

NATICS NATURAL TRAINING

1 club operated · BOIS-GUILLAUME · company founded 2017-04-01

1

club

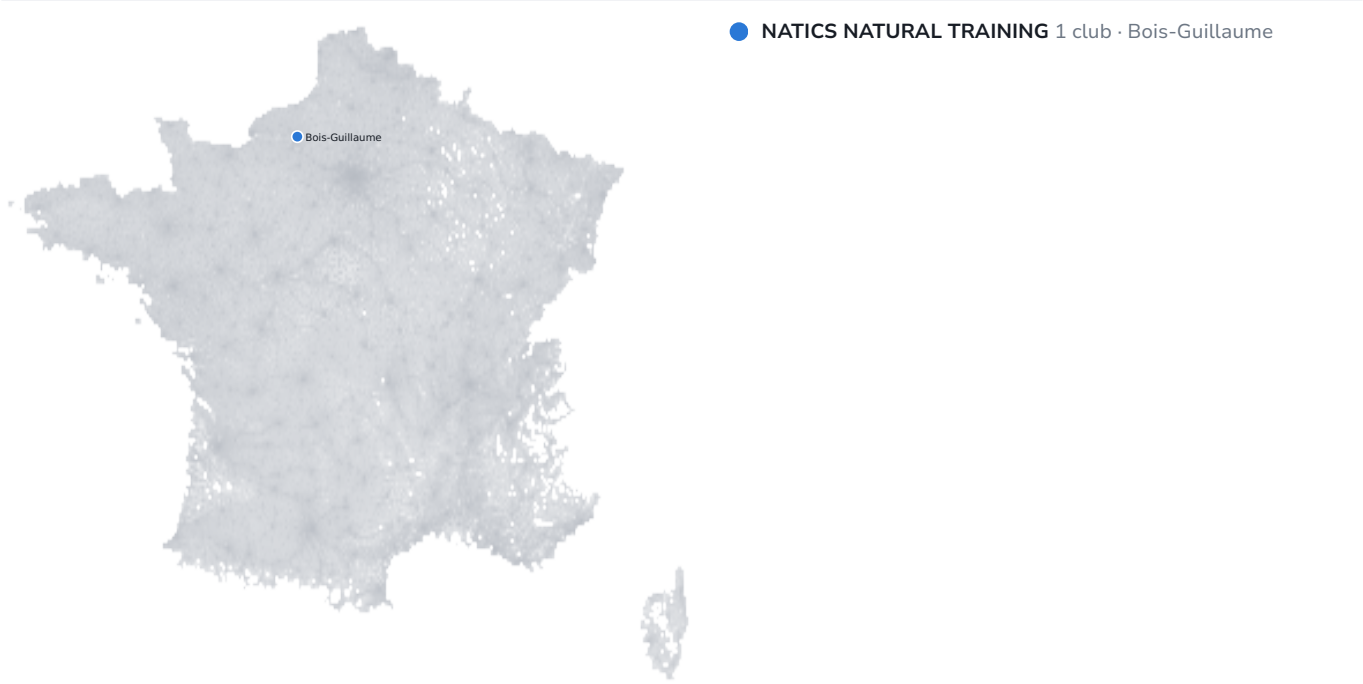
Bois-Guillaume
opened 2017–2017

—

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
NATICS NATURAL TRAINING	Bois-Guillaume 76230	2017	2 → 2	2 → 3	1,264 → 1,220	13,025 → 10,043

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	NATICS NATURAL TRAINING
SIREN	829943588
Founded	2017-04-01
Activity	93.11Z NAF/APE code
Employees	NN Sirene band
Officers	DUSTIN YVES ARNOLD (Président de SAS)

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.

NATICS NATURAL TRAINING Bois-Guillaume

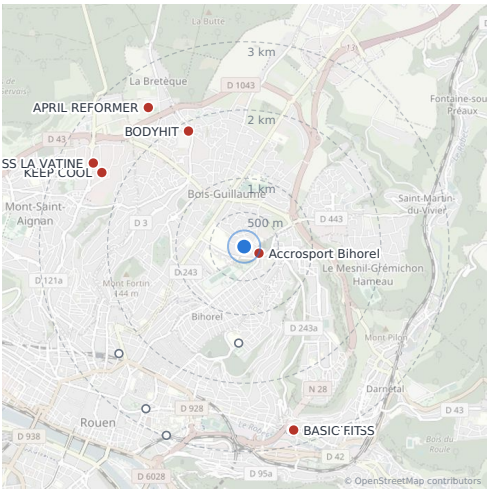
565 RUE HERBEUSE 76230 BOIS-GUILLAUME · opened 2017-04-01 · SIRET 82994358800022

CHANGE SINCE OPENING — 2017 → today

	AT OPENING	TODAY	CHANGE
Location score	71.5	68.6	-2.9
Gyms within 1 km	2	2	0
Gyms within 2 km	2	3	+1
Competition weight, 2 km	1.30	2.30	+77%
Capture, 2 km	13,025	10,043	-23%
Saturation, 2 km vs national baseline	-74%	-46%	+28 pts

Competitor field as it stood on 2017-04-01 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



7 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%	51 500 m	1,708 people	47	1,041 aged 18-64 + 668 workers = 1,708 over 0.79 km2 = 2,175/km2
	2 km	29,017 people	54	18,905 aged 18-64 + 10,112 workers = 29,017 over 12.57 km2 = 2,309/km2
Competition weight 15%	63 500 m	1.00 wt	58	1 genuine gym floor and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	2.30 wt	67	2 genuine gym floors and 1 other sports site within 2 km, weighted by substitutability and price tier
Capture weight 20%	69 500 m	1,220 people	52	812 residents + 409 workers, demand within 500 m against every competitor within 3 km
	2 km	10,043 people	80	7,205 residents + 2,839 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 1,885 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 4.8 LQ
	2 km	LQ 0.54	100	2 clubs / 33,938 residents = 5.89 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%	65 500 m	0.84×	13	18,750 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	1.30×	100	28,990 EUR against 22,380 nationally, median of 15 IRIS within 2 km

NEAREST GYMS — 7 within 3 km; ▲ opened after 2017

0.24	AccroSport Bihorel ACCROSPORT	1.88	▲ BODYHIT Bodyhit 2019
2.35	KEEP COOL Keepcool 2017	2.47	▲ APRIL REFORMER 2025
2.52	STUDIO FITNESS LA VATINE 2016	2.77	▲ QG FITNESS 2026
2.78	▲ BASIC FIT Basic-Fit 2023		

ACCESS — straight-line, GTFS

Metro	Boulingrin — 2271 m
Bus	Centre de Rééducation — 171 m
Footfall	Rouen Rive Droite — 2705 m, 7,773,267 travellers/yr SNCF
Shops	4 within 150 m INSEE BPE