

SPIRIT FORM (L'ORANGE BLEUE)

1 club operated · TOULOUSE · company founded 2014-08-26

1

club

Toulouse

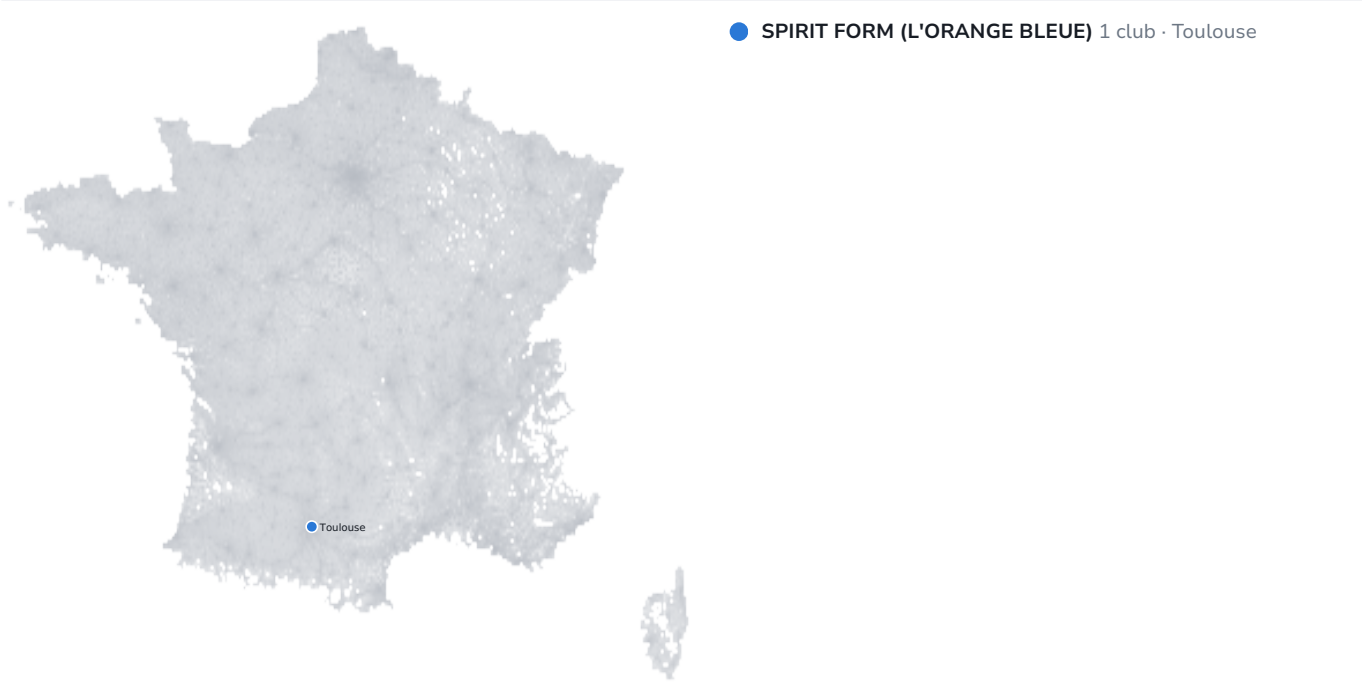
opened 2014–2014

—

accounts

No keyed accounts in INPI's feed for this company.

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
L'ORANGE BLEUE	Toulouse 31200	2014	1 → 2	1 → 7	3,678 → 1,986	25,830 → 8,484

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	SPIRIT FORM (L'ORANGE BLEUE)
SIREN	804701852
Founded	2014-08-26
Activity	93.13Z NAF/APE code
Employees	01 Sirene band
Officers	BRYAN LOPEZ (Gérant)

FILING & CAPITAL — INPI RNE

Registered capital	not stated in any filing
Years filed	0 of the last 0 on record
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

Nothing to test — no accounts on file.

FILED ACCOUNTS — INPI, keyed annual accounts; one filing covers all 1 clubs

No keyed accounts in INPI's feed — a young company or a non-filer.

L'ORANGE BLEUE Toulouse

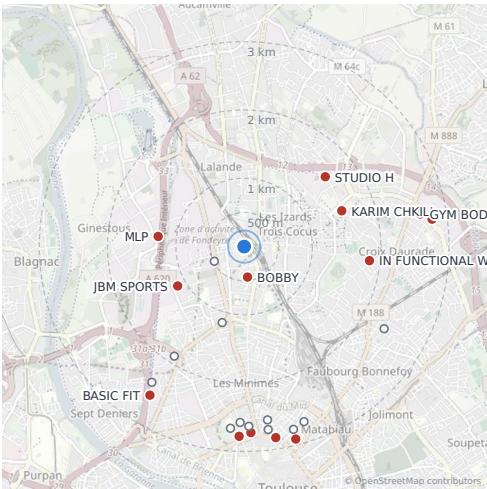
7 RUE MARC MIGUET 31200 TOULOUSE · opened 2014-08-26 · SIRET 80470185200019

CHANGE SINCE OPENING — 2014 → today

	AT OPENING	TODAY	CHANGE
Location score	80.2	66.3	-13.9
Gyms within 1 km	1	2	+1
Gyms within 2 km	1	7	+6
Competition weight, 2 km	0.40	6.62	+1555%
Capture, 2 km	25,830	8,484	-67%
Saturation, 2 km vs national baseline	-100%	0%	+100 pts

Competitor field as it stood on 2014-08-26 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



14 gym floors, 14 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%	64 500 m	3,805 people	63	2,657 aged 18-64 + 1,148 workers = 3,805 over 0.79 km2 = 4,845/km2
	2 km	54,157 people	66	36,016 aged 18-64 + 18,141 workers = 54,157 over 12.57 km2 = 4,310/km2
Competition weight 15%	47 500 m	1.16 wt	53	1 genuine gym floor and 1 other sports site within 500 m, weighted by substitutability and price tier
	2 km	6.62 wt	44	6 genuine gym floors and 3 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	70 500 m	1,986 people	67	1,425 residents + 561 workers, demand within 500 m against every competitor within 3 km
	2 km	8,484 people	72	6,315 residents + 2,169 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 3,883 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 2.3 LQ
	2 km	LQ 1.00	100	6 clubs / 54,341 residents = 11.04 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%	40 500 m	0.92×	40	20,580 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.92×	40	20,580 EUR against 22,380 nationally, median of 13 IRIS within 2 km

NEAREST GYMS — 14 within 3 km; ▲ opened after 2014

0.45 ▲ BOBBY 2026	1.13 ▲ JBM SPORTS 2018
1.27 ▲ MLP 2017	1.52 ▲ KARIM CHKILI 2018
1.57 ▲ STUDIO H 2019	1.85 ▲ IN FUNCTIONAL WE TRUST 2016
2.58 ▲ BASIC FIT Basic-Fit 2024	2.62 GYM BODY CLUB 2009
... and 6 more within 3 km.	

ACCESS — straight-line, GTFS

Metro	La Vache — 313 m
Bus	Pader — 265 m
Footfall	Toulouse Matabiau — 3106 m, 14,522,596 travellers/yr SNCF
Shops	6 within 150 m INSEE BPE