

HOLI

1 club operated · VILLENEUVE-D'ASCQ · company founded 2018-06-19

1

club

Villeneuve-D'ascq

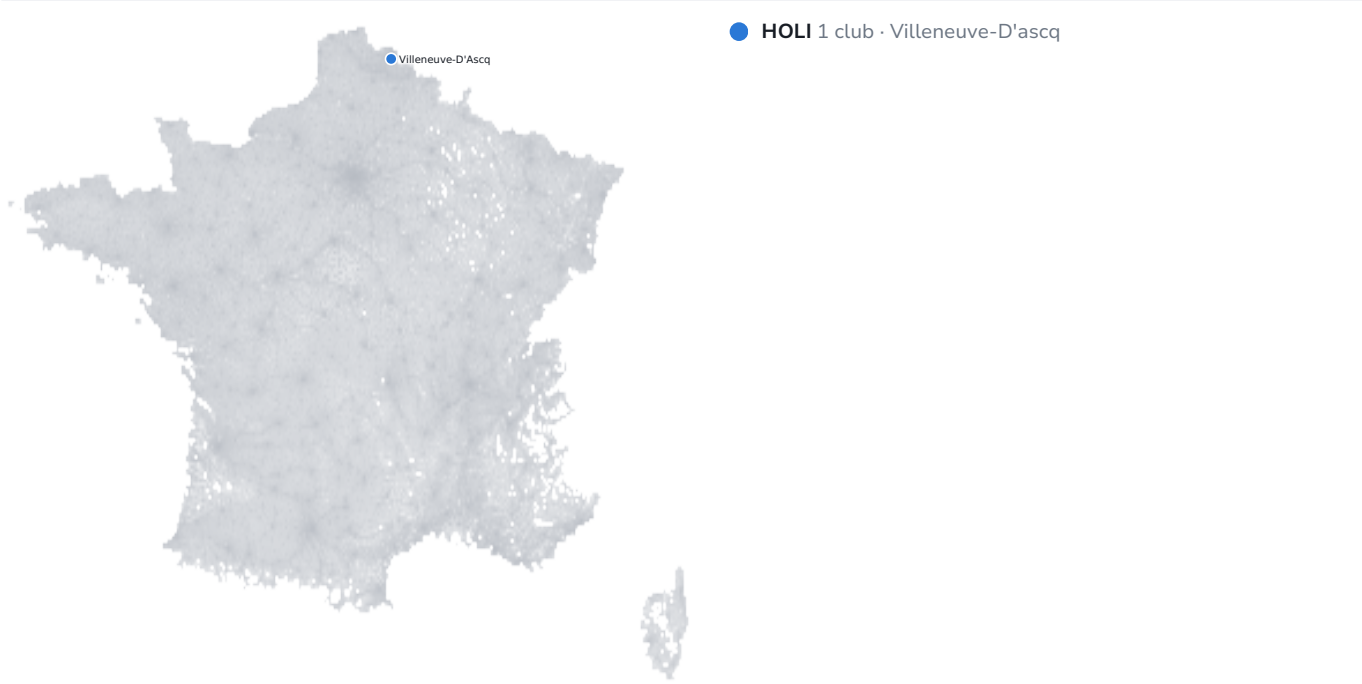
opened 2018-2018 · 1 closed

—

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
HOLI	Villeneuve-D'ascq 59493	2018	1 → 1	1 → 3	1,800 → 1,663	10,936 → 6,741

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: HOLI (Roubaix).

LEGAL IDENTITY — INSEE Sirene		FILING & CAPITAL — INPI RNE	
Legal name	HOLI	Registered capital	€265,000
SIREN	840604516	Years filed	5 of the last 5 on record — 5 complete
Founded	2018-06-19	Debt falling due	not filed — the maturity table is a complete-regime page
Activity	93.13Z NAF/APE code	Confidentiality	income statement withheld: 2024, 2023, 2022, 2021, 2019
Employees	03 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	STEPHANIE BECQUART (Gérant)		

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
2024	income statement withheld — Partiellement confidentiel					€34,072	€54,555	€13,491	—	—	—
2023	income statement withheld — Partiellement confidentiel					€73,373	€73,387	€46,471	—	—	—
2022	income statement withheld — Partiellement confidentiel					€89,490	€61,558	€48,613	—	—	—
2021	income statement withheld — Partiellement confidentiel					€186,540	€73,314	€128,684	—	—	—
2019	income statement withheld — Partiellement confidentiel					€223,002	€4,195	€51,681	—	—	—

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

HOLI Villeneuve-D'ascq

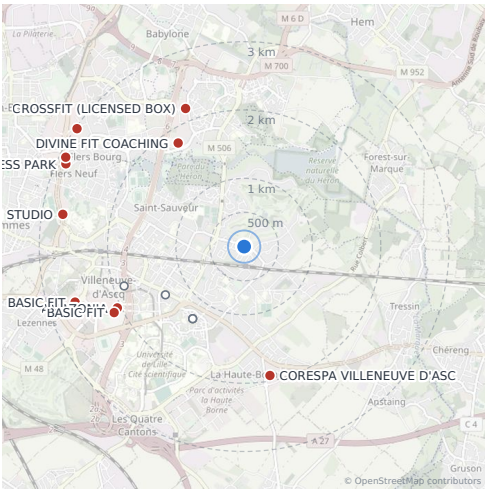
1 RUE DE L'ATTELAGE 59493 VILLENEUVE-D'ASCQ · opened 2018-12-18 · SIRET 84060451600020

CHANGE SINCE OPENING — 2018 → today

	AT OPENING	TODAY	CHANGE
Location score	76.2	70.5	-5.7
Gyms within 1 km	1	1	0
Gyms within 2 km	1	3	+2
Competition weight, 2 km	0.60	2.45	+308%
Capture, 2 km	10,936	6,741	-38%
Saturation, 2 km vs national baseline	-100%	-29%	+71 pts

Competitor field as it stood on 2018-12-18 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



10 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%	47 500 m	1,269 people	41	1,084 aged 18-64 + 185 workers = 1,269 over 0.79 km2 = 1,615/km2
	2 km	25,510 people	51	15,259 aged 18-64 + 10,250 workers = 25,510 over 12.57 km2 = 2,030/km2
Competition weight 15%	79 500 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	2.45 wt	66	2 genuine gym floors and 2 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	62 500 m	1,663 people	61	1,503 residents + 160 workers, demand within 500 m against every competitor within 3 km
	2 km	6,741 people	62	5,328 residents + 1,414 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 1,828 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 5.0 LQ
	2 km	LQ 0.71	100	2 clubs / 25,697 residents = 7.78 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%	77 500 m	1.56x	100	34,950 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.98x	61	22,000 EUR against 22,380 nationally, median of 15 IRIS within 2 km

NEAREST GYMS — 10 within 3 km; ▲ opened after 2018

1.8 ▲ DIVINE FIT COACHING 2025	1.93 ▲ CORESPA VILLENEUVE D'ASCQ Corespa 2025
2.06 AMAZONIA 2011	2.13 BASIC FIT Basic-Fit 2015
2.2 ▲ CROSSFIT (LICENSED BOX) CrossFit (licensed box) 2025	2.6 BASIC FIT Basic-Fit
2.7 ▲ CRESCENT MOON STUDIO 2024	2.88 FITNESS PARK Fitness Park 2012

... and 2 more within 3 km.

ACCESS — straight-line, GTFS

Rail	Ascq — 310 m
Bus	Montalembert — 88 m
Footfall	Ascq — 310 m, 29,204 travellers/yr SNCF
Shops	5 within 150 m INSEE BPE