

BLUE GYM

1 club operated · MARSEILLE 8 · company founded 2010-01-17

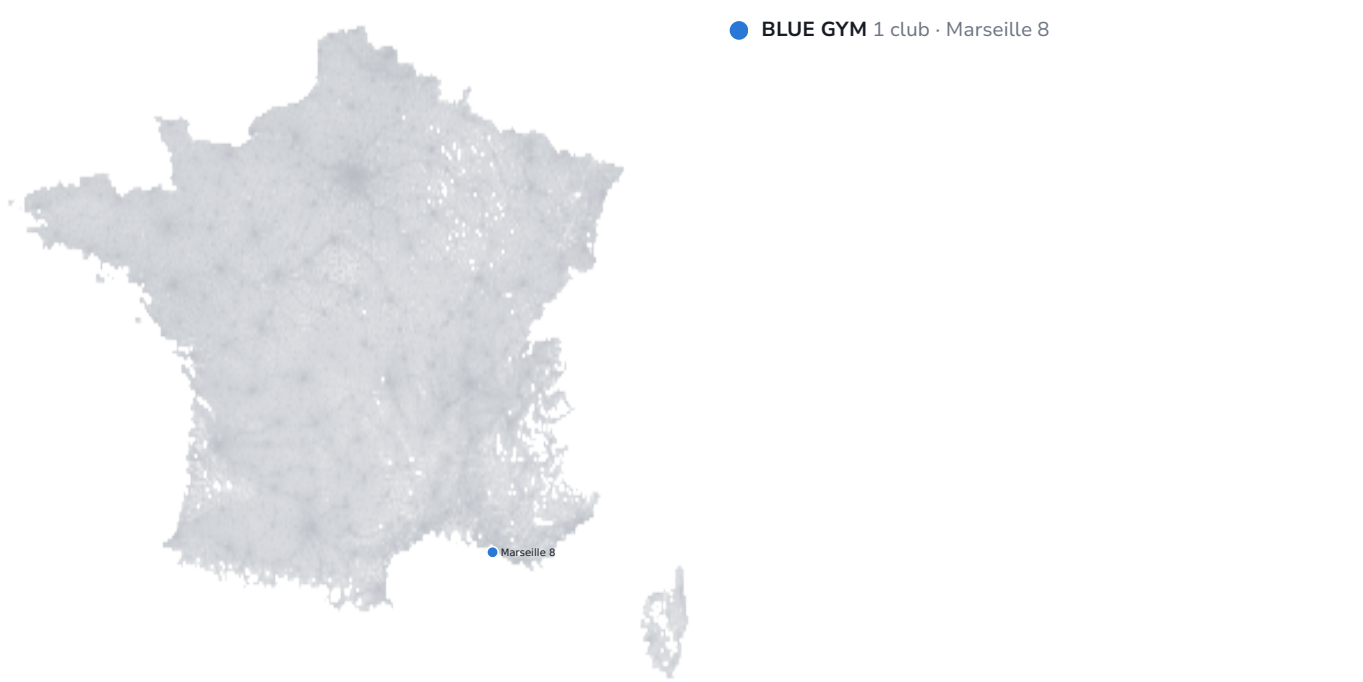
1 club

Marseille 8
opened 2010–2010

€7,569
EBITDA 2021

revenue €20,794 · net €9,937
equity €-86,045 · financial debt €2,572 · cash €25,532 · 2 risk flags

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
OPEN GYM	Marseille 8 13008	2010	1 → 1	2 → 4	3,192 → 2,808	8,943 → 4,881

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	BLUE GYM	Registered capital	€1,000
SIREN	518925615	Years filed	3 of the last 3 on record — 1 complete, 2 simplified
Founded	2010-01-17	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	THEO ALEXANDRE PIERRE AMBIANTI (Gérant)		

RISK FLAGS — from the accounts

- ▼ **negative equity** — 2021, €-86,045
- ▼ **revenue decline** — 2016 → 2021, -80%

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
2021	€20,794	€7,569	36%	€9,613	€9,937	€-86,045	€2,572	€25,532	€15,467	€65,641	—
2016 simplified	€101,573	€7,843	8%	€-6,180	€-7,409	€-48,642	€6,133	€981	€25,070	€65,062	2
2015 simplified	€175,845	€13,965	8%	€-10,455	€-22,910	€-41,234	€16,033	€71	€32,206	€121,069	2

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

OPEN GYM Marseille 8

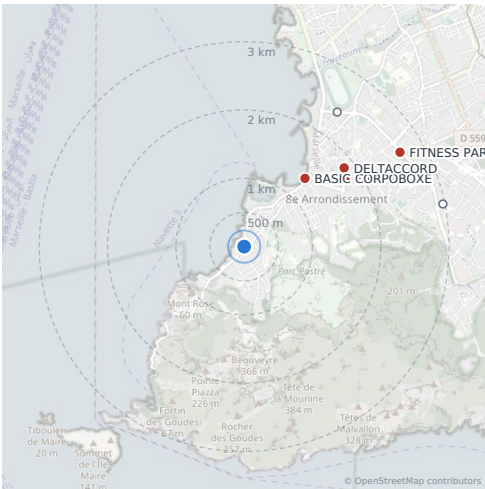
56 AV DE LA MADRAGUE DE MONTREDON 13008 MARSEILLE 8 · opened 2010-01-17 · SIRET 51892561500016

CHANGE SINCE OPENING — 2010 → today

	AT OPENING	TODAY	CHANGE
Location score	78.3	63.6	-14.7
Gyms within 1 km	1	1	0
Gyms within 2 km	2	4	+2
Competition weight, 2 km	0.40	2.70	+575%
Capture, 2 km	8,943	4,881	-45%
Saturation, 2 km vs national baseline	-42%	+79%	+121 pts

Competitor field as it stood on 2010-01-17 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



4 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	2,093 people	51	1,441 aged 18-64 + 652 workers = 2,093 over 0.79 km2 = 2,665/km2
	2 km	10,086 people	33	8,312 aged 18-64 + 1,774 workers = 10,086 over 12.57 km2 = 803/km2
Competition weight 15%	78 500 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	2.70 wt	64	3 genuine gym floors and 1 other sports site within 2 km, weighted by substitutability and price tier
Capture weight 20%	60 500 m	2,808 people	77	2,238 residents + 570 workers, demand within 500 m against every competitor within 3 km
	2 km	4,881 people	49	4,229 residents + 652 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	60 500 m	not measured	—	catchment of 2,610 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 3.5 LQ
	2 km	LQ 1.79	60	3 clubs / 15,194 residents = 19.75 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%	100 500 m	1.30×	100	29,100 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	1.28×	100	28,560 EUR against 22,380 nationally, median of 8 IRIS within 2 km

NEAREST GYMS — 4 within 3 km; ▲ opened after 2010

1.34 BASIC FIT Basic-Fit	1.79 ▲ CORPOBOXE 2024
1.86 ▲ DELTACCORD 2016	2.67 ▲ FITNESS PARK SUCCURSALES Fitness Park 2026

ACCESS — straight-line, GTFS

Tram	Parc Sévigné — 4439 m
Bus	Grotte Rolland — 10 m
Footfall	Marseille Saint-Charles — 7482 m, 17,863,802 travellers/yr SNCF
Shops	29 within 150 m INSEE BPE