

VDB MOVE

1 club operated · MONTREUIL · company founded 2015-05-05

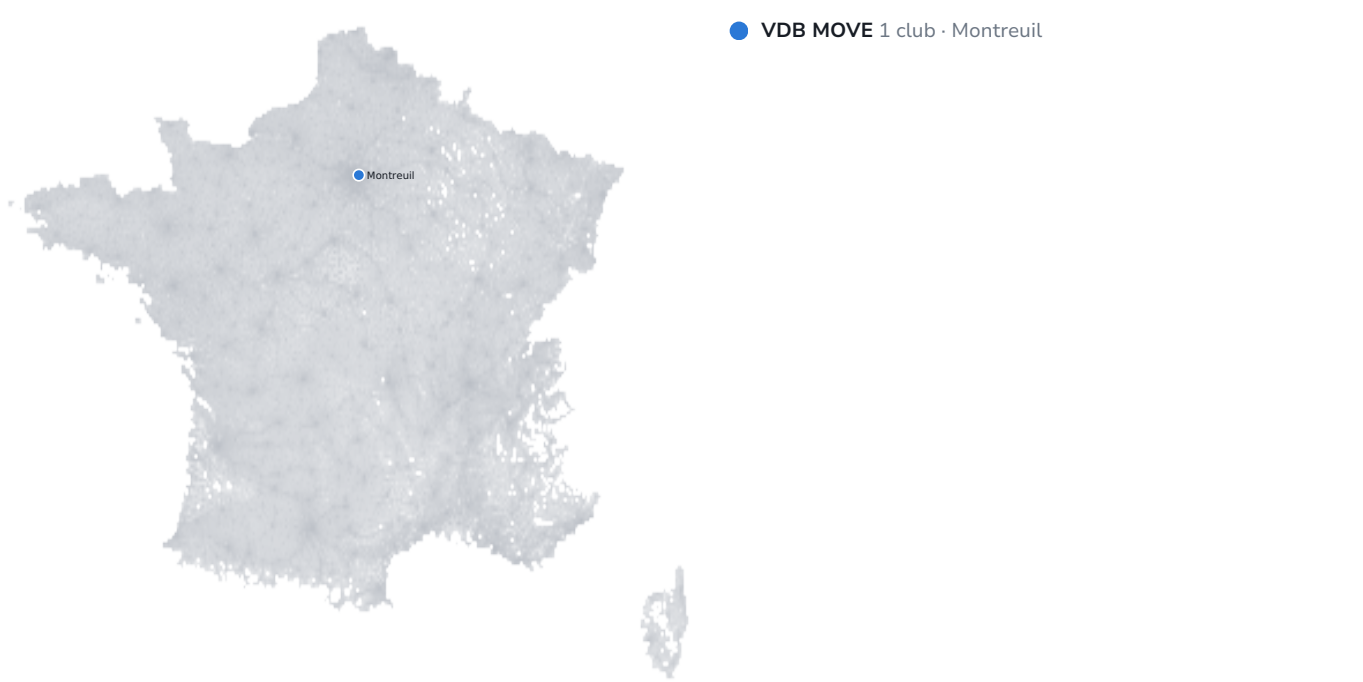
1
club

Montreuil
opened 2025–2025 · 1 closed

€16,476
EBITDA 2016

**revenue €843,205 ·
net €-118,623**
equity €-18,623 · financial debt
€574,725 · cash €56,834 · 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
MAGIC FORM	Montreuil 93100	2025	1 → 1	9 → 9	6,415 → 6,406	17,416 → 17,348

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: MOVING EXPRESS (La Ville-Du-Bois).

LEGAL IDENTITY — INSEE Sirene

Legal name	VDB MOVE
SIREN	811306216
Founded	2015-05-05
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	Ismail SOUMARE (Gérant)

FILING & CAPITAL — INPI RNE

Registered capital	€100,000
Years filed	1 of the last 1 on record — 1 complete
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

- ▼ **negative equity** — 2016, €-18,623
- ▼ **high leverage** — 2016, debt €574,725 vs EBITDA €16,476

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	
2016	€843,205	€16,476	2%	—	€-118,623	€-18,623	€574,725	€56,834	€221,078	€514,949	—

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

MAGIC FORM Montreuil

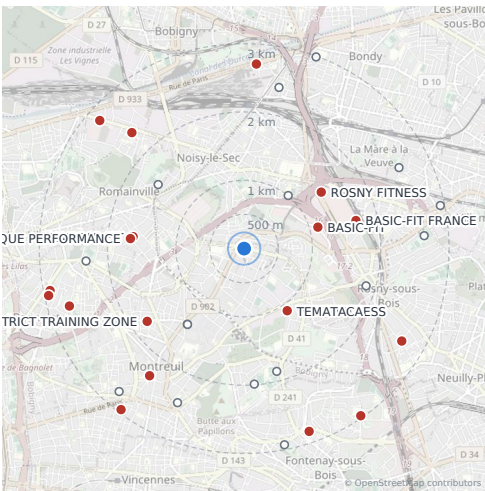
112 BOULEVARD DE LA BOISSIERE 93100 MONTREUIL · opened 2025-09-26 · SIRET 81130621600029

CHANGE SINCE OPENING — 2025 → today

	AT OPENING	TODAY	CHANGE
Location score	77.6	77.6	0.0
Gyms within 1 km	1	1	0
Gyms within 2 km	9	9	0
Competition weight, 2 km	7.90	7.90	0%
Capture, 2 km	17,416	17,348	0%
Saturation, 2 km vs national baseline	-41%	-39%	+2 pts

Competitor field as it stood on 2025-09-26 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



19 gym floors, 16 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%	76 500 m	6,667 people	74	5,769 aged 18-64 + 898 workers = 6,667 over 0.79 km2 = 8,489/km2
	2 km	101,456 people	78	72,996 aged 18-64 + 28,460 workers = 101,456 over 12.57 km2 = 8,074/km2
Competition weight 15%	64 500 m	0.00 wt	100	0 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	7.90 wt	40	8 genuine gym floors and 7 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	100 500 m	6,406 people	100	5,818 residents + 588 workers, demand within 500 m against every competitor within 3 km
	2 km	17,348 people	100	15,078 residents + 2,271 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 9,453 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.0 LQ
	2 km	LQ 0.61	100	8 clubs / 120,032 residents = 6.66 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%	23 500 m	0.85×	17	19,020 EUR against 22,380 nationally, median of 4 IRIS within 500 m
	2 km	0.88×	27	19,710 EUR against 22,380 nationally, median of 43 IRIS within 2 km

NEAREST GYMS — 19 within 3 km; ▲ opened after 2025

1.11 VDMT FITNESS 2023	1.11 TEMATACA 2020
1.12 BASIC-FIT Basic-Fit 2024	1.4 ROSNY FITNESS Fitness Park 2003
1.64 HANGAR FIT 2010	1.67 HOLISTIQUE PERFORMANCE 2018
1.69 BASIC-FIT FRANCE Basic-Fit 2025	1.77 DISTRICT TRAINING ZONE 2024
... and 11 more within 3 km.	

ACCESS — straight-line, GTFS

Metro	Montreuil - Hôpital — 313 m
Bus	La Boissière — 64 m
Footfall RATP	MONTREUIL HOP. — 311 m, 1,998,788 validations/yr
Shops	53 within 150 m INSEE BPE