

B&A CROSSMUSCU (B&A CROSSMUSCU - AIRCROSSFIT)

1 club operated · HABSHEIM · company founded 2016-05-02

1
clubHabsheim
opened 2016–2016€-30,210
EBITDA 2016

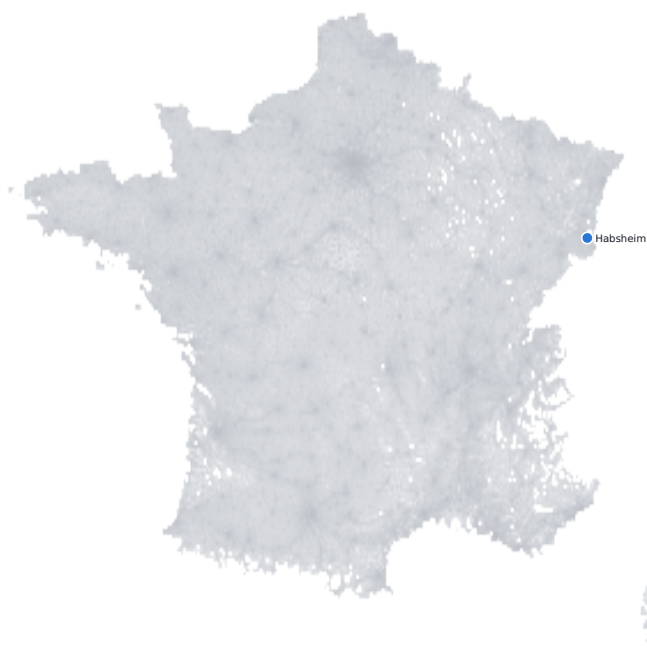
revenue €10,213 ·

net €-34,169

equity €-33,169 · financial
debt €44,293 · cash €185 · 2
risk flags

WHERE THE CLUBS ARE — 1 club

● B&A CROSSMUSCU (B&A CROSSMUSCU - AIRCROSSFIT) 1
club · Habsheim



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
B&A CROSSMUSCU - AIRCROSSFIT	Habsheim 68440	2016	0 → 1	0 → 1	951 → 726	8,970 → 7,120

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	B&A CROSSMUSCU (B&A CROSSMUSCU - AIRCROSSFIT)
SIREN	820284222
Founded	2016-05-02
Activity	93.13Z NAF/APE code
Employees	00 Sirene band
Officers	BENJAMIN CIURET (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	€1,000
Years filed	1 of the last 1 on record — 1 complete
Debt falling due	€28,759 within a year · €22,219 in one to five against cash of €185
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, €-33,169
- ▼ **high leverage** — 2016, debt €44,293 vs EBITDA €-30,210

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	€10,213	€-30,210	-296%	€-33,977	€-34,169	€-33,169	€44,293	€185	—	€40,165	—

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

B&A CROSSMUSCU - AIRCROSSFIT Habsheim

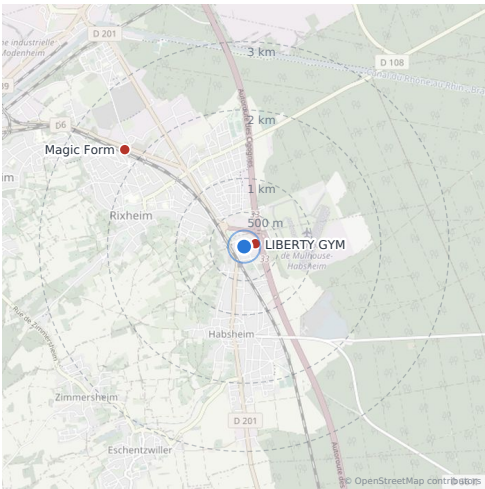
BAT N 6 AVENUE VALPARC 68440 HABSHEIM · opened 2016-05-02 · SIRET 82028422200016

CHANGE SINCE OPENING — 2016 → today

	AT OPENING	TODAY	CHANGE
Location score	73.8	68.9	-4.9
Gyms within 1 km	0	1	+1
Gyms within 2 km	0	1	+1
Competition weight, 2 km	0	0.40	new
Capture, 2 km	8,970	7,120	-21%
Saturation, 2 km vs national baseline	-100%	-27%	+73 pts

Competitor field as it stood on 2016-05-02 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



2 gym floors, 0 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%	32 500 m	790 people	31	320 aged 18-64 + 470 workers = 790 over 0.79 km2 = 1,006/km2
	2 km	9,850 people	33	7,329 aged 18-64 + 2,521 workers = 9,850 over 12.57 km2 = 784/km2
Competition weight 15%	86 500 m	0.40 wt	79	1 genuine gym floor and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	0.40 wt	91	1 genuine gym floor and 0 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	54 500 m	726 people	37	391 residents + 336 workers, demand within 500 m against every competitor within 3 km
	2 km	7,120 people	65	5,988 residents + 1,132 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 504 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 18.0 LQ
	2 km	LQ 0.73	100	1 club / 12,472 residents = 8.02 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%	100 500 m	1.27×	100	28,500 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	1.25×	100	28,010 EUR against 22,380 nationally, median of 3 IRIS within 2 km

NEAREST GYMS — 2 within 3 km; ▲ opened after 2016

0.17 ▲ LIBERTY GYM Liberty Gym 2023	2.25 Magic Form Magic Form 2015
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ACCESS — straight-line, GTFS

Rail	Habsheim — 278 m
Bus	CENTRE NAUTIQUE — 120 m
Footfall	Habsheim — 278 m, 225,132 travellers/yr SNCF
Shops	3 within 150 m INSEE BPE

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