

PROXILANCOURT (PROXIFORME ELANCOURT)

1 club operated · CROISSY-BEAUBOURG · company founded 2017-01-30

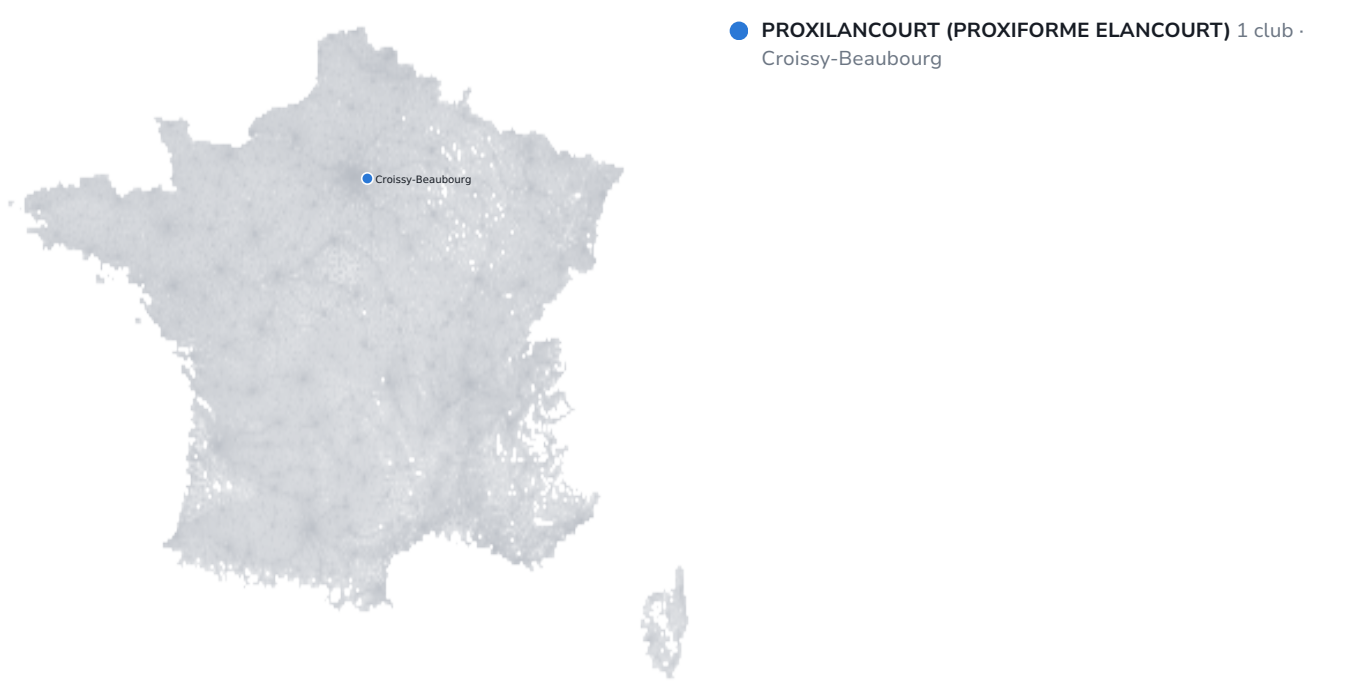
1
club

Croissy-Beaubourg
opened 2023–2023 · 1 closed

€12,132
EBITDA 2019

revenue €347,277 ·
net €7,168
equity €16,169 · financial debt
€98,165 · cash €17,200 · 1 risk
flag

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
PROXIFORME ELANCOURT	Croissy-Beaubourg 77183	2023	1 → 1	7 → 8	1,109 → 1,065	5,273 → 4,032

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. Closed establishments on this company: PROXIFORME ELANCOURT (Elancourt).

