

DYNAMIC GYM (DYNAMIC GYM)

3 clubs operated · PARTHENAY, BENET, AZAY-LE-BRULE · company founded 2009-08-01

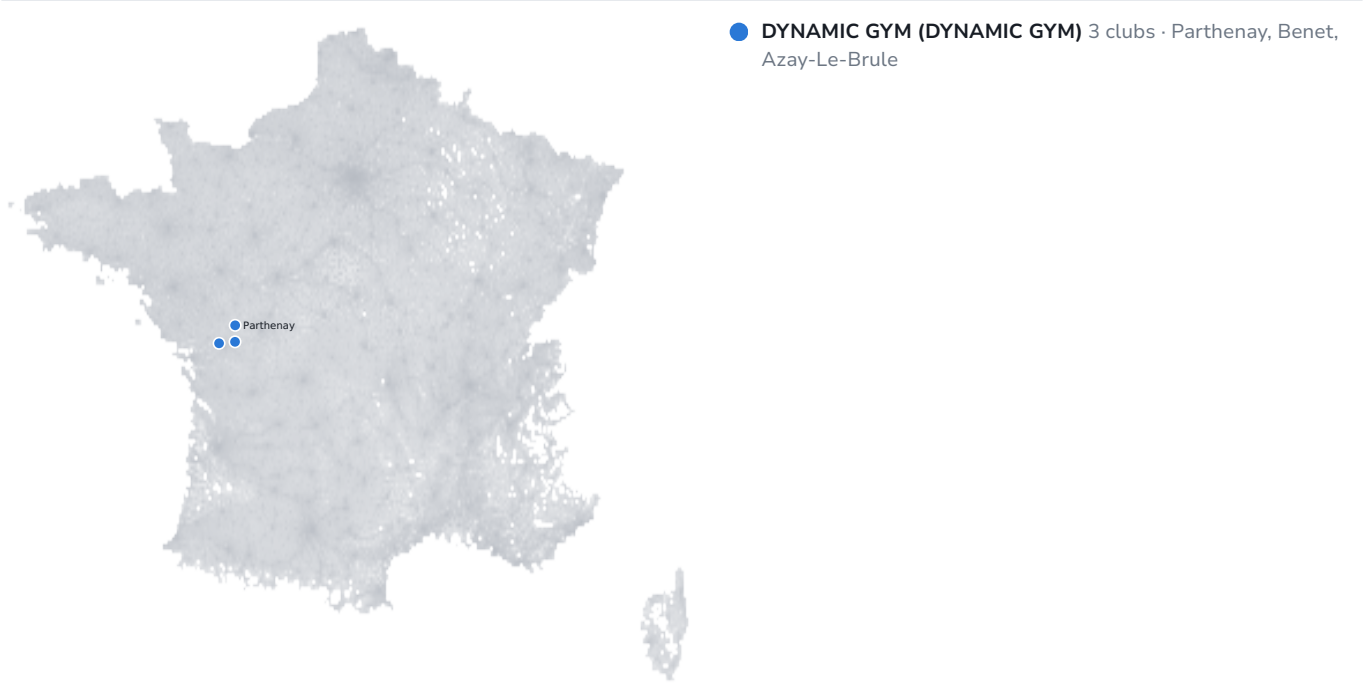
3
clubs

Parthenay, Benet, Azay-Le-Brule
opened 2015–2017

—

No keyed accounts in INPI's feed for this company.
accounts

WHERE THE CLUBS ARE — 3 clubs



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
DYNAMIC GYM	Benet 85490	2015	0 → 0	0 → 1	435 → 420	2,123 → 955
DYNAMIC GYM (DYNAMIC GYM)	Azay-Le-Brule 79400	2015	0 → 1	0 → 1	198 → 100	5,112 → 2,036
DYNAMIC GYM (DYNAMIC GYM)	Parthenay 79200	2017	0 → 0	1 → 1	1,378 → 1,378	7,604 → 7,604

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	DYNAMIC GYM (DYNAMIC GYM)	Registered capital	not stated in any filing
SIREN	513805663	Years filed	0 of the last 0 on record
Founded	2009-08-01	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	02 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	PASCAL JEAN-LOUIS CHRISTIAN MARIE (Gérant)		

RISK FLAGS — from the accounts

Nothing to test — no accounts on file.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 3 clubs

No keyed accounts in INPI's feed — a young company or a non-filer.

