IDENTITY — INSEE Sirene

Legal name	MADNESS'FIT (MADNESS'FIT)
SIREN	513392787
Founded	2009-06-24
Activity	93.13Z NAF/APE code
Employees	03 Sirene band
Officers	T.C.B HOLD (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	€10,000
Years filed	1 of the last 1 on record — 1 simplified
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

▼ **high leverage** — 2020, debt €56,086 vs EBITDA €-39,398

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
2020	simplified	€211,755	€-39,398	-19%	€-4,419	€7,024	€125,142	€56,086	€70,428	€98,042	€144,896	3

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

MADNESS'FIT Entraigues-Sur-La-Sorgue

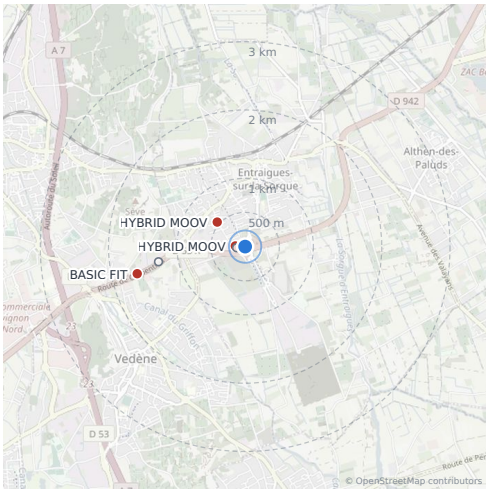
102 AVENUE DE LA MOINEAUDIERE 84320 ENTRAIGUES-SUR-LA-SORGUE · opened 2014-01-31 · SIRET 51339278700026

CHANGE SINCE OPENING — 2014 → today

	AT OPENING	TODAY	CHANGE
Location score	74.9	46.3	-28.6
Gyms within 1 km	1	3	+2
Gyms within 2 km	1	4	+3
Competition weight, 2 km	0.20	2.65	+1225%
Capture, 2 km	13,127	3,751	-71%
Saturation, 2 km vs national baseline	-100%	+134%	+234 pts

Competitor field as it stood on 2014-01-31 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



3 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%	40 500 m	1,650 people	46	336 aged 18-64 + 1,314 workers = 1,650 over 0.79 km2 = 2,101/km2
	2 km	11,063 people	35	6,722 aged 18-64 + 4,341 workers = 11,063 over 12.57 km2 = 880/km2
Competition weight 15%	62 500 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	2.65 wt	64	3 genuine gym floors and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	36 500 m	678 people	35	175 residents + 504 workers, demand within 500 m against every competitor within 3 km
	2 km	3,751 people	37	2,465 residents + 1,287 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	33 500 m	not measured	—	catchment of 570 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 15.9 LQ
	2 km	LQ 2.34	33	3 clubs / 11,666 residents = 25.72 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	1.04×	80	23,300 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	1.02×	75	22,920 EUR against 22,380 nationally, median of 3 IRIS within 2 km

NEAREST GYMS — 3 within 3 km; ▲ opened after 2014

0.14 ▲ HYBRID MOOV 2026	0.54 ▲ HYBRID MOOV 2026
1.63 ▲ BASIC FIT Basic-Fit 2024	

ACCESS — straight-line, GTFS

Rail	Entraigues-sur-la-Sorgue — 1331 m
Bus	Jean Moulin — 349 m
Footfall	Entraigues-sur-la-Sorgue — 1331 m, 88,316 travellers/yr SNCF
Shops	8 within 150 m INSEE BPE