

CROSS ROYAL

1 club operated · CORMONTREUIL · company founded 2014-10-15

1

club

Cormontreuil

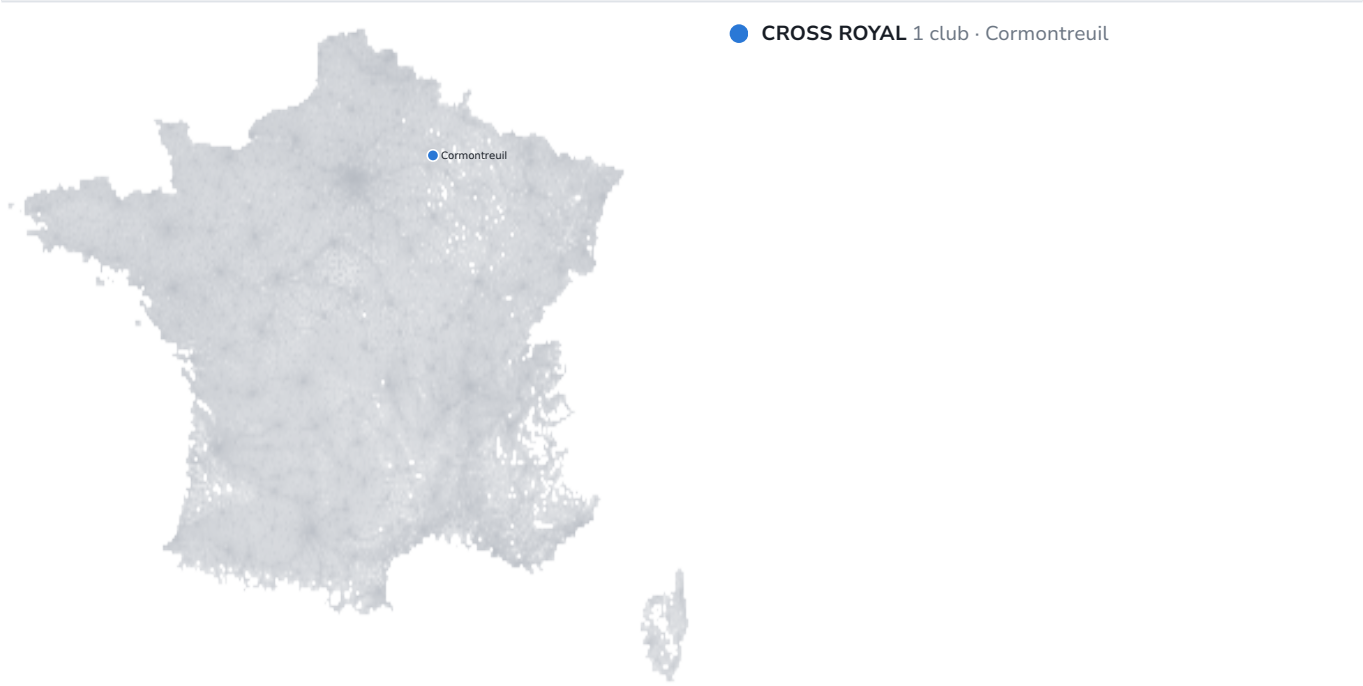
opened 2014-2014

—

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
CROSSFIT (LICENSED BOX)	Cormontreuil 51350	2014	1 → 3	1 → 6	1,036 → 394	5,893 → 1,711

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		FILING & CAPITAL — INPI RNE	
Legal name	CROSS ROYAL	Registered capital	not stated in any filing
SIREN	805205309	Years filed	0 of the last 0 on record
Founded	2014-10-15	Debt falling due	not filed — the maturity table is a complete-regime page
Activity	93.13Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	00 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	ISMAEL BELLAHCEN (Gérant); MARC-ANTOINE GERMAIN PIERRE MORVAN (Gérant)		

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.

CROSSFIT (LICENSED BOX) Cormontreuil

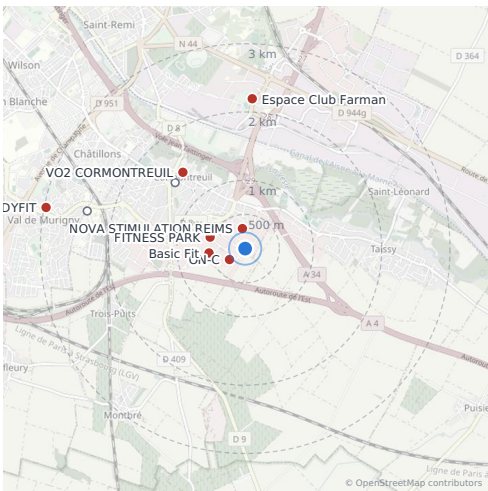
27 RUE DU COMMERCE 51350 CORMONTREUIL · opened 2014-10-15 · SIRET 80520530900018

CHANGE SINCE OPENING — 2014 → today

	AT OPENING	TODAY	CHANGE
Location score	62.3	40	-22.3
Gyms within 1 km	1	5	+4
Gyms within 2 km	1	6	+5
Competition weight, 2 km	0.70	3.80	+443%
Capture, 2 km	5,893	1,711	-71%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2014-10-15 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



7 gym floors, 3 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%	37 500 m	1,472 people	44	25 aged 18-64 + 1,446 workers = 1,472 over 0.79 km2 = 1,874/km2
	2 km	9,890 people	33	3,406 aged 18-64 + 6,484 workers = 9,890 over 12.57 km2 = 787/km2
Competition weight 15%	44 500 m	2.40 wt	25	2 genuine gym floors and 1 other sports site within 500 m, weighted by substitutability and price tier
	2 km	3.80 wt	57	4 genuine gym floors and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	10 500 m	394 people	18	11 residents + 383 workers, demand within 500 m against every competitor within 3 km
	2 km	1,711 people	4	711 residents + 999 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 69 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 131.7 LQ
	2 km	not measured	—	catchment of 6,462 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.4 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%	100 500 m	1.24×	100	27,730 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	1.20×	100	26,810 EUR against 22,380 nationally, median of 6 IRIS within 2 km

NEAREST GYMS — 7 within 3 km; ▲ opened after 2014

0.28 ▲ ON-C 2026	0.29 ▲ NOVA STIMULATION REIMS 2026
0.53 ▲ Basic Fit Basic-Fit 2015	0.54 ▲ FITNESS PARK Fitness Park 2024
1.44 ▲ VO2 CORMONTREUIL 2026	2.2 ▲ Espace Club Farman 2022
2.98 ▲ STUDIO BODYFIT 2026	

ACCESS — straight-line, GTFS

Metro	HOPITAL DEBRE — 3808 m
Bus	COMMERCE — 219 m
Footfall	Reims Maison Blanche — 3826 m, 168,135 travellers/yr SNCF
Shops	10 within 150 m INSEE BPE

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