

# MUSCLE&VOUS (MUSCLE&VOUS) (M&VOUS)

1 club operated · SAINT-PIERRE-LES-ELBEUF · company founded 2019-07-01

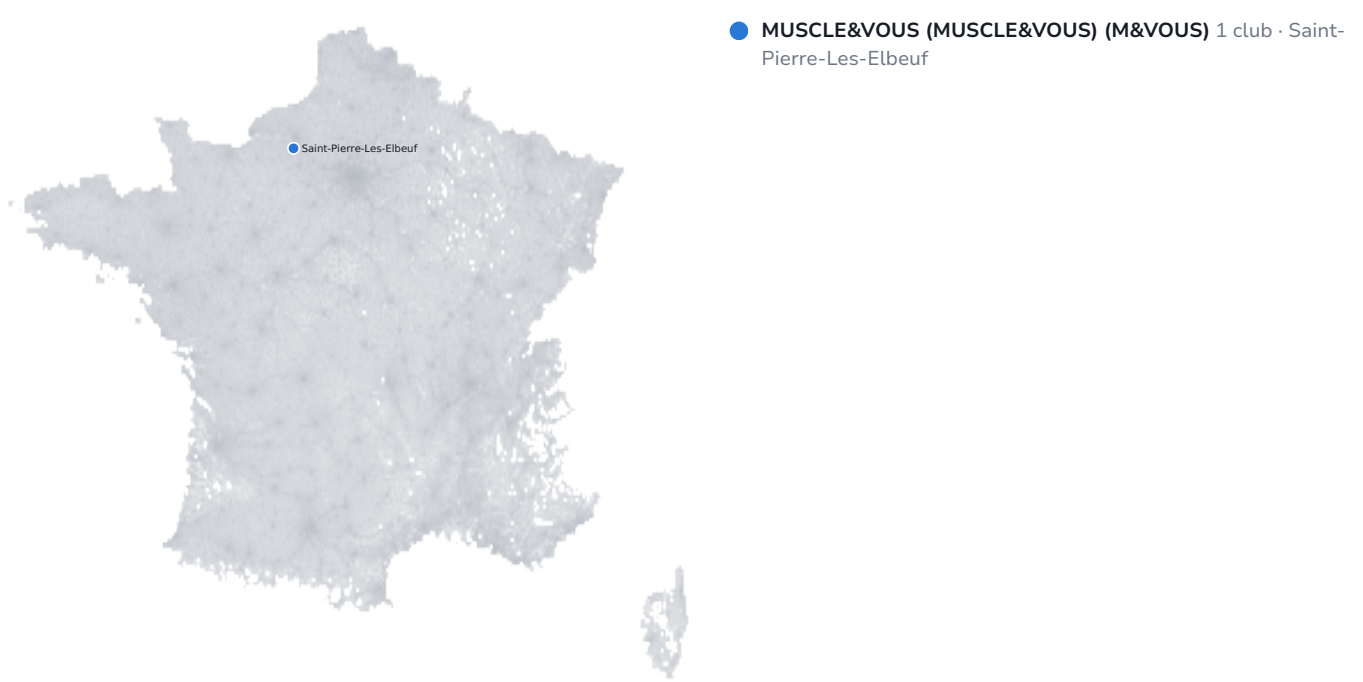
1  
club

**Saint-Pierre-Les-Elbeuf**  
opened 2019–2019

€-11,301  
EBITDA 2021

**revenue €33,193 ·**  
**net €-3,715**  
equity €-44,203 · financial  
debt €70,626 · cash €1,918 ·  
2 risk flags

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

| CLUB        | CITY                             | OPENED | COMPETITION<br>GYMS WITHIN, OPENING → TODAY |       | CAPTURE<br>PEOPLE, OPENING → TODAY |               |
|-------------|----------------------------------|--------|---------------------------------------------|-------|------------------------------------|---------------|
|             |                                  |        | 500 M                                       | 2 KM  | 500 M                              | 2 KM          |
| MUSCLE&VOUS | Saint-Pierre-Les-Elbeuf<br>76320 | 2019   | 1 → 1                                       | 2 → 2 | 2,888 → 2,919                      | 9,462 → 9,762 |

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 | MUSCLE&VOUS (MUSCLE&VOUS) (M&VOUS)               |
| SIREN      | 850799669                                        |
| Founded    | 2019-07-01                                       |
| Activity   | 93.13Z NAF/APE code                              |
| Employees  | 01 Sirene band                                   |
| Officers   | ANTHONY ALAIN GEORGES MARCEAU<br>CARDON (Gérant) |