DYNAMIC GYM (DYNAMIC GYM) Azay-Le-Brule

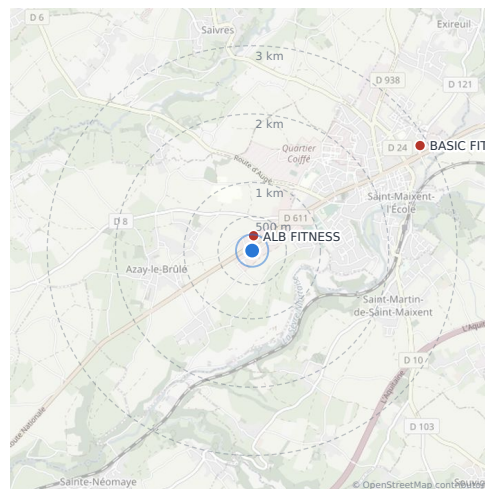
DR11 RUE DE L'HOMMERAIE 79400 AZAY-LE-BRULE · opened 2015-07-01 · SIRET 51380566300038

CHANGE SINCE OPENING — 2015 → today

	AT OPENING	TODAY	CHANGE
Location score	39.5	25.6	-13.9
Gyms within 1 km	0	1	+1
Gyms within 2 km	0	1	+1
Competition weight, 2 km	0	1	new
Capture, 2 km	5,112	2,036	-60%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2015-07-01 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%	10 500 m	198 people	3	0 aged 18-64 + 198 workers = 198 over 0.79 km ² = 251/km ²
	2 km	3,584 people	14	1,935 aged 18-64 + 1,648 workers = 3,584 over 12.57 km ² = 285/km ²
Competition weight 15%	72 500 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	1.00 wt	81	1 genuine gym floor and 0 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	7 500 m	100 people	0	0 residents + 100 workers, demand within 500 m against every competitor within 3 km
	2 km	2,036 people	11	1,423 residents + 612 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	no residents within this radius at all, so there is no density to compare — a real zero, not missing data
	2 km	not measured	—	catchment of 3,464 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 2.6 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%	27 500 m	0.88×	25	19,600 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.88×	28	19,760 EUR against 22,380 nationally, median of 3 IRIS within 2 km

NEAREST GYMS — 2 within 3 km; ▲ opened after 2015

0.22 ▲ **ALB FITNESS** 2016 2.9 ▲ **BASIC FIT** Basic-Fit 2023

ACCESS — straight-line, GTFS

Rail Saint-Maixent-L'École — **2234 m**
 Bus ROUTE DE NIORT — **1263 m**
 Footfall Saint-Maixent-L'École — 2234 m, 231,063 travellers/yr SNCF
 Shops 11 within 150 m INSEE BPE

DYNAMIC GYM Benet

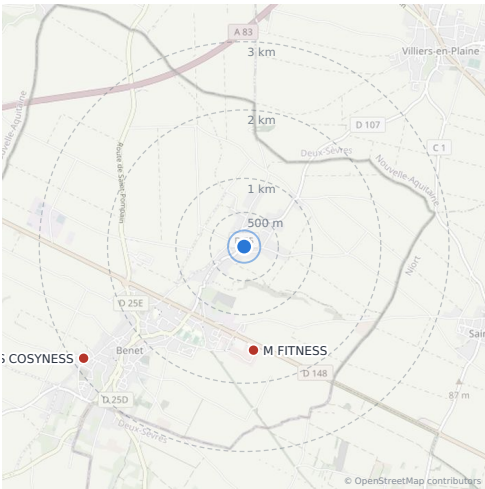
28 RUE DU PORT DE MORICQ 85490 BENET · opened 2015-01-01 · SIRET 51380566300020

