

CROSS COUNTER

1 club operated · VILLEURBANNE · company founded 2015-11-17

1

club

Villeurbanne

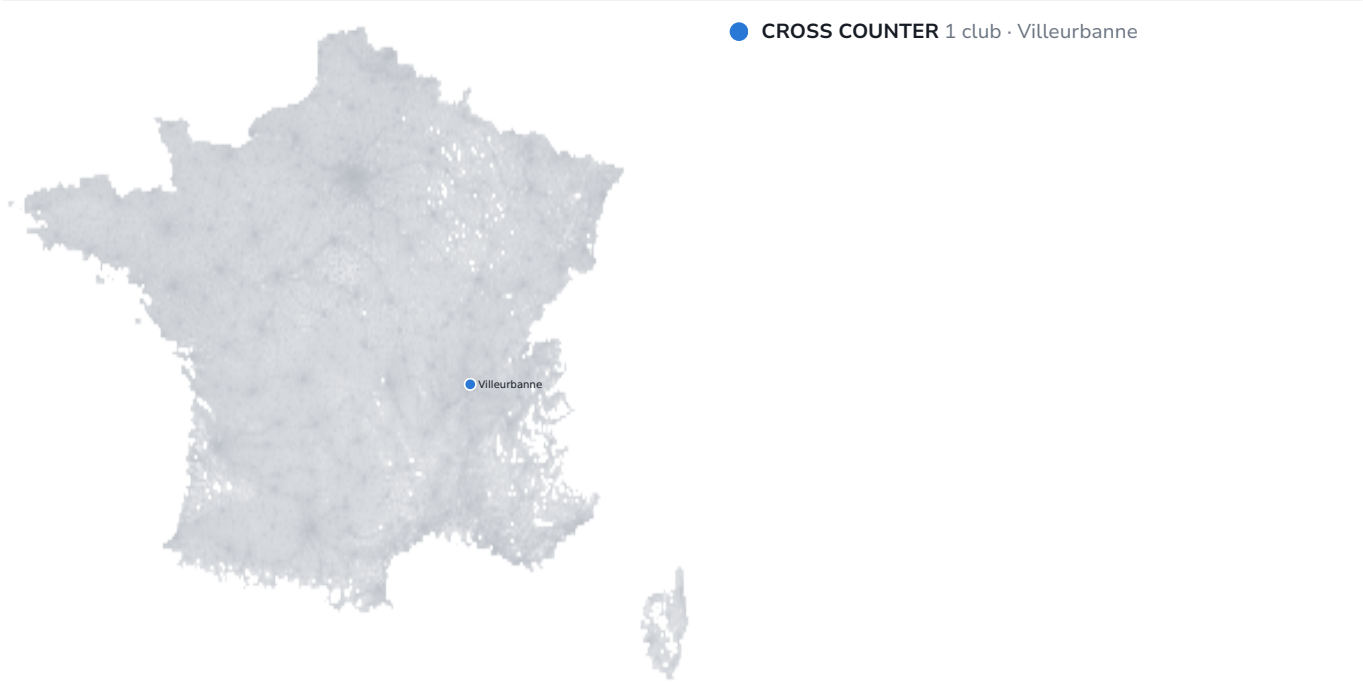
opened 2015-2015

—

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
CROSS COUNTER	Villeurbanne 69100	2015	1 → 2	11 → 31	6,651 → 3,551	22,186 → 8,647

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	CROSS COUNTER
SIREN	814786265
Founded	2015-11-17
Activity	93.11Z NAF/APE code
Employees	NN Sirene band
Officers	FAISEL OMRANI (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.

CROSS COUNTER Villeurbanne

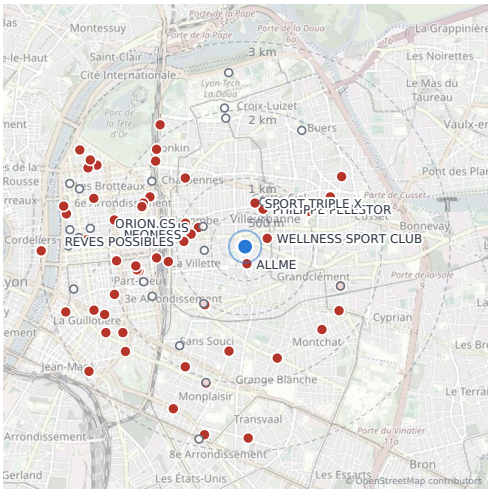
PARC D'ACTIVITE TOLSTOI 1 RUE PASCAL 69100 VILLEURBANNE · opened 2015-11-17 · SIRET 81478626500011

CHANGE SINCE OPENING — 2015 → today

	AT OPENING	TODAY	CHANGE
Location score	85.4	72.5	-12.9
Gyms within 1 km	4	8	+4
Gyms within 2 km	11	31	+20
Competition weight, 2 km	11.30	31.80	+181%
Capture, 2 km	22,186	8,647	-61%
Saturation, 2 km vs national baseline	-51%	+38%	+89 pts

Competitor field as it stood on 2015-11-17 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



54 gym floors, 23 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%	92 500 m	13,317 people	88	10,353 aged 18-64 + 2,964 workers = 13,317 over 0.79 km2 = 16,956/km2
	2 km	245,421 people	94	129,048 aged 18-64 + 116,373 workers = 245,421 over 12.57 km2 = 19,530/km2
Competition weight 15%	15 500 m	2.00 wt	33	2 genuine gym floors and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	31.80 wt	3	31 genuine gym floors and 12 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	78 500 m	3,551 people	84	3,129 residents + 422 workers, demand within 500 m against every competitor within 3 km
	2 km	8,647 people	73	7,109 residents + 1,538 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	87 500 m	LQ 1.08	96	2 clubs / 16,331 residents = 12.25 per 100k against 11.32 nationally
	2 km	LQ 1.38	81	31 clubs / 199,002 residents = 15.58 per 100k against 11.32 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%	88 500 m	1.06×	87	23,770 EUR against 22,380 nationally, median of 7 IRIS within 500 m
	2 km	1.06×	88	23,805 EUR against 22,380 nationally, median of 62 IRIS within 2 km

NEAREST GYMS — 54 within 3 km; ▲ opened after 2015

0.25 ▲ ALLME 2025	0.35 WELLNESS SPORT CLUB Wellness Sport Club 2015
0.61 PHILIPPE PELESTOR 2001	0.66 SPORT TRIPLE X 2015
0.74 ▲ K-SIUS 2022	0.81 ▲ NEONESS Neoneess 2018
0.9 REVES POSSIBLES 1994	0.94 ▲ ORION.CS 2016
... and 46 more within 3 km.	

ACCESS — straight-line, GTFS

Tram	Verlaine - Tolstoï — 370 m
Bus	Aynard - La Fontaine — 134 m
Footfall	Lyon Part Dieu — 1303 m, 42,434,779 travellers/yr SNCF
Shops	32 within 150 m INSEE BPE