

# OBMG

1 club operated · CHATEAUGIRON · company founded 2017-09-01

1

club

Chateaugiron

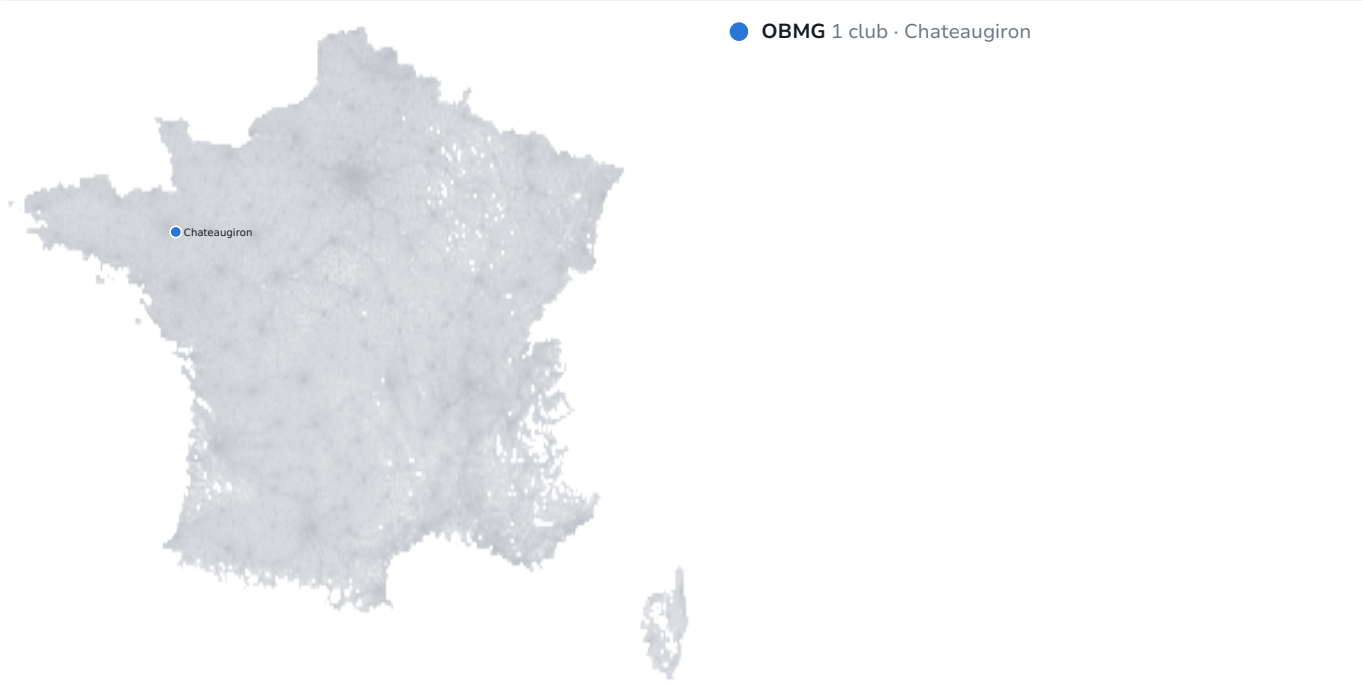
opened 2017–2017

—

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          |
| L'ORANGE BLEUE | Chateaugiron<br>35410 | 2017   | 1 → 2                        | 1 → 2 | 411 → 255               | 6,244 → 3,721 |

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 | OBMG                           |
| SIREN      | 830854279                      |
| Founded    | 2017-09-01                     |
| Activity   | 93.13Z NAF/APE code            |
| Employees  | 02 Sirene band                 |
| Officers   | CHARLES-HENRY PASQUET (Gérant) |

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.

# L'ORANGE BLEUE Chateaugiron

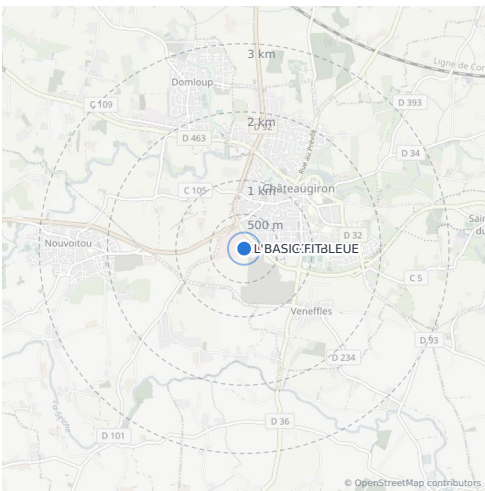
BATIMENT B 43 RUE DES COMPTOIRS 35410 CHATEAUGIRON · opened 2017-09-01 · SIRET 83085427900015

## CHANGE SINCE OPENING — 2017 → today

|                                       | AT OPENING | TODAY | CHANGE |
|---------------------------------------|------------|-------|--------|
| Location score                        | 55         | 44    | -11.0  |
| Gyms within 1 km                      | 1          | 2     | +1     |
| Gyms within 2 km                      | 1          | 2     | +1     |
| Competition weight, 2 km              | 0.40       | 1.40  | +250%  |
| Capture, 2 km                         | 6,244      | 3,721 | -40%   |
| Saturation, 2 km vs national baseline | —          | —     | —      |

Competitor field as it stood on 2017-09-01 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



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%   | 21 500 m  | 412 people   | 18    | 405 aged 18-64 + 8 workers = 412 over 0.79 km <sup>2</sup> = 525/km <sup>2</sup>                                                  |
|                        | 2 km      | 5,616 people | 22    | 5,522 aged 18-64 + 94 workers = 5,616 over 12.57 km <sup>2</sup> = 447/km <sup>2</sup>                                            |
| Competition weight 15% | 64 500 m  | 1.40 wt      | 46    | 2 genuine gym floors and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)            |
|                        | 2 km      | 1.40 wt      | 76    | 2 genuine gym floors and 0 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)             |
| Capture weight 20%     | 24 500 m  | 255 people   | 6     | 252 residents + 4 workers, demand within 500 m against every competitor within 3 km                                               |
|                        | 2 km      | 3,721 people | 37    | 3,681 residents + 40 workers, demand within 2 km against every competitor within 3 km                                             |
| Saturation weight 15%  | — 500 m   | not measured | —     | catchment of 682 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 13.0 LQ  |
|                        | 2 km      | not measured | —     | catchment of 9,152 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.0 LQ |
| 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 | 1.25×        | 100   | 28,040 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)                                          |
|                        | 2 km      | 1.22×        | 100   | 27,380 EUR against 22,380 nationally, median of 2 IRIS within 2 km                                                                |

## NEAREST GYMS — 2 within 3 km; ▲ opened after 2017

|                      |                          |
|----------------------|--------------------------|
| 0.0 ▲ L'ORANGE BLEUE | 0.15 BASIC FIT Basic-Fit |
| L'Orange Bleue 2024  |                          |

## ACCESS — straight-line, GTFS

|          |                                                     |
|----------|-----------------------------------------------------|
| Rail     | Vern — 6232 m                                       |
| Bus      | Chêne Centenaire — 2052 m                           |
| Footfall | Vern-sur-Seiche — 6232 m, 16,997 travellers/yr SNCF |
| Shops    | 7 within 150 m INSEE BPE                            |