

OPTIPERF (OPTIPERF)

1 club operated · ILLZACH · company founded 2016-04-01

1 club

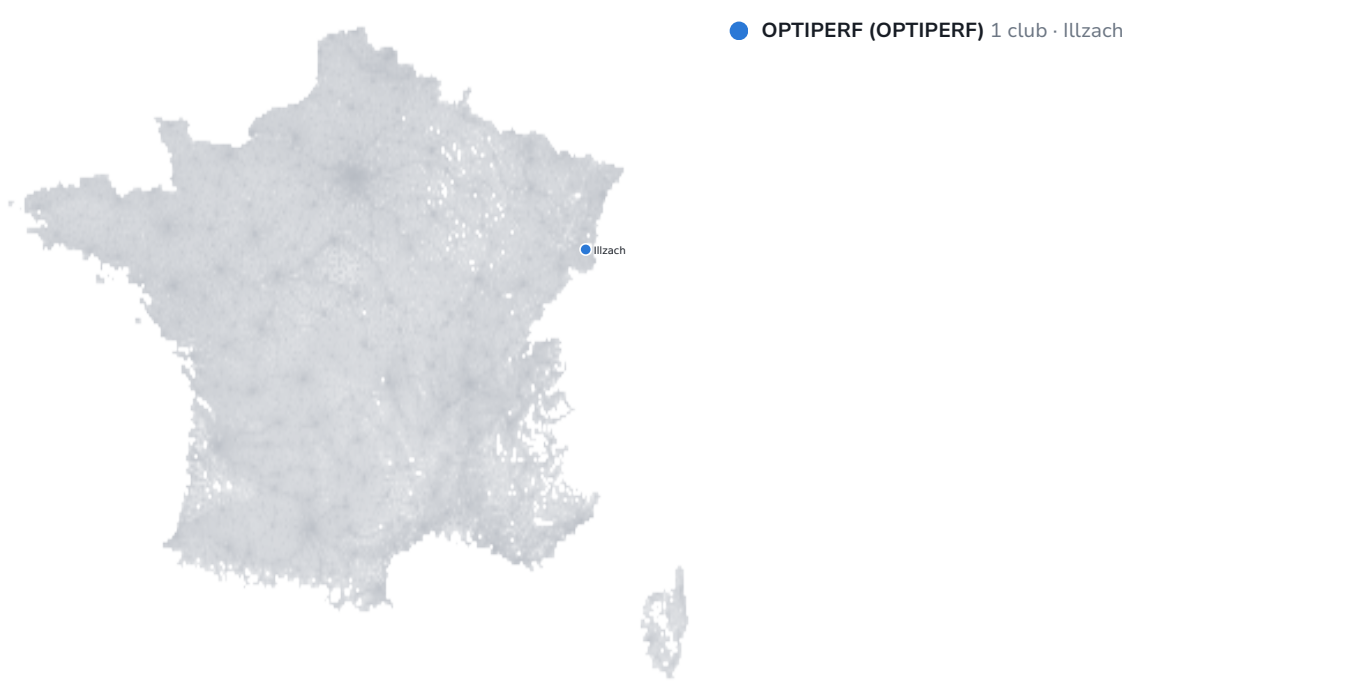
Illzach
opened 2016–2016

€22,347

EBITDA 2020

revenue €134,871 · net €12,802
equity €4,023 · financial debt €106,688 · cash €55,166 · 1 risk flag

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
OPTIPERF	Illzach 68110	2016	1 → 1	3 → 5	1,205 → 940	12,391 → 7,115

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	OPTIPERF (OPTIPERF)	Registered capital	€8,000
SIREN	819475187	Years filed	4 of the last 4 on record — 4 complete
Founded	2016-04-01	Debt falling due	€61,136 within a year · €83,901 in one to five · €3,166 beyond five against cash of €55,166
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	LIONEL JEAN-MARC MEDINA (Président de SAS)		

