

MESQUIDA

1 club operated · LA ROCHE-BLANCHE · company founded 2018-06-11

1 club

La Roche-Blanche
opened 2021–2021 · 1 closed

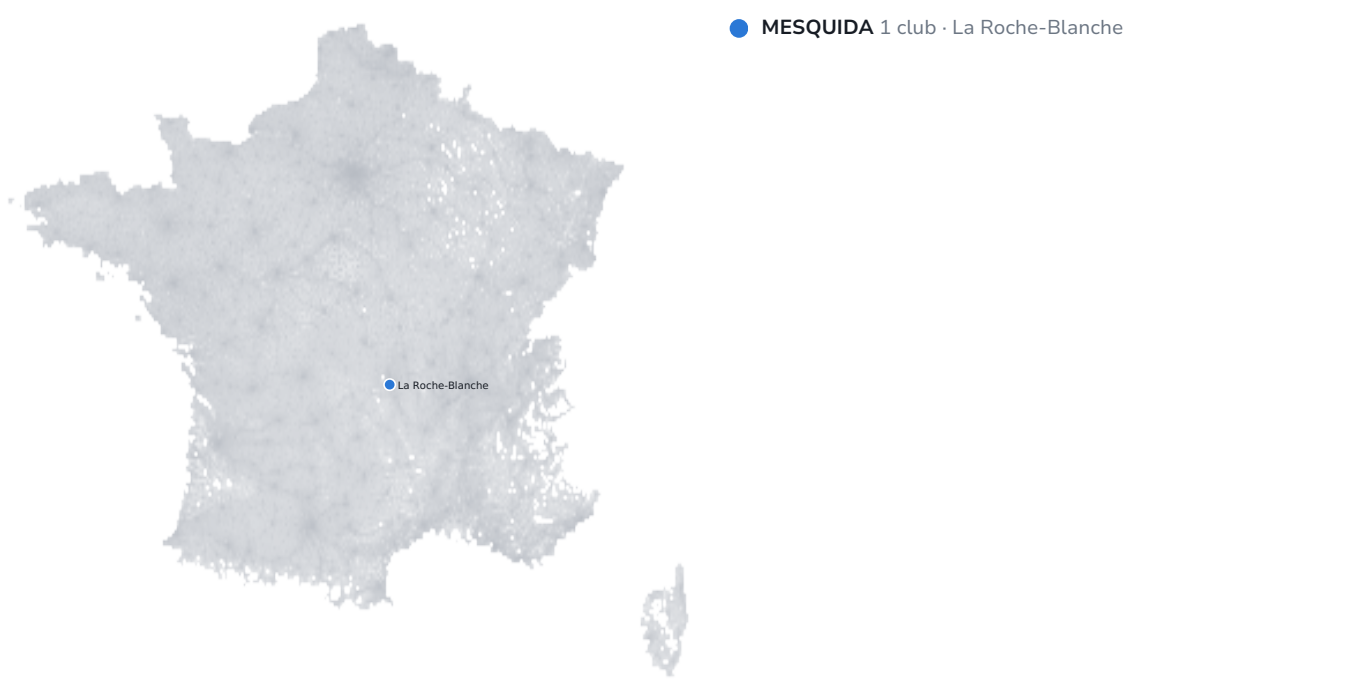
€17,348

EBITDA 2018

revenue €30,000 · net €-12,131

equity €-9,131 · financial debt €596,591 · cash — · 3 risk flags

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION GYMS WITHIN, OPENING → TODAY		CAPTURE PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
MESQUIDA	La Roche-Blanche 63670	2021	0 → 1	0 → 1	996 → 490	3,804 → 2,035

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: MESQUIDA (Paris).

LEGAL IDENTITY — INSEE Sirene

Legal name

SIREN

Founded

Activity

Employees

Officers

MESQUIDA

840679450

2018-06-11

93.11Z NAF/APE code

NN Sirene band

Veronique TOURLONIAS (Gérant)

FILING & CAPITAL — INPI RNE

Registered capital

Years filed

Debt falling due

Confidentiality

Ownership changes

€3,000

5 of the last 5 on record — 5 complete

€192,383 within a year · €368,904 beyond five against cash of —

income statement withheld: 2024, 2023, 2022, 2021

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

- ▼ **negative equity** — 2024, €-109,054
- ▼ **high leverage** — 2018, debt €596,591 vs EBITDA €17,348
- ▼ **stopped publishing income statement** — 2024, last published 2018

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				€-109,054	€551,115	—	—	—	—	—
2023	income statement withheld — Partiellement confidentiel				€-103,274	€566,715	—	—	—	—	—
2022	income statement withheld — Partiellement confidentiel				€-87,879	€568,770	—	—	—	—	—
2021	income statement withheld — Partiellement confidentiel				€-42,668	€546,863	—	—	—	—	—
2018	€30,000	€17,348	58%	€7,493	€-12,131	€-9,131	€596,591	—	—	€12,652	—

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

MESQUIDA La Roche-Blanche

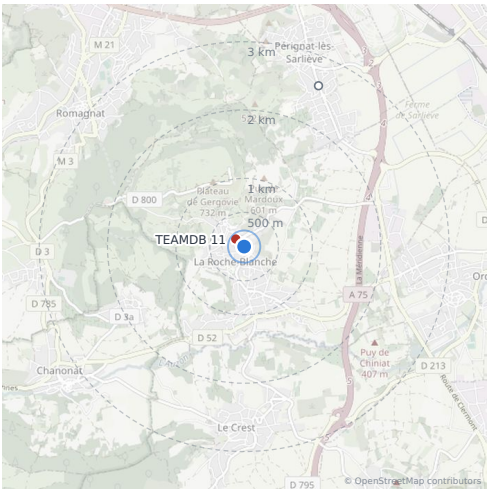
49 B AVENUE DE LA REPUBLIQUE 63670 LA ROCHE-BLANCHE · opened 2021-12-21 · SIRET 84067945000022

CHANGE SINCE OPENING — 2021 → today

	AT OPENING	TODAY	CHANGE
Location score	55.3	41.2	-14.1
Gyms within 1 km	0	1	+1
Gyms within 2 km	0	1	+1
Competition weight, 2 km	0	1	new
Capture, 2 km	3,804	2,035	-47%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2021-12-21 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



1 gym floors, 1 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%	14 500 m	559 people	24	528 aged 18-64 + 31 workers = 559 over 0.79 km2 = 712/km2
	2 km	2,443 people	6	2,000 aged 18-64 + 442 workers = 2,443 over 12.57 km2 = 194/km2
Competition weight 15%	72 500 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	1.00 wt	81	1 genuine gym floor and 0 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	17 500 m	490 people	25	474 residents + 16 workers, demand within 500 m against every competitor within 3 km
	2 km	2,035 people	11	1,802 residents + 232 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 970 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 9.1 LQ
	2 km	not measured	—	catchment of 3,538 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 2.5 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	1.27×	100	28,510 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	1.27×	100	28,510 EUR against 22,380 nationally, median of 1 IRIS within 2 km

NEAREST GYMS — 1 within 3 km; ▲ opened after 2021

0.17 ▲ TEAMDB 11 2023

ACCESS — straight-line, GTFS

Rail	Sarliève - Cournon — 4347 m
Bus	PÉRIGNAT-LES-SARLIEVE Les Horts — 2118 m
Footfall	Sarliève - Cournon — 4347 m, 85,420 travellers/yr SNCF
Shops	1 within 150 m INSEE BPE