FILING & CAPITAL — INPI RNE

|                    |                                                                                                                                                                                    |
|--------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Registered capital | €12,000                                                                                                                                                                            |
| Years filed        | 1 of the last 1 on record — 1 complete                                                                                                                                             |
| Debt falling due   | €48,545 within a year · €57,494 in one to five · €466 beyond five against cash of €1,918 — this split does not reconcile to the balance-sheet debt total, so read it as indicative |
| 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

- ▼ **negative equity** — 2021, €-44,203
- ▼ **high leverage** — 2021, debt €70,626 vs EBITDA €-11,301

## 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 |
|------|---------|----------|--------|-----------|---------|----------|-----------|--------|------------|--------------|-----|
| 2021 | €33,193 | €-11,301 | -34%   | €-3,425   | €-3,715 | €-44,203 | €70,626   | €1,918 | €7,629     | €56,867      | —   |

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

# MUSCLE&VOUS Saint-Pierre-Les-Elbeuf

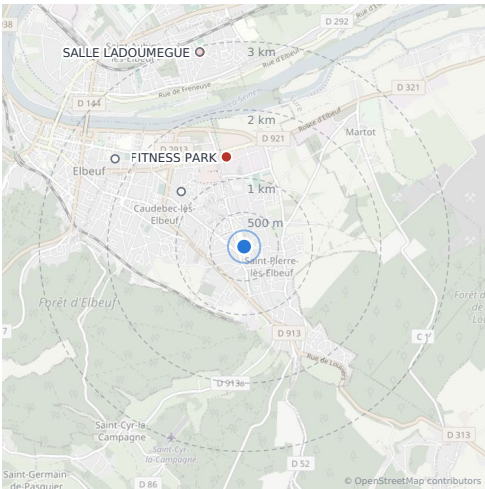
3 ALLEE LOUISE MICHEL 76320 SAINT-PIERRE-LES-ELBEUF · opened 2019-07-01 · SIRET 85079966900013

## CHANGE SINCE OPENING — 2019 → today

|                                       | AT OPENING | TODAY | CHANGE |
|---------------------------------------|------------|-------|--------|
| Location score                        | 71.9       | 72.2  | +0.3   |
| Gyms within 1 km                      | 1          | 1     | 0      |
| Gyms within 2 km                      | 2          | 2     | 0      |
| Competition weight, 2 km              | 1          | 1     | 0%     |
| Capture, 2 km                         | 9,462      | 9,762 | +3%    |
| Saturation, 2 km vs national baseline | -43%       | -41%  | +2 pts |

Competitor field as it stood on 2019-07-01 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, 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%   | 42 500 m  | 1,833 people  | 48    | 1,649 aged 18-64 + 184 workers = 1,833 over 0.79 km2 = 2,334/km2                                                                  |
|                        | 2 km      | 12,922 people | 38    | 8,514 aged 18-64 + 4,408 workers = 12,922 over 12.57 km2 = 1,028/km2                                                              |
| Competition weight 15% | 88 500 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      | 1.00 wt       | 81    | 1 genuine gym floor and 1 other sports site within 2 km, weighted by substitutability and price tier                              |
| Capture weight 20%     | 78 500 m  | 2,919 people  | 78    | 2,741 residents + 178 workers, demand within 500 m against every competitor within 3 km                                           |
|                        | 2 km      | 9,762 people  | 78    | 8,519 residents + 1,244 workers, demand within 2 km against every competitor within 3 km                                          |
| Saturation weight 15%  | 100 500 m | not measured  | —     | catchment of 2,972 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 3.1 LQ |
|                        | 2 km      | LQ 0.59       | 100   | 1 club / 15,401 residents = 6.49 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%      | 54 500 m  | 0.96×         | 54    | 21,510 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)                                          |
|                        | 2 km      | 0.96×         | 54    | 21,510 EUR against 22,380 nationally, median of 7 IRIS within 2 km                                                                |

## NEAREST GYMS — 2 within 3 km; ▲ opened after 2019

|      |                                |      |                       |
|------|--------------------------------|------|-----------------------|
| 1.34 | FITNESS PARK Fitness Park 2017 | 2.92 | SALLE LADOUMEGUE 2006 |
|------|--------------------------------|------|-----------------------|

## ACCESS — straight-line, GTFS

|          |                                                           |
|----------|-----------------------------------------------------------|
| Rail     | Elbeuf - Saint-Aubin — 3698 m                             |
| Bus      | Mairie de St-Pierre — 69 m                                |
| Footfall | Elbeuf - Saint-Aubin — 3698 m, 241,981 travellers/yr SNCF |
| Shops    | 13 within 150 m INSEE BPE                                 |