

LOKKAL (CROSSFIT CUSTOM)

1 club operated · ANNEMASSE · company founded 2019-01-14

1

club

Annemasse

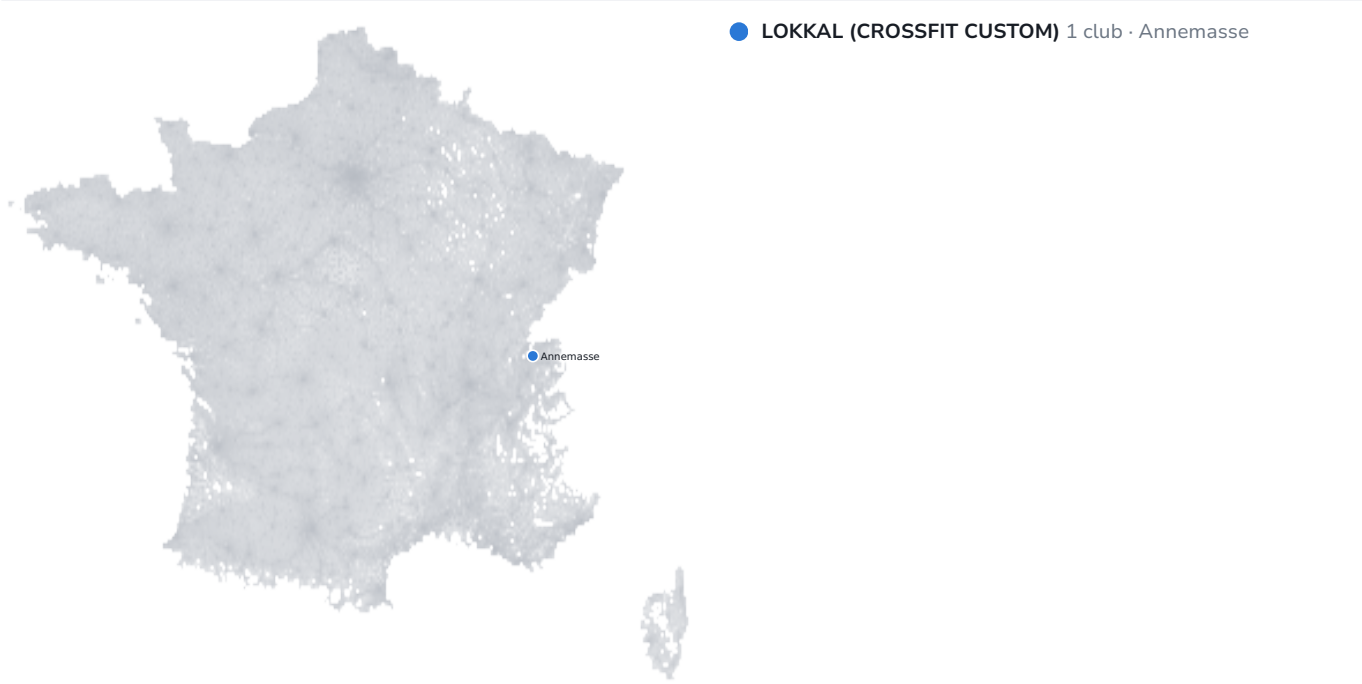
opened 2019–2019

—

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
CROSSFIT CUSTOM	Annemasse 74100	2019	0 → 0	4 → 5	4,461 → 4,237	14,790 → 12,937

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		FILING & CAPITAL — INPI RNE	
Legal name	LOKKAL (CROSSFIT CUSTOM)	Registered capital	<i>not stated in any filing</i>
SIREN	845280593	Years filed	0 of the last 0 on record
Founded	2019-01-14	Debt falling due	<i>not filed</i> — the maturity table is a complete-regime page
Activity	93.13Z NAF/APE code	Confidentiality	never invoked — every filed income statement is public
Employees	NN Sirene band	Ownership changes	<i>not tracked</i> — 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	MAXIME VIVIEN ADRIEN TOUCHARD (Gérant)		

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.

CROSSFIT CUSTOM Annemasse

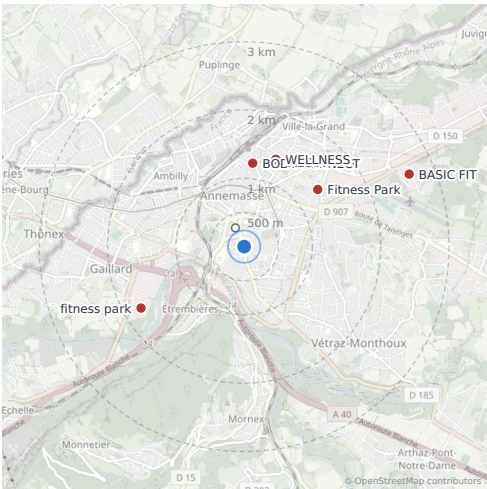
33 ROUTE DE BONNEVILLE 74100 ANNEMASSE · opened 2019-01-14 · SIRET 84528059300011

CHANGE SINCE OPENING — 2019 → today

	AT OPENING	TODAY	CHANGE
Location score	82	80.1	-1.9
Gyms within 1 km	0	0	0
Gyms within 2 km	4	5	+1
Competition weight, 2 km	3.80	5.30	+39%
Capture, 2 km	14,790	12,937	-13%
Saturation, 2 km vs national baseline	-20%	-1%	+20 pts

Competitor field as it stood on 2019-01-14 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



6 gym floors, 3 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%	62 500 m	4,363 people	66	3,277 aged 18-64 + 1,086 workers = 4,363 over 0.79 km2 = 5,556/km2
	2 km	39,786 people	60	26,474 aged 18-64 + 13,312 workers = 39,786 over 12.57 km2 = 3,166/km2
Competition weight 15%	65 500 m	0.20 wt	89	0 genuine gym floors and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	5.30 wt	49	5 genuine gym floors and 3 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	90 500 m	4,237 people	89	3,678 residents + 559 workers, demand within 500 m against every competitor within 3 km
	2 km	12,937 people	90	10,580 residents + 2,356 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	not measured	—	catchment of 5,503 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.6 LQ
	2 km	LQ 0.99	100	5 clubs / 44,404 residents = 11.26 per 100k against 11.32 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%	90 500 m	1.02×	74	22,860 EUR against 22,380 nationally, median of 2 IRIS within 500 m
	2 km	1.13×	100	25,390 EUR against 22,380 nationally, median of 14 IRIS within 2 km

NEAREST GYMS — 6 within 3 km; ▲ opened after 2019

1.23 BODY CONNECT 2018	1.35 ▲ ALOIA 2026
1.36 WELLNESS 1999	1.36 Fitness Park Fitness Park
1.76 fitness park Fitness Park 2011	2.64 BASIC FIT Basic-Fit 2018

ACCESS — straight-line, GTFS

Rail	Annemasse — 1395 m
Bus	Valeury Lycée Professionnel — 100 m
Footfall	Annemasse — 1395 m, 1,785,835 travellers/yr SNCF
Shops	17 within 150 m INSEE BPE