

ACTIV METZ (ACTIV METZ)

1 club operated · METZ · company founded 2014-01-01

1

club

Metz

opened 2014–2014

€353,420

EBITDA 2022

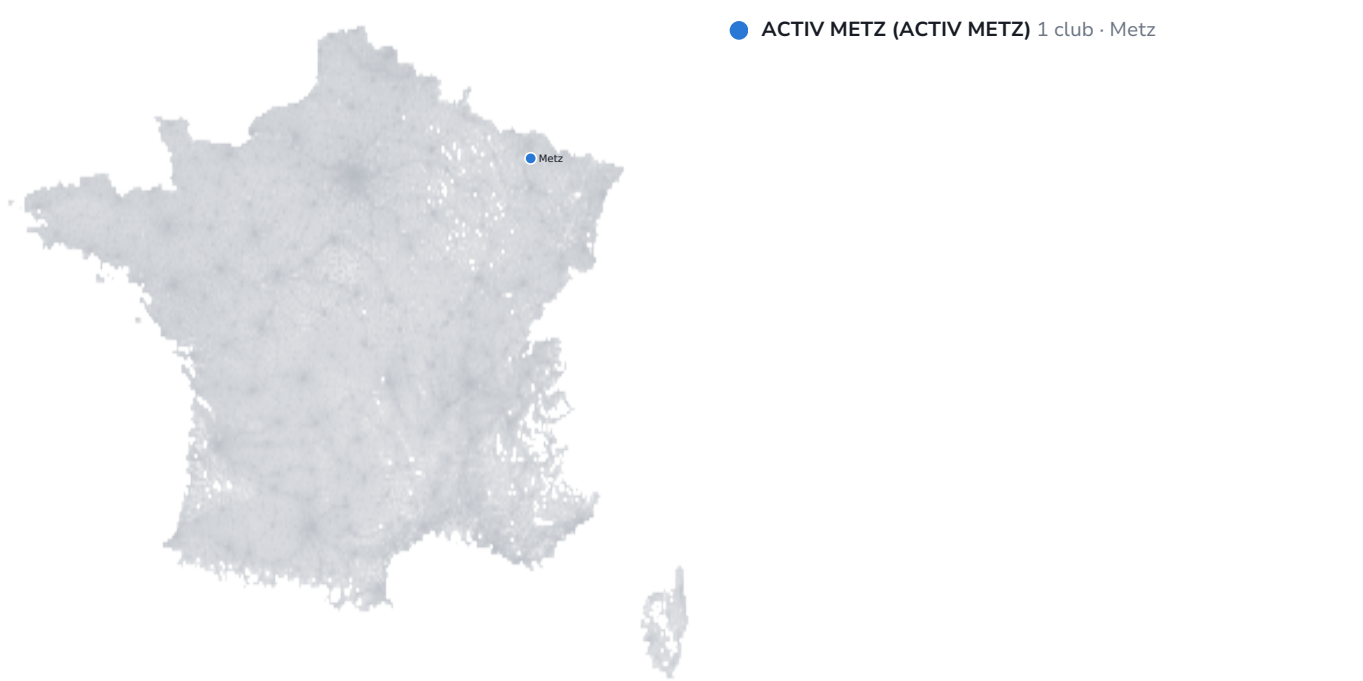
revenue

€1,586,170 · net

€112,313

equity €230,417 · financial debt €271,137 · cash €50,091 · 1 risk flag

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION		CAPTURE	
			GYMS WITHIN, OPENING → TODAY		PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
ACTIV METZ	Metz 57070	2014	0 → 1	2 → 7	2,958 → 1,254	29,133 → 8,107

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

Legal name	ACTIV METZ (ACTIV METZ)
SIREN	799654397
Founded	2014-01-01
Activity	93.13Z NAF/APE code
Employees	02 Sirene band
Officers	GYMSPA (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	€75,000
Years filed	7 of the last 7 on record — 7 complete
Debt falling due	€324,547 within a year · €139,240 in one to five against cash of €239,661
Confidentiality	income statement withheld: 2023, 2021
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