CHANGE SINCE OPENING — 2015 → today

	AT OPENING	TODAY	CHANGE
Location score	41.9	36.7	-5.2
Gyms within 1 km	0	0	0
Gyms within 2 km	0	1	+1
Competition weight, 2 km	0	1	new
Capture, 2 km	2,123	955	-55%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2015-01-01 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%	4 500 m	271 people	10	271 aged 18-64 + 0 workers = 271 over 0.79 km2 = 345/km2
	2 km	1,341 people	0	954 aged 18-64 + 387 workers = 1,341 over 12.57 km2 = 107/km2
Competition weight 15%	88 500 m	0.00 wt	100	0 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	1.00 wt	81	1 genuine gym floor and 0 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	8 500 m	420 people	20	420 residents + 0 workers, demand within 500 m against every competitor within 3 km
	2 km	955 people	0	865 residents + 90 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 435 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 20.3 LQ
	2 km	not measured	—	catchment of 1,736 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 5.1 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%	82 500 m	1.05×	82	23,400 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	1.05×	82	23,400 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)

NEAREST GYMS — 2 within 3 km; ▲ opened after 2015

1.52 ▲ M FITNESS 2025 2.86 ▲ SAS COSYNESS 2019

ACCESS — straight-line, GTFS

Rail Niort — 11519 m
Bus Richebonne — 1216 m
Footfall Niort — 11519 m, 1,394,556 travellers/yr SNCF
Shops 0 within 150 m INSEE BPE

DYNAMIC GYM (DYNAMIC GYM) Parthenay

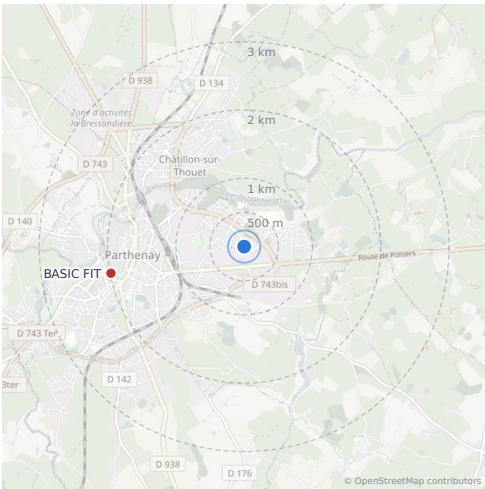
28 RUE BEETHOVEN 79200 PARTHENAY · opened 2017-10-01 · SIRET 51380566300046

CHANGE SINCE OPENING — 2017 → today

	AT OPENING	TODAY	CHANGE
Location score	58	58	0.0
Gyms within 1 km	0	0	0
Gyms within 2 km	1	1	0
Competition weight, 2 km	0.40	0.40	0%
Capture, 2 km	7,604	7,604	0%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2017-10-01 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



1 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%	33 500 m	1,044 people	37	340 aged 18-64 + 704 workers = 1,044 over 0.79 km2 = 1,329/km2
	2 km	8,660 people	30	4,109 aged 18-64 + 4,550 workers = 8,660 over 12.57 km2 = 689/km2
Competition weight 15%	94 500 m	0.00 wt	100	0 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	0.40 wt	91	1 genuine gym floor and 0 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	63 500 m	1,378 people	56	678 residents + 700 workers, demand within 500 m against every competitor within 3 km
	2 km	7,604 people	68	4,347 residents + 3,258 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 688 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 12.8 LQ
	2 km	not measured	—	catchment of 7,701 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.1 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%	44 500 m	0.93×	44	20,850 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.93×	44	20,850 EUR against 22,380 nationally, median of 3 IRIS within 2 km

NEAREST GYMS — 1 within 3 km; ▲ opened after 2017

1.99 BASIC FIT Basic-Fit

ACCESS — straight-line, GTFS

Bus Centre Commercial des Loges — 104 m
Shops 17 within 150 m INSEE BPE