

FIT'EAST

1 club operated · STRASBOURG · company founded 2017-09-20

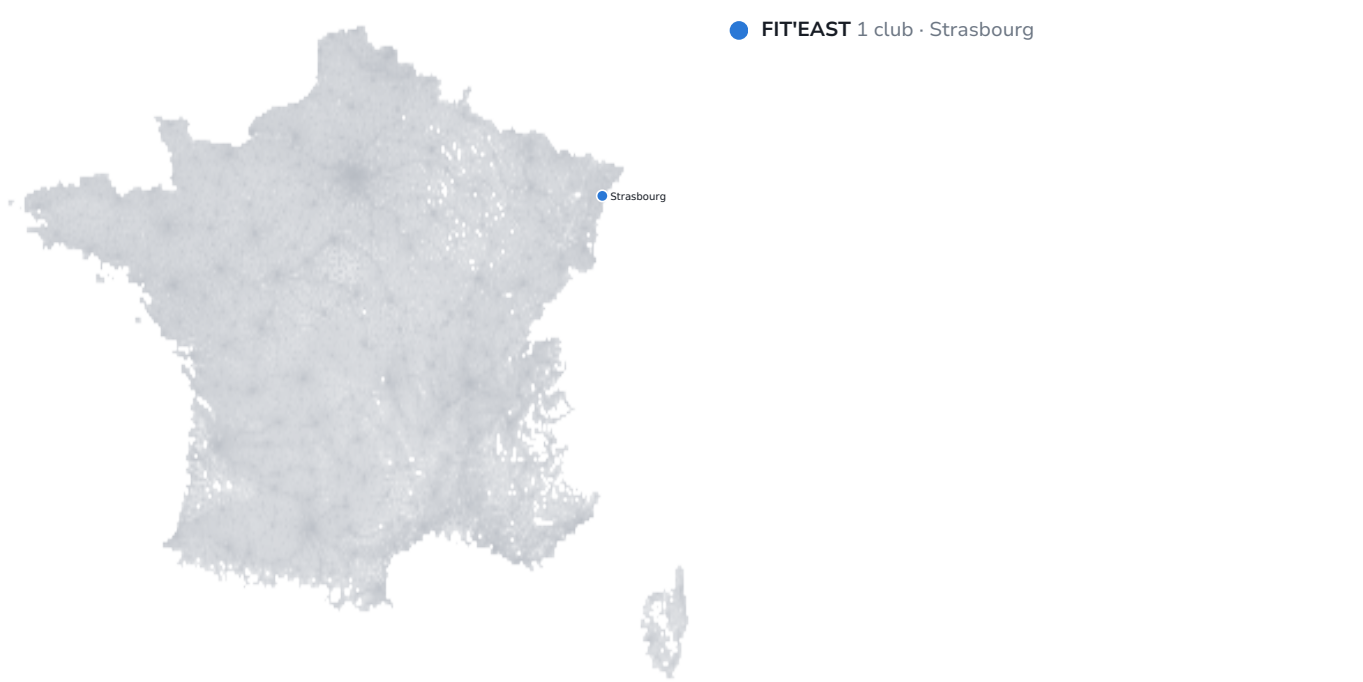
1
club

Strasbourg
opened 2017–2017

€27,740
EBITDA 2023

revenue €235,238 · net €612
equity €74,972 · financial debt €101,876 · cash €62,746

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
CROSSFIT (LICENSED BOX)	Strasbourg 67100	2017	2 → 2	4 → 6	1,828 → 1,583	11,764 → 6,547

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	FIT'EAST
SIREN	832144240
Founded	2017-09-20
Activity	93.13Z NAF/APE code
Employees	01 Sirene band
Officers	ANNE-CLAIRE DREYFUS (Directeur Général); JOSEPH METIN (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	€5,000
Years filed	3 of the last 3 on record — 3 complete
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 flagged.

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
2023	€235,238	€27,740	12%	€1,062	€612	€74,972	€101,876	€62,746	€55,509	€153,769	—
2019	€112,081	€32,503	29%	€25,436	€23,611	€10,896	€103,543	€34,673	€2,030	€75,468	—
2018	€59,009	€-9,301	-16%	€-16,798	€-17,715	€-12,715	€108,527	€1,133	€2,103	€61,274	—

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

CROSSFIT (LICENSED BOX) Strasbourg

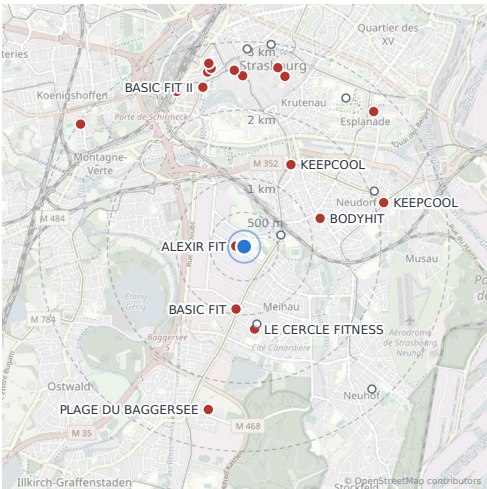
1 RUE LA FAYETTE 67100 STRASBOURG · opened 2017-09-20 · SIRET 83214424000013

CHANGE SINCE OPENING — 2017 → today

	AT OPENING	TODAY	CHANGE
Location score	75.9	69.8	-6.1
Gyms within 1 km	3	3	0
Gyms within 2 km	4	6	+2
Competition weight, 2 km	2.70	5.15	+91%
Capture, 2 km	11,764	6,547	-44%
Saturation, 2 km vs national baseline	-53%	-20%	+33 pts

Competitor field as it stood on 2017-09-20 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



19 gym floors, 8 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%	500 m	3,962 people	64	404 aged 18-64 + 3,558 workers = 3,962 over 0.79 km2 = 5,045/km2
	2 km	79,763 people	73	36,141 aged 18-64 + 43,622 workers = 79,763 over 12.57 km2 = 6,347/km2
Competition weight 15%	500 m	1.15 wt	53	1 genuine gym floor and 1 other sports site within 500 m, weighted by substitutability and price tier
	2 km	5.15 wt	50	5 genuine gym floors and 3 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	500 m	1,583 people	60	214 residents + 1,370 workers, demand within 500 m against every competitor within 3 km
	2 km	6,547 people	61	3,210 residents + 3,338 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	500 m	not measured	—	catchment of 651 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 14.0 LQ
	2 km	LQ 0.80	100	5 clubs / 56,884 residents = 8.79 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%	500 m	1.03×	77	23,080 EUR against 22,380 nationally, median of 2 IRIS within 500 m
	2 km	1.00×	68	22,475 EUR against 22,380 nationally, median of 28 IRIS within 2 km

NEAREST GYMS — 19 within 3 km; ▲ opened after 2017

0.12 ALEXIR FIT 2016	0.92 BASIC FIT Basic-Fit
1.19 ▲ BODYHIT Bodyhit 2020	1.22 LE CERCLE FITNESS 2015
1.38 ▲ KEEP COOL Keepcool 2018	2.14 KEEP COOL Keepcool 2011
2.41 BASIC FIT II Basic-Fit 2016	2.44 PLAGE DU BAGGERSEE 1983

... and 11 more within 3 km.

ACCESS — straight-line, GTFS

Tram	Lycée Couffignal — 367 m
Bus	Lefèbvre — 90 m
Footfall	Krimmeri Meinau — 641 m, 210,237 travellers/yr SNCF
Shops	45 within 150 m INSEE BPE