

# OLIVIA DELAHAYE

1 club operated · SENLIS · company founded 2016-05-23

1

club

Senlis

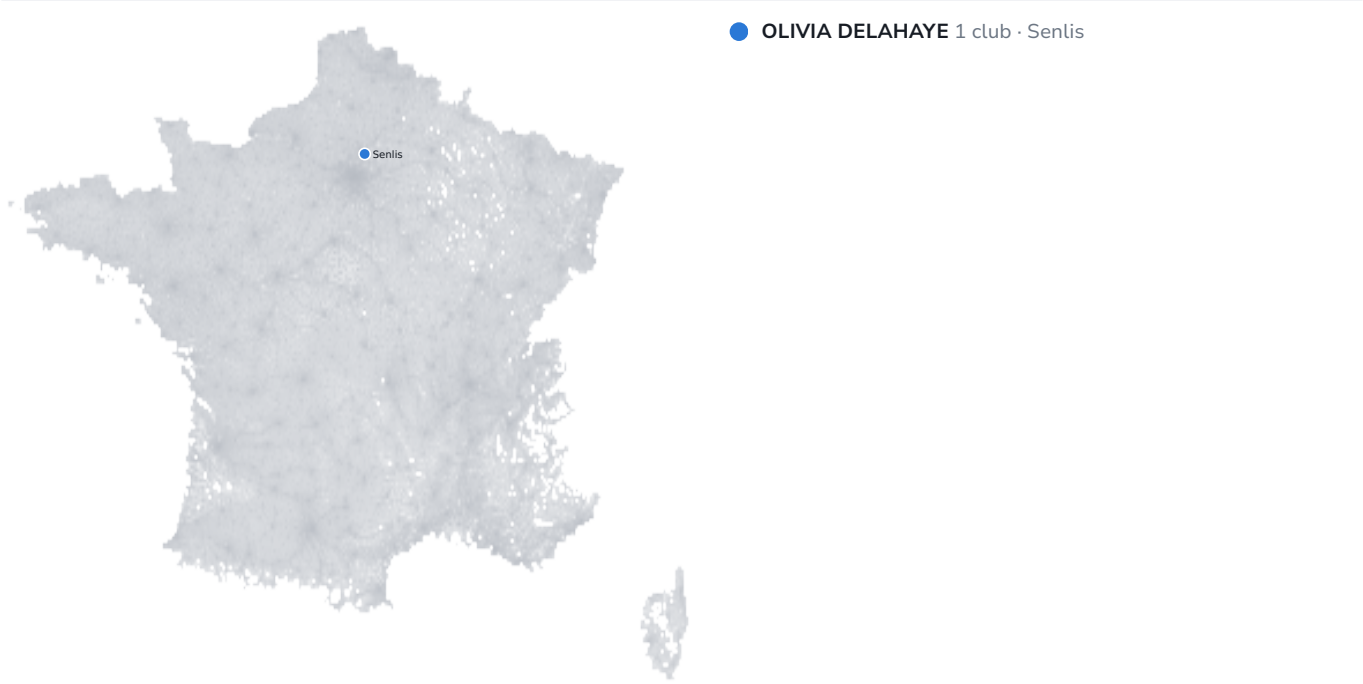
opened 2020–2020

—

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           |
| BODYHIT | Senlis<br>60300 | 2020   | 1 → 1                        | 2 → 4 | 4,576 → 3,960           | 12,690 → 6,803 |

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 | OLIVIA DELAHAYE     |
| SIREN      | 820257251           |
| Founded    | 2016-05-23          |
| Activity   | 96.04Z NAF/APE code |
| Employees  | NN Sirene band      |

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.

# BODYHIT Senlis

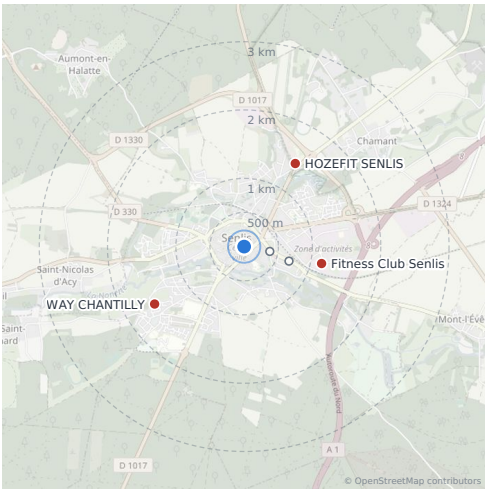
49 PLACE DE LA HALLE 60300 SENLIS · opened 2020-10-12 · SIRET 82025725100026

## CHANGE SINCE OPENING — 2020 → today

|                                       | AT OPENING | TODAY | CHANGE   |
|---------------------------------------|------------|-------|----------|
| Location score                        | 82.1       | 67.1  | -15.0    |
| Gyms within 1 km                      | 1          | 1     | 0        |
| Gyms within 2 km                      | 2          | 4     | +2       |
| Competition weight, 2 km              | 1.30       | 3.70  | +185%    |
| Capture, 2 km                         | 12,690     | 6,803 | -46%     |
| Saturation, 2 km vs national baseline | -41%       | +81%  | +122 pts |

Competitor field as it stood on 2020-10-12 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



3 gym floors, 2 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%   | 51 500 m | 4,400 people  | 66    | 1,788 aged 18-64 + 2,612 workers = 4,400 over 0.79 km <sup>2</sup> = 5,602/km <sup>2</sup>                                        |
|                        | 2 km     | 15,689 people | 42    | 8,912 aged 18-64 + 6,777 workers = 15,689 over 12.57 km <sup>2</sup> = 1,248/km <sup>2</sup>                                      |
| Competition weight 15% | 68 500 m | 0.30 wt       | 84    | 0 genuine gym floors and 1 other sports site within 500 m, weighted by substitutability and price tier                            |
|                        | 2 km     | 3.70 wt       | 57    | 3 genuine gym floors and 3 other sports sites within 2 km, weighted by substitutability and price tier                            |
| Capture weight 20%     | 73 500 m | 3,960 people  | 87    | 2,037 residents + 1,923 workers, demand within 500 m against every competitor within 3 km                                         |
|                        | 2 km     | 6,803 people  | 63    | 4,361 residents + 2,442 workers, demand within 2 km against every competitor within 3 km                                          |
| Saturation weight 15%  | 60 500 m | not measured  | —     | catchment of 2,820 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 3.2 LQ |
|                        | 2 km     | LQ 1.81       | 60    | 3 clubs / 15,048 residents = 19.94 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%      | 98 500 m | 1.48×         | 100   | 33,170 EUR against 22,380 nationally, median of 1 IRIS within 500 m                                                               |
|                        | 2 km     | 1.09×         | 96    | 24,365 EUR against 22,380 nationally, median of 4 IRIS within 2 km                                                                |

## NEAREST GYMS — 3 within 3 km; ▲ opened after 2020

|      |                          |      |                                      |
|------|--------------------------|------|--------------------------------------|
| 1.16 | Fitness Club Senlis 2011 | 1.43 | ▲ HOZEFIT SENLIS L'Orange Bleue 2022 |
| 1.56 | ▲ WAY CHANTILLY 2026     |      |                                      |

## ACCESS — straight-line, GTFS

|          |                                                             |
|----------|-------------------------------------------------------------|
| Rail     | Chantilly - Gouvieux — 9440 m                               |
| Bus      | SENLIS - Bordeaux - Odent — 88 m                            |
| Footfall | Chantilly - Gouvieux — 9440 m, 2,897,119 travellers/yr SNCF |
| Shops    | 78 within 150 m INSEE BPE                                   |