

IFORME

1 club operated · SAINT-GREGOIRE · company founded 2011-06-01

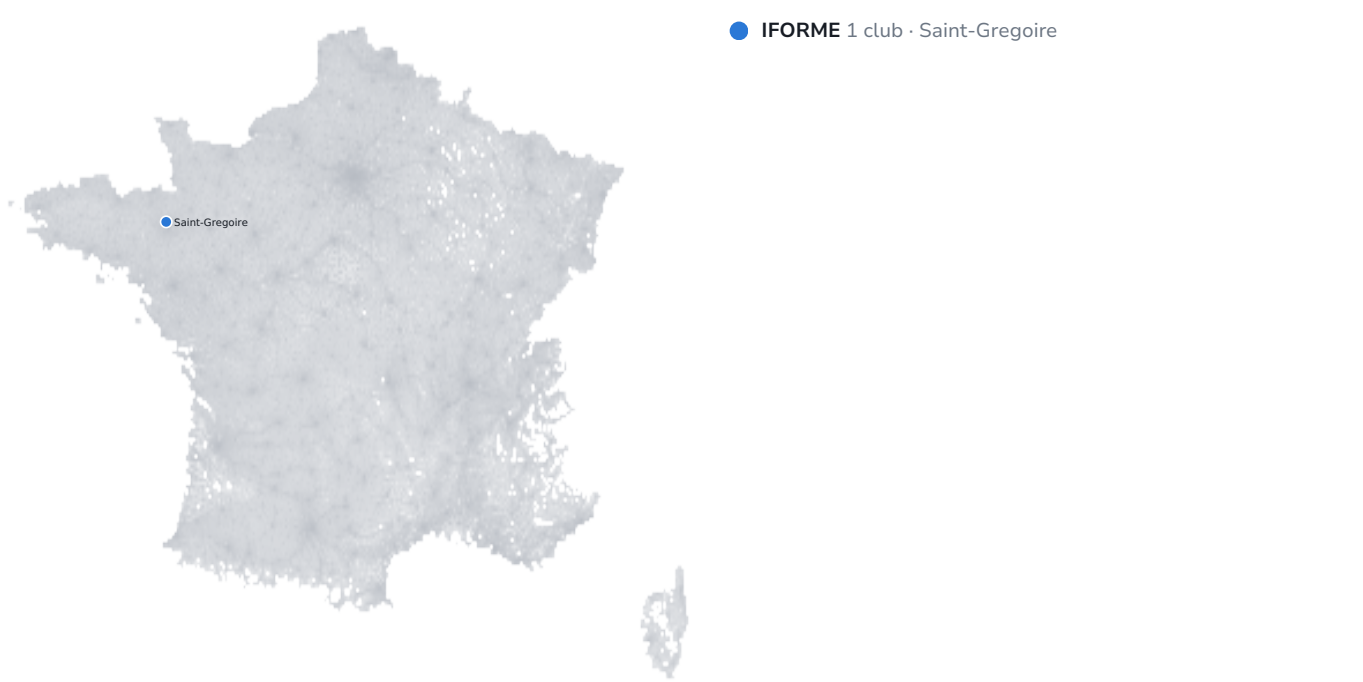
1
club

Saint-Gregoire
opened 2011–2011 · 1 closed

€-7,489
EBITDA 2018

**revenue €420,727 ·
net €-134,609**
equity €-111,646 · financial debt
€1,440,220 · cash €25,751 · 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
IFORME	Saint-Gregoire 35760	2011	1 → 2	1 → 3	2,642 → 1,567	7,451 → 2,978

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: LE STUDIO CYCLE (Rennes).

LEGAL IDENTITY — INSEE Sirene		FILING & CAPITAL — INPI RNE	
Legal name	IFORME	Registered capital	€40,000
SIREN	532787025	Years filed	1 of the last 1 on record — 1 complete
Founded	2011-06-01	Debt falling due	€1,604,185 within a year · €9,659 in one to five against cash of €25,751
Activity	93.13Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	03 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	SEBASTIEN COULON-RAYER (Gérant); ARNAUD DELAMARE (Gérant)		

RISK FLAGS — from the accounts

▼ **negative equity** — 2018, €-111,646

▼ **high leverage** — 2018, debt €1,440,220 vs EBITDA €-7,489

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	€420,727	€-7,489	-2%	€-48,958	€-134,609	€-111,646	€1,440,220	€25,751	€187,468	€221,832	—

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

IFORME Saint-Gregoire

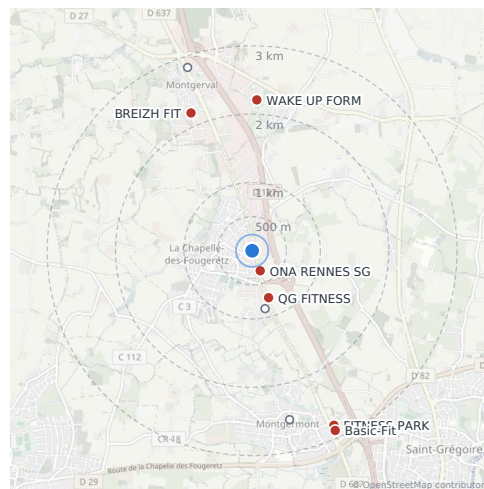
MERCIAL GRAND QUARTIER ROUTE DE SAINT-MALO 35760 SAINT-GREGOIRE · opened 2011-06-01 · SIRET 53278702500016

CHANGE SINCE OPENING — 2011 → today

	AT OPENING	TODAY	CHANGE
Location score	70.2	52.7	-17.5
Gyms within 1 km	1	3	+2
Gyms within 2 km	1	3	+2
Competition weight, 2 km	0	2.16	new
Capture, 2 km	7,451	2,978	-60%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2011-06-01 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



6 gym floors, 3 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	1,920 people	49	1,066 aged 18-64 + 853 workers = 1,920 over 0.79 km2 = 2,444/km2
	2 km	5,649 people	22	3,195 aged 18-64 + 2,454 workers = 5,649 over 12.57 km2 = 450/km2
Competition weight 15%	64 500 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	2.16 wt	68	2 genuine gym floors and 1 other sports site within 2 km, weighted by substitutability and price tier
Capture weight 20%	40 500 m	1,567 people	60	1,055 residents + 511 workers, demand within 500 m against every competitor within 3 km
	2 km	2,978 people	28	2,139 residents + 839 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 1,802 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 5.0 LQ
	2 km	not measured	—	catchment of 5,330 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.7 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%	100 500 m	1.14×	100	25,490 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	1.14×	100	25,490 EUR against 22,380 nationally, median of 1 IRIS within 2 km

NEAREST GYMS — 6 within 3 km; ▲ opened after 2011

0.32 ▲ ONA RENNES SG 2025	0.73 ▲ QG FITNESS 2024
2.21 ▲ BREIZH FIT L'Orange Bleue 2024	2.21 ▲ WAKE UP FORM Wake Up Form 2025
2.82 ▲ FITNESS PARK Fitness Park 2016	2.9 Basic-Fit Basic-Fit

ACCESS — straight-line, GTFS

Metro	J.F. Kennedy — 6415 m
Bus	La Brosse — 182 m
Footfall	Betton — 6594 m, 114,781 travellers/yr SNCF
Shops	20 within 150 m INSEE BPE

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