

BECOMEFIT

1 club operated · VALSERHONE · company founded 2013-10-31

1 club

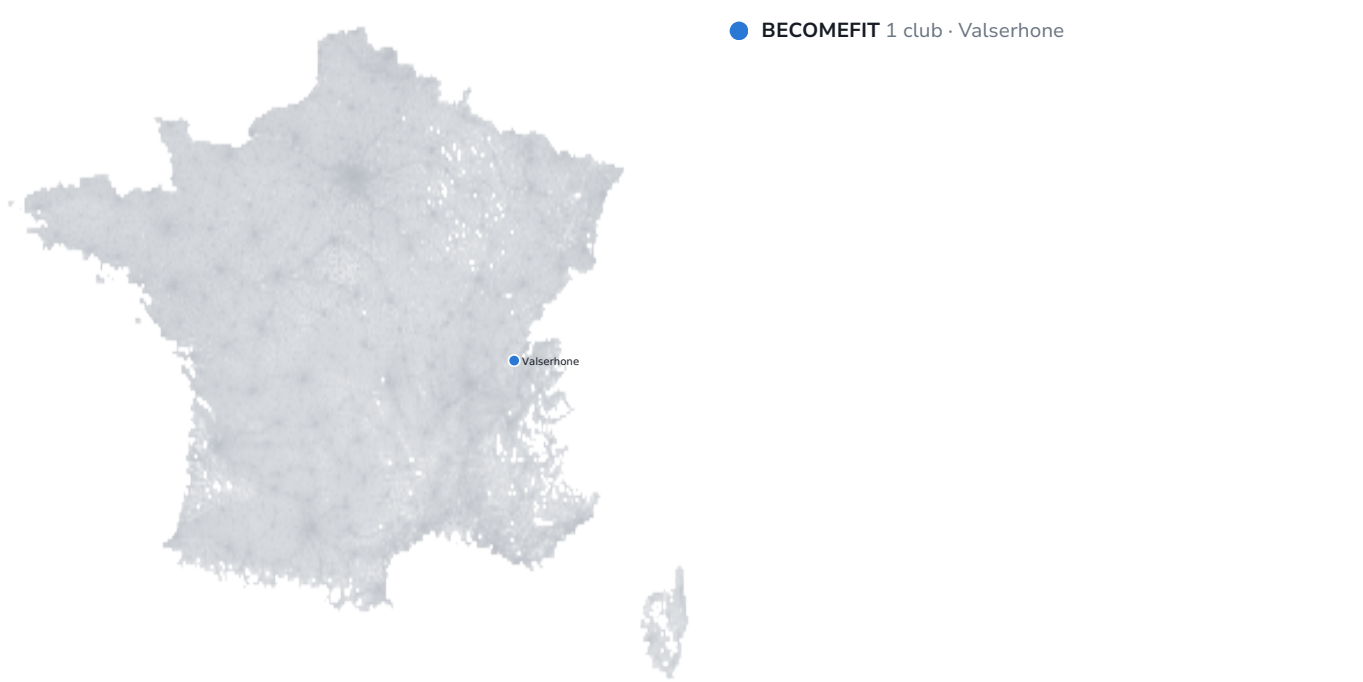
Valserhone
opened 2024–2024 · 2 closed

€-17,500

EBITDA 2023

revenue €16 · net €-20,675
equity €-27,740 · financial debt €21,924 · cash — · 3 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
BECOMEFIT	Valserhone 01200	2024	2 → 2	2 → 2	1,529 → 1,524	4,207 → 3,776

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: ORIGINAL SPORT (Valserhone), BECOMEFIT (Valserhone).

LEGAL IDENTITY — INSEE Sirene

Legal name	BECOMEFIT
SIREN	798235180
Founded	2013-10-31
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	TIFANNIE ZOUAIDI (CARQUEIJO) (Directeur Général); SOUFYANNE ZOUAIDI (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	€2,000
Years filed	2 of the last 2 on record — 1 complete, 1 simplified
Debt falling due	€30,589 within a year · €9,424 in one to five against cash of —
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

- ▼ negative equity — 2023, €-27,740
- ▼ revenue decline — 2016 → 2023, -100%
- ▼ high leverage — 2023, debt €21,924 vs EBITDA €-17,500

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	€16	€-17,500	-109375%	€-27,510	€-20,675	€-27,740	€21,924	—	€0	€16,566	—
2016 simplified	€121,936	€20,874	17%	€12,438	€9,220	€30,532	€22,387	€7,716	€13,916	€79,696	1

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

BECOMEFIT Valserhone

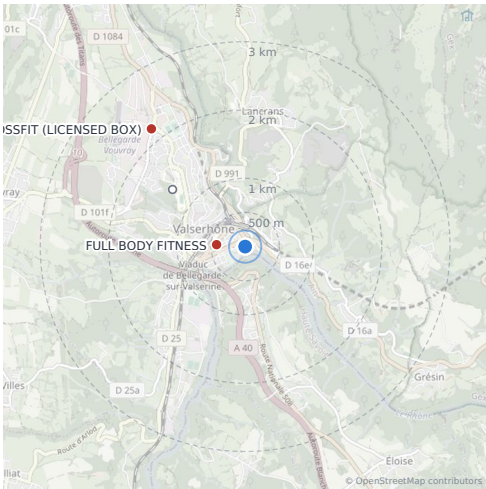
5 PLACE HENRI DUNANT 01200 VALSERHONE · opened 2024-10-01 · SIRET 79823518000055

CHANGE SINCE OPENING — 2024 → today

	AT OPENING	TODAY	CHANGE
Location score	59.3	58.6	-0.7
Gyms within 1 km	2	2	0
Gyms within 2 km	2	2	0
Competition weight, 2 km	1.10	1.10	0%
Capture, 2 km	4,207	3,776	-10%
Saturation, 2 km vs national baseline	-18%	-16%	+2 pts

Competitor field as it stood on 2024-10-01 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



2 gym floors, 1 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	1,725 people	47	1,719 aged 18-64 + 6 workers = 1,725 over 0.79 km ² = 2,196/km ²
	2 km	6,241 people	24	6,232 aged 18-64 + 8 workers = 6,241 over 12.57 km ² = 497/km ²
Competition weight 15%	71 500 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	1.10 wt	80	1 genuine gym floor and 1 other sports site within 2 km, weighted by substitutability and price tier
Capture weight 20%	46 500 m	1,524 people	59	1,521 residents + 3 workers, demand within 500 m against every competitor within 3 km
	2 km	3,776 people	38	3,772 residents + 4 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 2,943 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 3.1 LQ
	2 km	LQ 0.84	100	1 club / 10,834 residents = 9.23 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%	54 500 m	0.91×	38	20,420 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.99×	65	22,240 EUR against 22,380 nationally, median of 4 IRIS within 2 km

NEAREST GYMS — 2 within 3 km; ▲ opened after 2024

0.42	FULL BODY FITNESS 2020	2.2 ▲ CROSSFIT (LICENSED BOX) CrossFit (licensed box) 2026
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ACCESS — straight-line, GTFS

Rail	Bellegarde — 503 m
Bus	Bellegarde - Valserhône (Péage Vouvray) — 2803 m
Footfall	Bellegarde-sur-Valserine — 503 m, 1,769,256 travellers/yr SNCF
Shops	35 within 150 m INSEE BPE