

ATHLETIC FORME (MAGIC FORM)

1 club operated · ROMILLY-SUR-SEINE · company founded 2019-06-20

1

club

Romilly-Sur-Seine

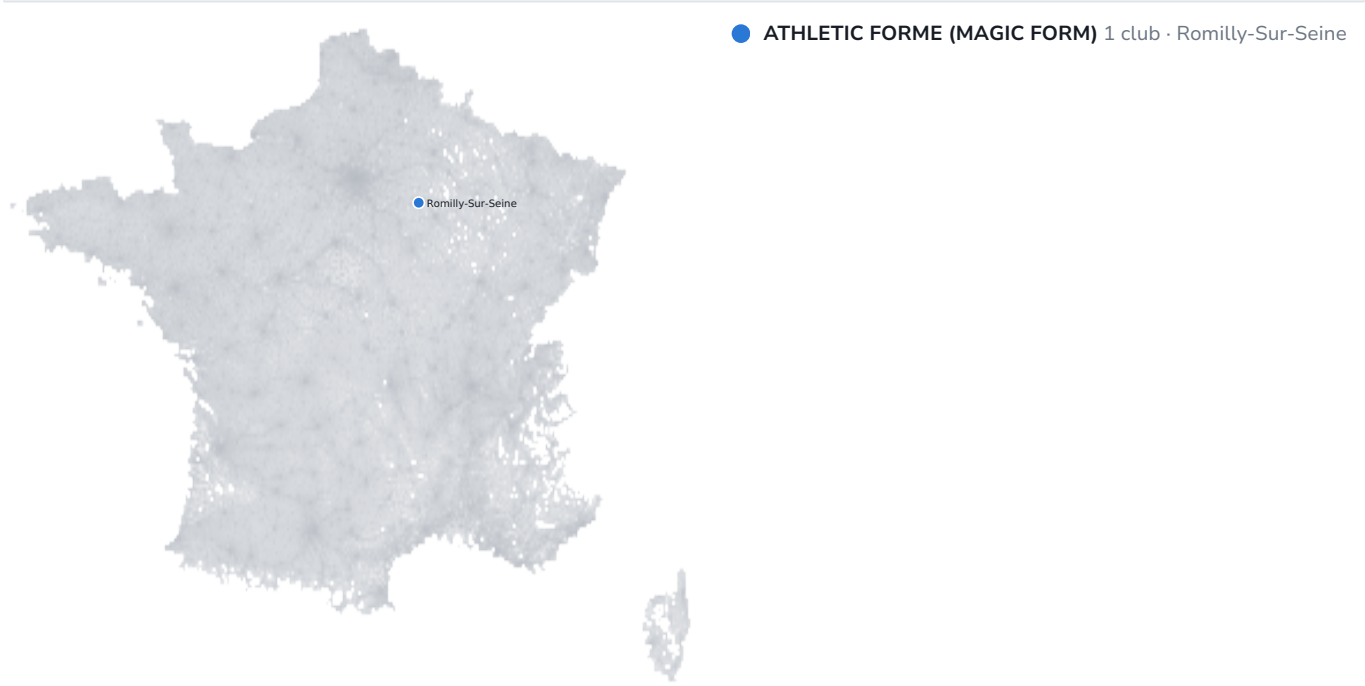
opened 2019-2019

—

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
MAGIC FORM	Romilly-Sur-Seine 10100	2019	1 → 1	1 → 2	1,060 → 788	12,247 → 6,769

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	ATHLETIC FORME (MAGIC FORM)
SIREN	851775742
Founded	2019-06-20
Activity	93.11Z NAF/APE code
Employees	01 Sirene band
Officers	CYRIL JEAN-PIERRE WALTER OULMI (Gérant)

FILING & CAPITAL — INPI RNE

Registered capital	not stated in any filing
Years filed	0 of the last 0 on record
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 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.

MAGIC FORM Romilly-sur-Seine

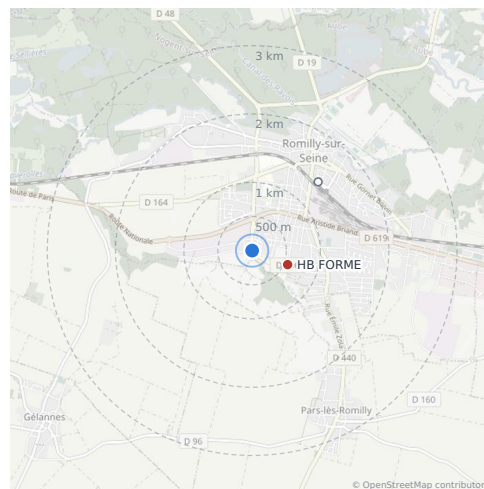
36 RUE MILFORD HAVEN 10100 ROMILLY-SUR-SEINE · opened 2019-06-20 · SIRET 85177574200014

CHANGE SINCE OPENING — 2019 → today

	AT OPENING	TODAY	CHANGE
Location score	64.3	57.6	-6.7
Gyms within 1 km	1	2	+1
Gyms within 2 km	1	2	+1
Competition weight, 2 km	0.10	1.10	+1000%
Capture, 2 km	12,247	6,769	-45%
Saturation, 2 km vs national baseline	-100%	-31%	+69 pts

Competitor field as it stood on 2019-06-20 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



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%	32 500 m	716 people	29	376 aged 18-64 + 340 workers = 716 over 0.79 km2 = 912/km2
	2 km	10,530 people	34	6,810 aged 18-64 + 3,720 workers = 10,530 over 12.57 km2 = 838/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 competition tier (price tier on direct rivals)
	2 km	1.10 wt	80	1 genuine gym floor and 1 other sports site within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	53 500 m	788 people	39	563 residents + 224 workers, demand within 500 m against every competitor within 3 km
	2 km	6,769 people	63	5,200 residents + 1,569 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	100 500 m	<i>not measured</i>	—	catchment of 728 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 12.1 LQ
	2 km	LQ 0.69	100	1 club / 12,778 residents = 7.83 per 100k against 11.32 nationally
Fit weight 10%	— unit	<i>not measured</i>	—	no floor area recorded for this unit
Rental weight 10%	— unit	<i>not measured</i>	—	no rent or no floor area recorded
Income weight 10%	8 500 m	0.86×	21	19,330 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)
	2 km	0.79×	0	17,610 EUR against 22,380 nationally, median of 3 IRIS within 2 km

NEAREST GYMS — 1 within 3 km; ▲ opened after 2019

0.56 ▲ **HB FORME** 2026

ACCESS — straight-line, GTFS

Rail	Romilly-sur-Seine — 1388 m
Bus	ROMILLY-SUR-SEINE - HOPITAL — 1013 m
Footfall	Romilly-sur-Seine — 1388 m, 470,006 travellers/yr SNCF
Shops	0 within 150 m INSEE BPE

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