

VL2C

1 club operated · VERNOUILLET · company founded 2015-11-01

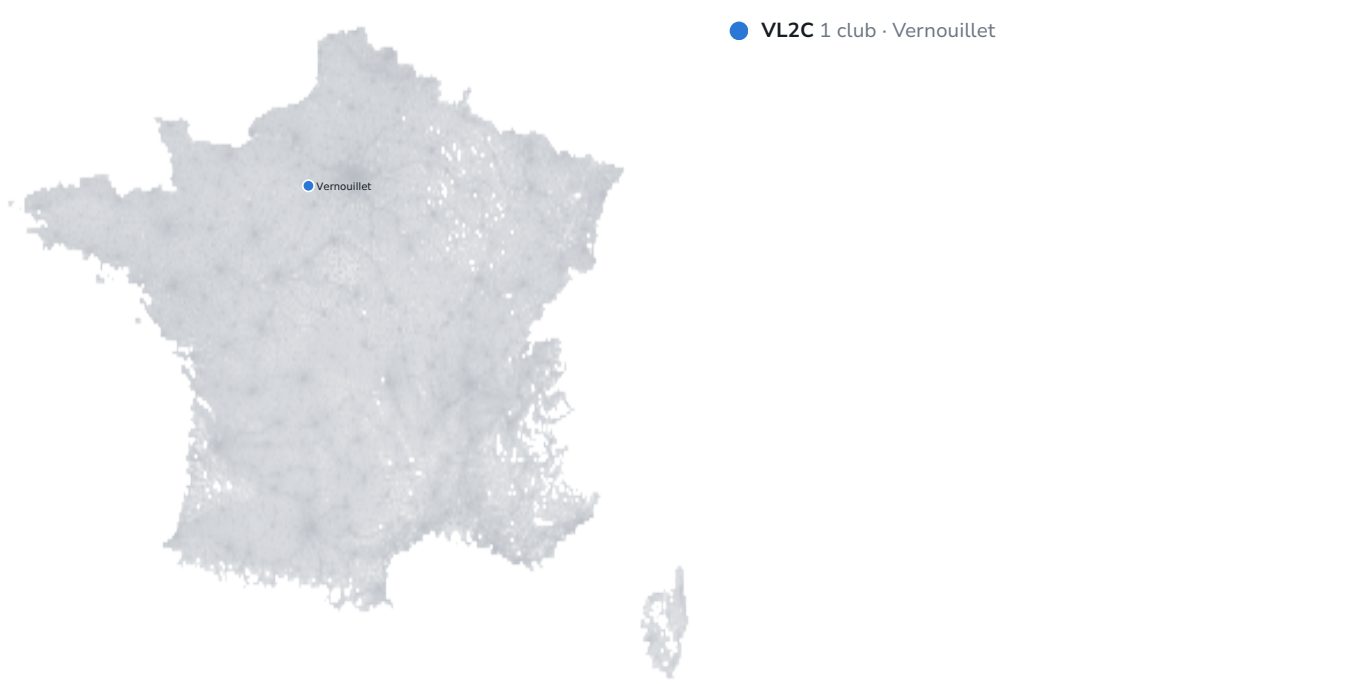
1
club

Vernouillet
opened 2015–2015

€53,914
EBITDA 2018

**revenue €672,609 ·
net €-25,952**
equity €172,985 · financial debt
€228,320 · cash €27,131 · 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
FITNESS PARK DREUX	Vernouillet 28500	2015	1 → 1	1 → 4	3,254 → 2,636	14,007 → 6,821

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	VL2C
SIREN	813874765
Founded	2015-11-01
Activity	93.13Z NAF/APE code
Employees	03 Sirene band
Officers	BELKACEM RAHMOUNE (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	€30,000
Years filed	3 of the last 3 on record — 3 complete
Debt falling due	€264,448 within a year · €123,362 in one to five against cash of €27,131
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

▼ **revenue decline** — 2017 → 2018, -20%

▼ **high leverage** — 2018, debt €228,320 vs EBITDA €53,914

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
2018	€672,609	€53,914	8%	€-47,742	€-25,952	€172,985	€228,320	€27,131	€151,235	€448,170	—
2017	€841,899	€180,673	21%	€97,831	€72,564	€198,936	€277,677	€36,440	€166,469	€464,476	—
2016	€688,748	€249,059	36%	€136,707	€96,372	€126,372	€545,524	€240,876	€115,408	€313,320	—

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

FITNESS PARK DREUX Vernouillet

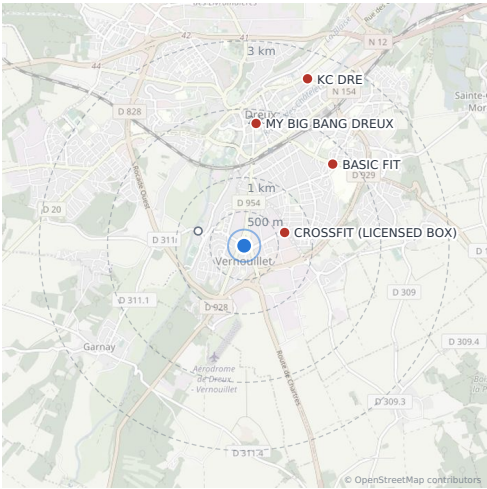
CENTRE COMMERCIAL PLEIN SUD ROUTE DE CHARTRES 28500 VERNOUILLET · opened 2015-11-01 · SIRET 81387476500015

CHANGE SINCE OPENING — 2015 → today

	AT OPENING	TODAY	CHANGE
Location score	73	58.3	-14.7
Gyms within 1 km	1	2	+1
Gyms within 2 km	1	4	+3
Competition weight, 2 km	0.10	2.20	+2100%
Capture, 2 km	14,007	6,821	-51%
Saturation, 2 km vs national baseline	-100%	+65%	+165 pts

Competitor field as it stood on 2015-11-01 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



4 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%	47 500 m	2,578 people	55	964 aged 18-64 + 1,614 workers = 2,578 over 0.79 km2 = 3,283/km2
	2 km	15,430 people	42	8,969 aged 18-64 + 6,461 workers = 15,430 over 12.57 km2 = 1,228/km2
Competition weight 15%	81 500 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	2.20 wt	68	3 genuine gym floors and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	68 500 m	2,636 people	75	1,533 residents + 1,103 workers, demand within 500 m against every competitor within 3 km
	2 km	6,821 people	63	4,641 residents + 2,180 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	68 500 m	not measured	—	catchment of 1,810 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 5.0 LQ
	2 km	LQ 1.65	68	3 clubs / 16,548 residents = 18.13 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%	15 500 m	0.72×	0	16,100 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.87×	24	19,550 EUR against 22,380 nationally, median of 7 IRIS within 2 km

NEAREST GYMS — 4 within 3 km; ▲ opened after 2015

0.62 ▲ CROSSFIT (LICENSED BOX) CrossFit (licensed box) 2023	1.76 ▲ BASIC FIT Basic-Fit 2017
1.8 ▲ MY BIG BANG DREUX My Big Bang 2022	2.62 KC DRE Keepcool 2013

ACCESS — straight-line, GTFS

Rail	Dreux — 1431 m
Bus	Château d'eau — 74 m
Footfall	Dreux — 1468 m, 2,192,967 travellers/yr SNCF
Shops	7 within 150 m INSEE BPE