

BESSIN A.L.S

1 club operated · SAINT-VIGOR-LE-GRAND · company founded 2014-08-28

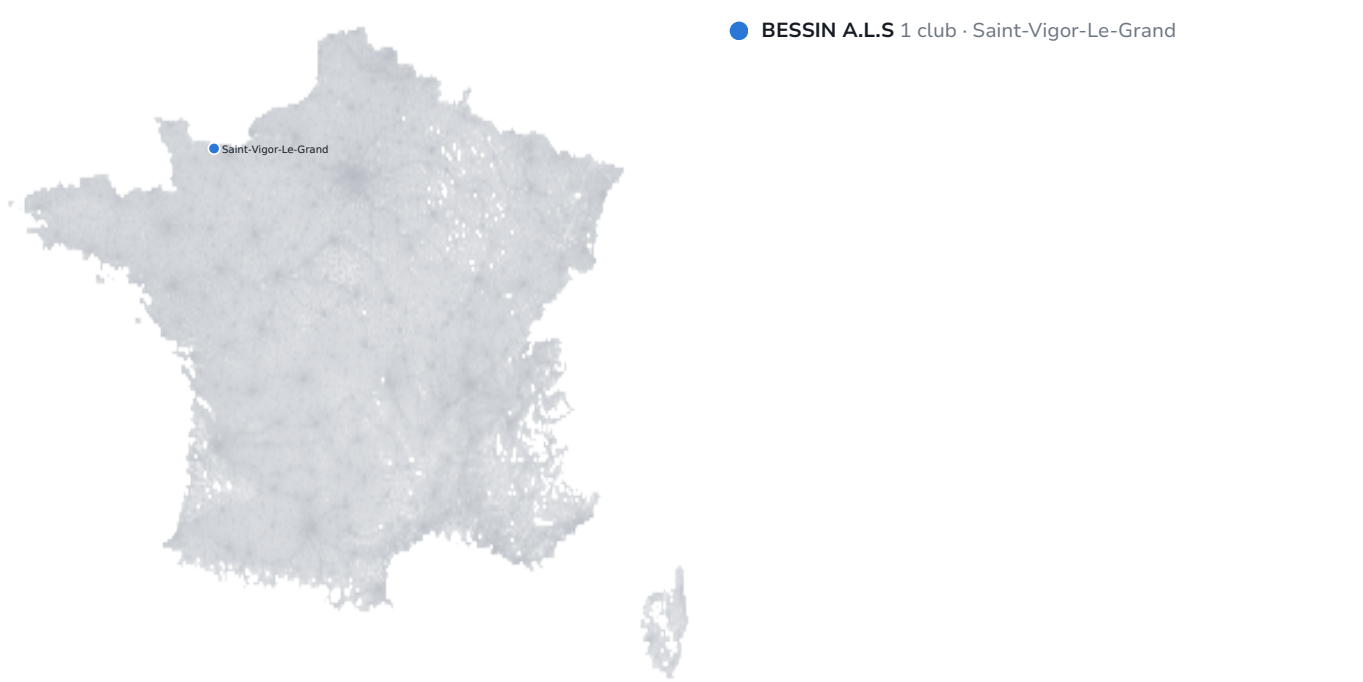
1
club

Saint-Vigor-Le-Grand
opened 2024–2024 · 2 closed

€28,809
EBITDA 2019

**revenue €194,310 ·
net €-14,062**
equity €-67,723 · financial debt
€139,327 · cash €13,136 · 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
L'ORANGE BLEUE	Saint-Vigor-Le-Grand 14400	2024	0 → 1	3 → 4	732 → 410	2,874 → 2,012

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: L'ORANGE BLEUE (Bayeux), L'Orange Bleue (Saint-Lo).

LEGAL IDENTITY — INSEE Sirene		FILING & CAPITAL — INPI RNE	
Legal name	BESSIN A.L.S	Registered capital	€10,000
SIREN	804276806	Years filed	2 of the last 2 on record — 1 complete, 1 simplified
Founded	2014-08-28	Debt falling due	€162,940 within a year · €22,526 in one to five against cash of €13,136
Activity	93.13Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	NN 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	NICOLAS JULIEN RENE LEVALLOIS (Gérant)		

RISK FLAGS — from the accounts

▼ **negative equity** — 2019, €-67,723

▼ **high leverage** — 2019, debt €139,327 vs EBITDA €28,809

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	
2019	€194,310	€28,809	15%	€-12,826	€-14,062	€-67,723	€139,327	€13,136	€46,873	€112,032	—
2017 simplified	€199,404	€52,214	26%	€9,430	€7,530	€-39,290	€171,448	€2,610	€49,868	€89,977	—

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

L'ORANGE BLEUE Saint-Vigor-Le-Grand

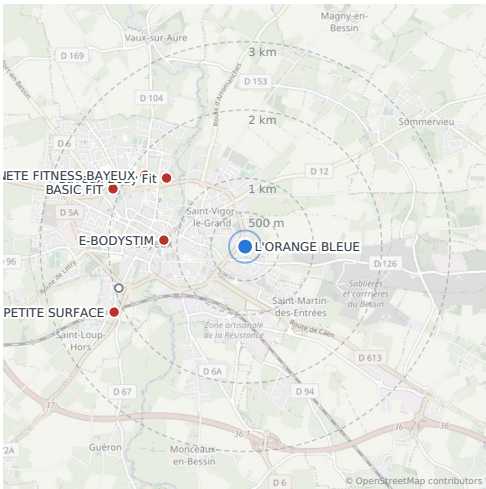
6 CHEMIN DE LA BLETRE 14400 SAINT-VIGOR-LE-GRAND · opened 2024-03-25 · SIRET 80427680600044

CHANGE SINCE OPENING — 2024 → today

	AT OPENING	TODAY	CHANGE
Location score	43.9	34.2	-9.7
Gyms within 1 km	0	1	+1
Gyms within 2 km	3	4	+1
Competition weight, 2 km	3.20	4.20	+31%
Capture, 2 km	2,874	2,012	-30%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2024-03-25 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, 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%	34 500 m	721 people	29	278 aged 18-64 + 444 workers = 721 over 0.79 km2 = 918/km2
	2 km	12,289 people	37	5,476 aged 18-64 + 6,813 workers = 12,289 over 12.57 km2 = 978/km2
Competition weight 15%	56 500 m	1.00 wt	58	1 genuine gym floor and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	4.20 wt	54	4 genuine gym floors and 1 other sports site within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	14 500 m	410 people	20	215 residents + 195 workers, demand within 500 m against every competitor within 3 km
	2 km	2,012 people	11	1,266 residents + 746 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 500 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 17.7 LQ
	2 km	not measured	—	catchment of 9,818 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 0.9 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%	42 500 m	0.85x	17	19,050 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.97x	58	21,815 EUR against 22,380 nationally, median of 6 IRIS within 2 km

NEAREST GYMS — 6 within 3 km; ▲ opened after 2024

0.0 ▲ L'ORANGE BLEUE	1.2 E-BODYSTIM 2024
L'Orange Bleue 2026	
1.53 Bayeux Body Fit 2021	1.8 PLANETE FITNESS BAYEUX Planete Fitness 2019
2.11 BASIC FIT Basic-Fit 2024	2.14 LA PETITE SURFACE 2024

ACCESS — straight-line, GTFS

Rail	Bayeux — 1246 m
Bus	Saint-Exupere — 451 m
Footfall	Bayeux — 1246 m, 662,073 travellers/yr SNCF
Shops	5 within 150 m INSEE BPE