LEGAL IDENTITY — INSEE Sirene		FILING & CAPITAL — INPI RNE	
Legal name	PROXILANCOURT (PROXIFORME ELANCOURT)	Registered capital	€30,200
SIREN	825340011	Years filed	3 of the last 3 on record — 3 complete
Founded	2017-01-30	Debt falling due	not filed — the maturity table is a complete-regime page
Activity	93.13Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	NN 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	JEREMY COUTURE (Président de SAS); EMMANUEL GILLY (Directeur Général)		

RISK FLAGS — from the accounts

▼ **high leverage** — 2019, debt €98,165 vs EBITDA €12,132

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
2019	€347,277	€12,132	3%	€7,576	€7,168	€16,169	€98,165	€17,200	€77,215	€245,946	—
2018	—	—	—	—	—	—	—	—	—	—	—
2017	—	—	—	—	—	—	—	—	—	—	—

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

PROXIFORME ELANCOURT Croissy-Beaubourg

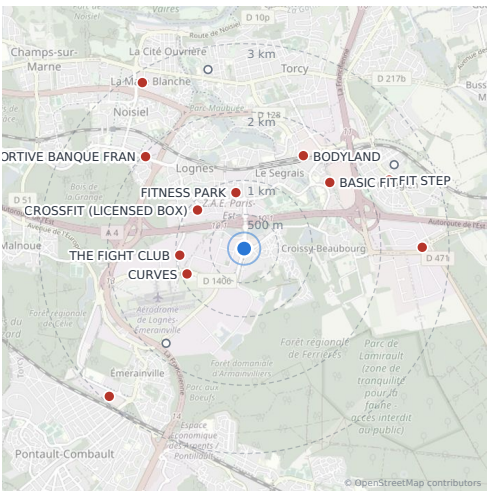
52 RUE D'EMERAINVILLE 77183 CROISSY-BEAUBOURG · opened 2023-07-10 · SIRET 82534001100022

CHANGE SINCE OPENING — 2023 → today

	AT OPENING	TODAY	CHANGE
Location score	52.8	45.9	-6.9
Gyms within 1 km	5	5	0
Gyms within 2 km	7	8	+1
Competition weight, 2 km	4.50	5.90	+31%
Capture, 2 km	5,273	4,032	-24%
Saturation, 2 km vs national baseline	+131%	+176%	+46 pts

Competitor field as it stood on 2023-07-10 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



11 gym floors, 3 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%	50	500 m	1,325 people	42 374 aged 18-64 + 952 workers = 1,325 over 0.79 km2 = 1,687/km2
		2 km	30,788 people	55 13,768 aged 18-64 + 17,020 workers = 30,788 over 12.57 km2 = 2,450/km2
Competition weight 15%	68	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	5.90 wt	46 7 genuine gym floors and 3 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	44	500 m	1,065 people	48 447 residents + 618 workers, demand within 500 m against every competitor within 3 km
		2 km	4,032 people	40 2,084 residents + 1,948 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	12	500 m	not measured	— catchment of 691 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 13.1 LQ
		2 km	LQ 2.76	12 7 clubs / 23,007 residents = 30.43 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%	62	500 m	1.00x	65 22,290 EUR against 22,380 nationally, median of 1 IRIS within 500 m
		2 km	0.98x	59 21,885 EUR against 22,380 nationally, median of 10 IRIS within 2 km

NEAREST GYMS — 11 within 3 km; ▲ opened after 2023

0.83	FITNESS PARK Fitness Park 2018	0.89	CROSSFIT (LICENSED BOX) CrossFit (licensed box) 2021
0.92	CURVES 2007	0.95	THE FIGHT CLUB 2023
1.58	BASIC FIT Basic-Fit	1.61	▲ BODYLAND 2026
1.97	ASS SPORTIVE BANQUE FRANCE MARNE VALLEE 1989	2.35	FIT STEP 2009
... and 3 more within 3 km.			

ACCESS — straight-line, GTFS

Rail	Lognes — 1459 m
Bus	Henri Aubry — 83 m
Footfall	LOGNES — 1454 m, 1,672,519 validations/yr RATP
Shops	60 within 150 m INSEE BPE