RISK FLAGS — from the accounts

▼ **high leverage** — 2020, debt €106,688 vs EBITDA €22,347

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
2020	€134,871	€22,347	17%	€13,392	€12,802	€4,023	€106,688	€55,166	€9,414	€106,369	—
2019	€140,407	€14,252	10%	€4,821	€2,575	€-15,979	€90,055	€6,723	€364	€116,887	—
2018	€120,640	€20,484	17%	€13,370	€11,359	€-18,553	€61,630	€12,546	€11,386	€83,532	—
2016	€30,623	€-35,352	-115%	€-39,943	€-41,239	€-33,239	€84,367	€18,106	€5,749	€58,152	—

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

OPTIPERF Illzach

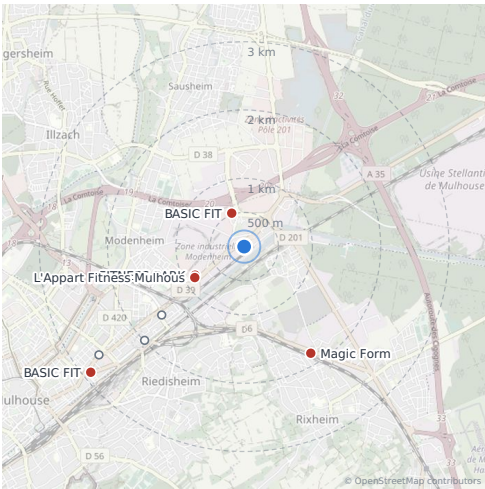
4 RUE DE LISBONNE 68110 ILLZACH · opened 2016-04-01 · SIRET 81947518700012

CHANGE SINCE OPENING — 2016 → today

	AT OPENING	TODAY	CHANGE
Location score	67.5	50	-17.5
Gyms within 1 km	2	4	+2
Gyms within 2 km	3	5	+2
Competition weight, 2 km	1.50	3.26	+117%
Capture, 2 km	12,391	7,115	-43%
Saturation, 2 km vs national baseline	+9%	+125%	+115 pts

Competitor field as it stood on 2016-04-01 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



5 gym floors, 4 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%	49 500 m	1,686 people	46	183 aged 18-64 + 1,503 workers = 1,686 over 0.79 km2 = 2,147/km2
	2 km	25,200 people	51	9,265 aged 18-64 + 15,934 workers = 25,200 over 12.57 km2 = 2,005/km2
Competition weight 15%	72 500 m	0.16 wt	91	0 genuine gym floors and 1 other sports site within 500 m, weighted by substitutability and price tier
	2 km	3.26 wt	60	4 genuine gym floors and 1 other sports site within 2 km, weighted by substitutability and price tier
Capture weight 20%	57 500 m	940 people	44	205 residents + 734 workers, demand within 500 m against every competitor within 3 km
	2 km	7,115 people	65	2,751 residents + 4,364 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	38 500 m	not measured	—	catchment of 334 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 27.2 LQ
	2 km	LQ 2.25	38	4 clubs / 16,184 residents = 24.72 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%	24 500 m	0.70×	0	15,710 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.92×	40	20,560 EUR against 22,380 nationally, median of 6 IRIS within 2 km

NEAREST GYMS — 5 within 3 km; ▲ opened after 2016

0.52 BASIC FIT Basic-Fit	0.83 ▲ FITNESS PARK Fitness Park 2016
0.85 ▲ L'Appart Fitness Mulhouse L'Appart Fitness 2024	1.84 Magic Form Magic Form 2015
2.9 BASIC FIT Basic-Fit	

ACCESS — straight-line, GTFS

Tram	NOUVEAU BASSIN — 2511 m
Bus	HOLLANDE — 292 m
Footfall	Rixheim — 2678 m, 197,542 travellers/yr SNCF
Shops	14 within 150 m INSEE BPE