▼ stopped publishing income statement — 2023, last published 2022

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	<i>income statement withheld — Partiellement confidentiel</i>				€486,424	€195,744	€239,661	—	—	—	—
2022	€1,586,170	€353,420	22%	€110,358	€112,313	€230,417	€271,137	€50,091	€366,759	€787,171	—
2021	<i>income statement withheld — Partiellement confidentiel</i>				€118,104	€406,141	€23,045	—	—	—	—
2020	€851,463	€203,385	24%	€6,707	€5,051	€227,820	€650,237	€164,182	€191,317	€449,150	—
2019	€786,568	€214,841	27%	€100,718	€74,304	€222,769	€164,897	€44,549	€165,766	€358,328	—
2018	€776,190	€149,557	19%	€29,843	€21,025	€148,465	€139,796	€50,489	€167,683	€432,154	—
2016	€907,616	€254,424	28%	€143,066	€97,248	€223,723	—	€51,757	€159,627	€453,570	—

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

ACTIV METZ Metz

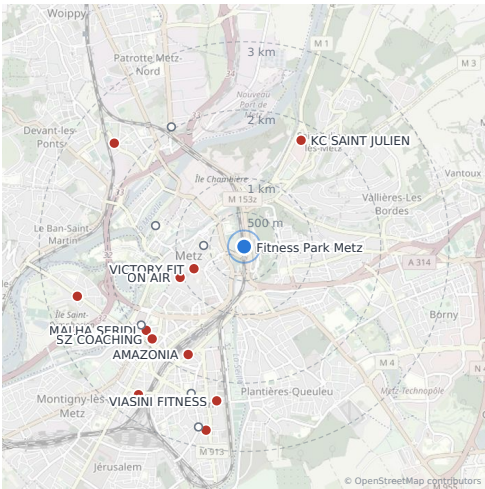
6 BOULEVARD DE TREVES 57070 METZ · opened 2014-01-01 · SIRET 79965439700014

CHANGE SINCE OPENING — 2014 → today

	AT OPENING	TODAY	CHANGE
Location score	77.7	59.4	-18.3
Gyms within 1 km	0	2	+2
Gyms within 2 km	2	7	+5
Competition weight, 2 km	2.20	7.60	+245%
Capture, 2 km	29,133	8,107	-72%
Saturation, 2 km vs national baseline	-54%	+62%	+116 pts

Competitor field as it stood on 2014-01-01 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



12 gym floors, 7 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%	63 500 m	2,427 people	54	1,494 aged 18-64 + 933 workers = 2,427 over 0.79 km2 = 3,090/km2
	2 km	66,356 people	69	24,354 aged 18-64 + 42,001 workers = 66,356 over 12.57 km2 = 5,280/km2
Competition weight 15%	51 500 m	0.70 wt	68	1 genuine gym floor and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	7.60 wt	40	7 genuine gym floors and 3 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	63 500 m	1,254 people	53	875 residents + 379 workers, demand within 500 m against every competitor within 3 km
	2 km	8,107 people	70	4,945 residents + 3,162 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	69 500 m	not measured	—	catchment of 2,356 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 3.8 LQ
	2 km	LQ 1.62	69	7 clubs / 38,196 residents = 18.33 per 100k against 11.31 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%	42 500 m	0.83×	10	18,540 EUR against 22,380 nationally, median of 3 IRIS within 500 m
	2 km	0.99×	63	22,130 EUR against 22,380 nationally, median of 15 IRIS within 2 km

NEAREST GYMS — 12 within 3 km; ▲ opened after 2014

0.04 ▲ Fitness Park Metz Fitness Park 2026	0.8 ▲ VICTORY FIT 2026
1.04 ▲ ON AIR On Air 2025	1.77 KC SAINT JULIEN Keepcool 2012
1.78 AMAZONIA 2010	1.89 ▲ MALHA SERIDJ 2025
1.91 ▲ SZ COACHING 2023	2.29 ▲ VIASINI FITNESS 2025
... and 4 more within 3 km.	

ACCESS — straight-line, GTFS

Rail	Metz — 1480 m
Bus	ARSENAL — 227 m
Footfall	Metz — 1480 m, 9,515,104 travellers/yr SNCF
Shops	7 within 150 m INSEE BPE