

FSQE LYON 4 (CROSSFIT HEKA)

1 club operated · LYON · company founded 2019-07-03

1

club

Lyon

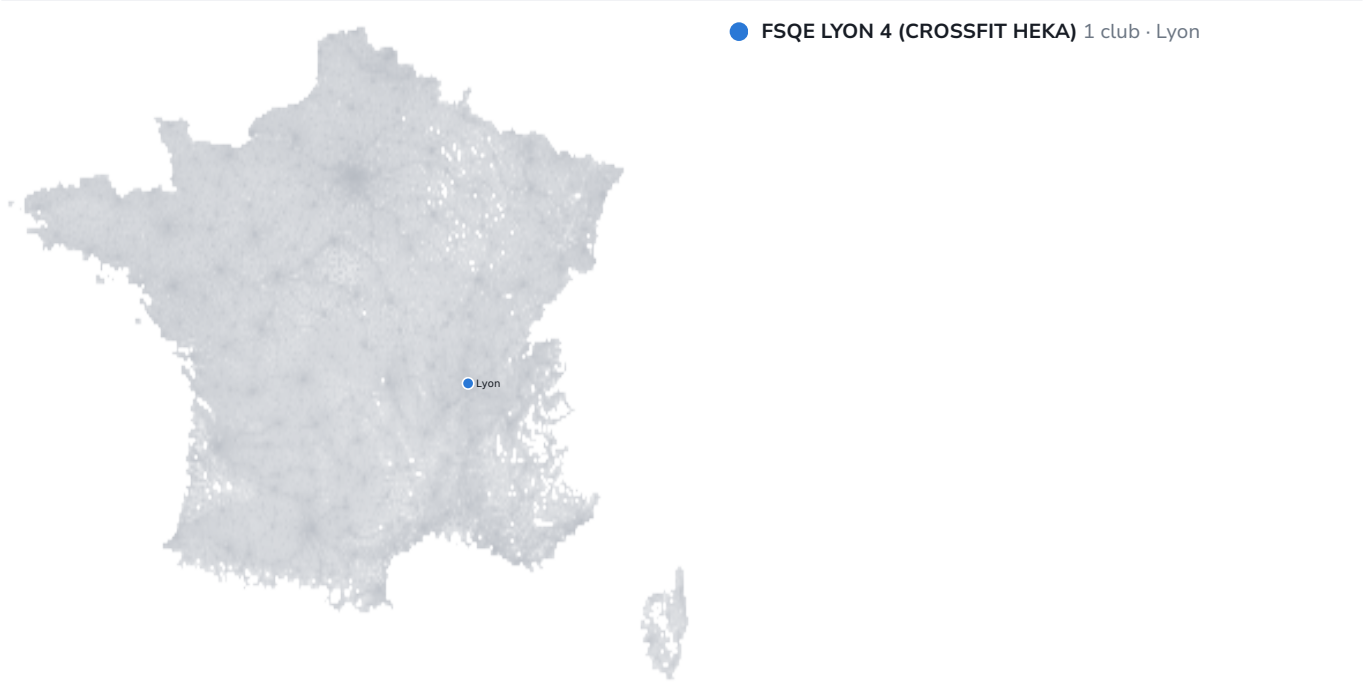
opened 2019–2019

—

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 HEKA	Lyon 69004	2019	0 → 2	7 → 24	12,034 → 4,638	25,673 → 9,433

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	FSQE LYON 4 (CROSSFIT HEKA)
SIREN	852236751
Founded	2019-07-03
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	SIMON CLAUDE MARTIAL POIRÉE (Directeur Général); HOLDING KMC (Directeur Général); FSQE GROUP (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	€1,000
Years filed	1 of the last 1 on record — 1 complete
Debt falling due	not filed — the maturity table is a complete-regime page
Confidentiality	income statement withheld: 2023
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 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
2023	income statement withheld — Partiellement confidentiel				€9,777	€14,642	€12,374	—	—	—

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

CROSSFIT HEKA Lyon

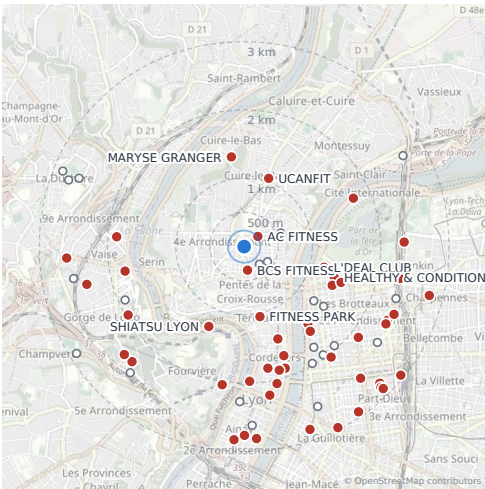
31 RUE DE CUIRE 69004 LYON · opened 2019-07-03 · SIRET 85223675100016

CHANGE SINCE OPENING — 2019 → today

	AT OPENING	TODAY	CHANGE
Location score	89.9	73	-16.9
Gyms within 1 km	0	2	+2
Gyms within 2 km	7	24	+17
Competition weight, 2 km	7.80	26	+233%
Capture, 2 km	25,673	9,433	-63%
Saturation, 2 km vs national baseline	-50%	+73%	+122 pts

Competitor field as it stood on 2019-07-03 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



51 gym floors, 22 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%	88 500 m	15,169 people	91	11,262 aged 18-64 + 3,908 workers = 15,169 over 0.79 km2 = 19,314/km2
	2 km	166,642 people	87	78,164 aged 18-64 + 88,478 workers = 166,642 over 12.57 km2 = 13,261/km2
Competition weight 15%	16 500 m	2.30 wt	27	2 genuine gym floors and 2 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	26.00 wt	9	24 genuine gym floors and 10 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	83 500 m	4,638 people	92	3,906 residents + 731 workers, demand within 500 m against every competitor within 3 km
	2 km	9,433 people	77	6,916 residents + 2,517 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	78 500 m	LQ 1.00	100	2 clubs / 17,732 residents = 11.28 per 100k against 11.32 nationally
	2 km	LQ 1.73	64	24 clubs / 122,751 residents = 19.55 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%	100 500 m	1.27×	100	28,330 EUR against 22,380 nationally, median of 8 IRIS within 500 m
	2 km	1.25×	100	28,085 EUR against 22,380 nationally, median of 60 IRIS within 2 km

NEAREST GYMS — 51 within 3 km; ▲ opened after 2019

0.25 ▲ AC FITNESS 2023	0.35 ▲ BCS FITNESS 2023
1.05 ▲ FITNESS PARK Fitness Park 2026	1.06 UCANFIT 2006
1.21 ▲ L'DEAL CLUB 2020	1.28 SHIATSU LYON 2009
1.33 MARYSE GRANGER 2011	1.4 HEALTHY & CONDITIONING 2018

... and 43 more within 3 km.

ACCESS — straight-line, GTFS

Metro	Hénon — 235 m
Bus	Les Canuts — 118 m
Footfall	Lyon Saint-Paul — 1317 m, 1,636,218 travellers/yr SNCF
Shops	20 within 150 m INSEE BPE