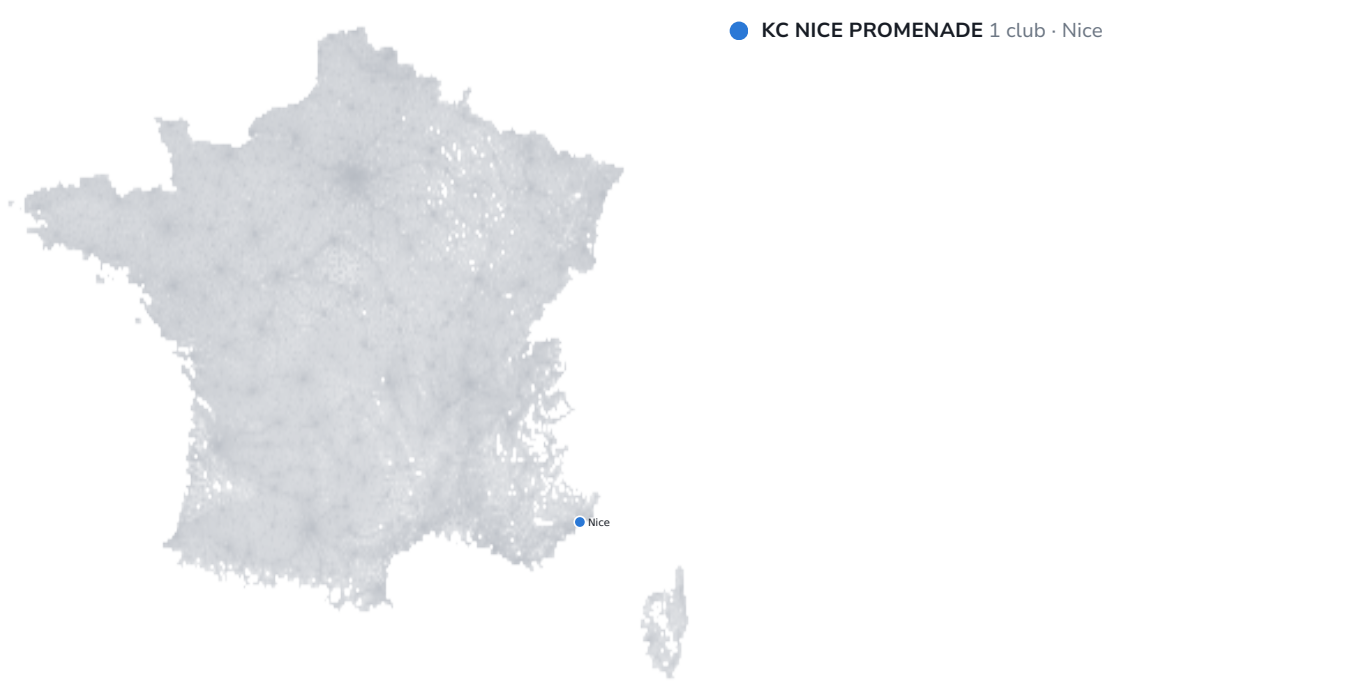


KC NICE PROMENADE

1 club operated · NICE · company founded 2011-11-08

1 club	Nice opened 2011–2011 · 1 closed	€-2,330 EBITDA 2023	revenue €218,422 · net €2,078 equity €9,441 · financial debt €66,548 · cash €3,463 · 1 risk flag
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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
KEEP COOL	Nice 06000	2011	1 → 6	2 → 29	10,754 → 2,067	39,420 → 4,182

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: KC NICE PROMENADE (Eguilles).

LEGAL IDENTITY — INSEE Sirene

Legal name	KC NICE PROMENADE
SIREN	537765794
Founded	2011-11-08
Activity	93.11Z NAF/APE code
Employees	01 Sirene band
Officers	S.P.A.S. (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	€30,000
Years filed	2 of the last 2 on record — 2 complete
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 — 2023, debt €66,548 vs EBITDA €-2,330

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
2023	€218,422	€-2,330	-1%	€-26,163	€2,078	€9,441	€66,548	€3,463	€58,919	€150,549	—
2022	€213,436	€-3,890	-2%	€-28,941	€-29,068	€7,363	€68,367	€6,245	€53,410	€151,695	2

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

KEEP COOL Nice

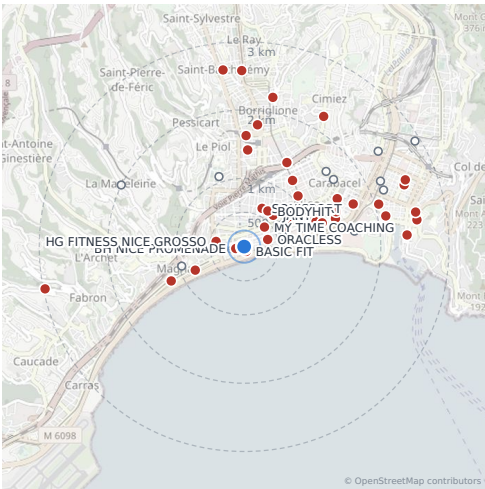
81 RUE DE FRANCE 06000 NICE · opened 2011-11-08 · SIRET 53776579400012

CHANGE SINCE OPENING — 2011 → today

	AT OPENING	TODAY	CHANGE
Location score	85.4	44.1	-41.3
Gyms within 1 km	1	14	+13
Gyms within 2 km	2	29	+27
Competition weight, 2 km	2.20	28	+1173%
Capture, 2 km	39,420	4,182	-89%
Saturation, 2 km vs national baseline	-91%	+160%	+251 pts

Competitor field as it stood on 2011-11-08 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



40 gym floors, 13 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%	80 500 m	9,184 people	81	4,545 aged 18-64 + 4,638 workers = 9,184 over 0.79 km2 = 11,693/km2
	2 km	110,803 people	79	56,571 aged 18-64 + 54,232 workers = 110,803 over 12.57 km2 = 8,817/km2
Competition weight 15%	4 500 m	4.40 wt	0	5 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	28.00 wt	7	28 genuine gym floors and 8 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	52 500 m	2,067 people	68	1,190 residents + 878 workers, demand within 500 m against every competitor within 3 km
	2 km	4,182 people	42	2,809 residents + 1,373 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	20 500 m	not measured	—	catchment of 8,534 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.1 LQ
	2 km	LQ 2.60	20	28 clubs / 97,828 residents = 28.62 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%	52 500 m	0.94x	47	21,030 EUR against 22,380 nationally, median of 6 IRIS within 500 m
	2 km	0.97x	56	21,680 EUR against 22,380 nationally, median of 48 IRIS within 2 km

NEAREST GYMS — 40 within 3 km; ▲ opened after 2011

0.08 ▲ BASIC FIT Basic-Fit 2022	0.13 ▲ BH NICE PROMENADE Keepcool 2019
0.36 ▲ ORACLESS 2025	0.41 ▲ MY TIME COACHING 2024
0.42 ▲ HG FITNESS NICE GROSSO 2015	0.62 ▲ SONISPORT 2026
0.63 ▲ JANY 2022	0.63 ▲ BODYHIT Bodyhit 2019
... and 32 more within 3 km.	

ACCESS — straight-line, GTFS

Tram	Alsace-Lorraine — 273 m
Bus	Gambetta / France — 71 m
Footfall	Nice — 1096 m, 12,131,450 travellers/yr SNCF
Shops	156 within 150 m INSEE BPE