

ICEBOOK

1 club operated · LES PENNES-MIRABEAU · company founded 2019-07-16

1

club

Les Pennes-Mirabeau

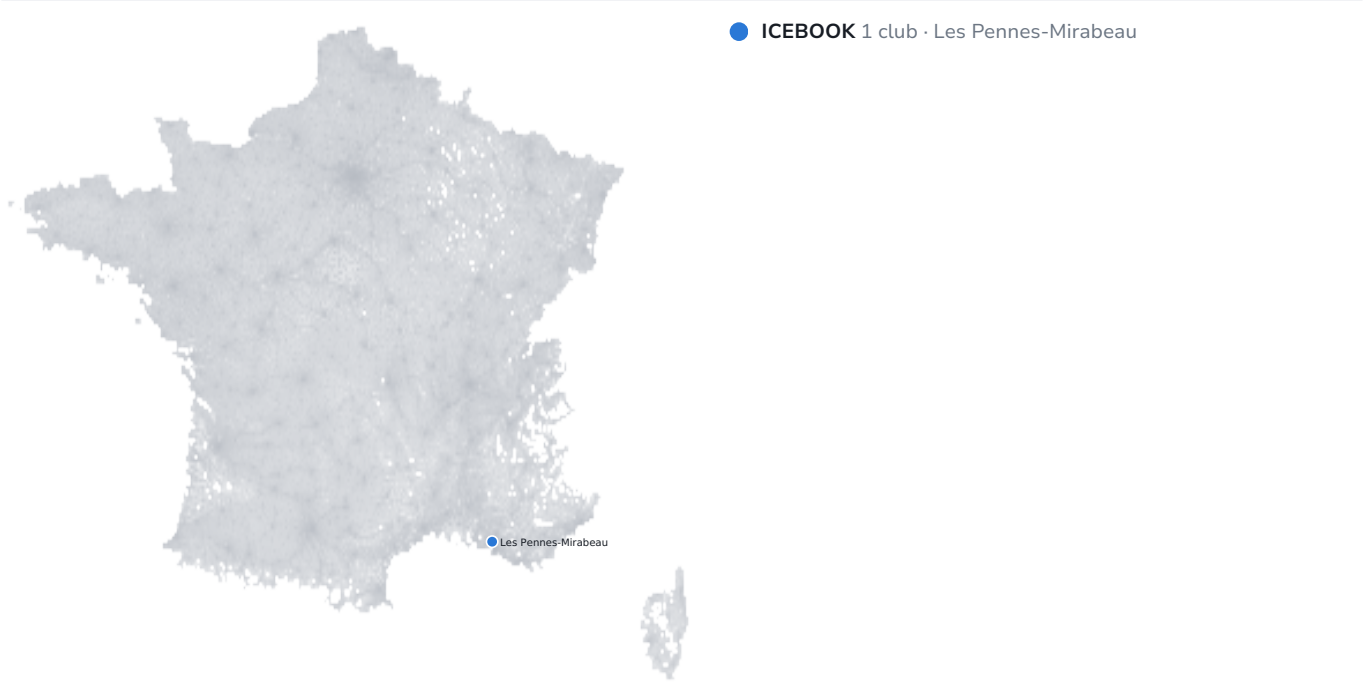
opened 2019–2019

—

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
ICEBOOK	Les Pennes-Mirabeau 13170	2019	0 → 0	1 → 3	293 → 227	4,455 → 2,456

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	ICEBOOK
SIREN	852752187
Founded	2019-07-16
Activity	93.11Z NAF/APE code
Employees	NN Sirene band
Officers	JEAN-LOUIS BALIAN (Gérant)

FILING & CAPITAL — INPI RNE

Registered capital	€15,000
Years filed	5 of the last 5 on record — 5 simplified
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

▼ negative equity — 2024, €-13,180

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 simplified	—	—	—	€-518	€-518	€-13,180	—	€13,991	—	€518	—
2023 simplified	—	—	—	€-418	€-418	€-12,662	—	€14,009	—	€418	—
2022 simplified	—	—	—	€-1,585	€-1,585	€-12,243	—	€13,927	—	€1,585	—
2021 simplified	—	—	—	€-7,150	€-7,150	€-10,658	—	€15,000	—	€7,150	—
2020 simplified	—	—	—	€-18,508	€-18,508	€-3,508	—	€15,000	—	€18,508	—

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

ICEBOOK Les Pennes-Mirabeau

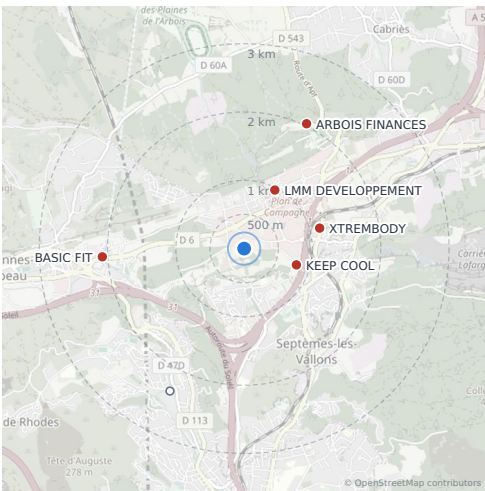
60 CHEMIN DES PENNES AUX PINS 13170 LES PENNES-MIRABEAU · opened 2019-07-16 · SIRET 85275218700017

CHANGE SINCE OPENING — 2019 → today

	AT OPENING	TODAY	CHANGE
Location score	53.1	44.8	-8.3
Gyms within 1 km	1	2	+1
Gyms within 2 km	1	3	+2
Competition weight, 2 km	1	3	+200%
Capture, 2 km	4,455	2,456	-45%
Saturation, 2 km vs national baseline	—	—	—

Competitor field as it stood on 2019-07-16 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



5 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%	25 500 m	358 people	15	41 aged 18-64 + 316 workers = 358 over 0.79 km2 = 455/km2
	2 km	9,409 people	32	5,105 aged 18-64 + 4,304 workers = 9,409 over 12.57 km2 = 749/km2
Competition weight 15%	77 500 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	3.00 wt	62	3 genuine gym floors and 0 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	12 500 m	227 people	2	53 residents + 174 workers, demand within 500 m against every competitor within 3 km
	2 km	2,456 people	19	1,793 residents + 663 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	— 500 m	not measured	—	catchment of 78 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 113.3 LQ
	2 km	not measured	—	catchment of 9,122 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.0 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	1.18x	100	26,320 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	1.10x	100	24,710 EUR against 22,380 nationally, median of 3 IRIS within 2 km

NEAREST GYMS — 5 within 3 km; ▲ opened after 2019

0.8	KEEP COOL Keepcool 2013	0.97	▲ LMM DEVELOPPEMENT 2023
1.15	▲ XTREMBODY 2026	2.04	ARBOIS FINANCES 2001
2.08	BASIC FIT Basic-Fit		

ACCESS — straight-line, GTFS

Rail	Septèmes — 1698 m
Bus	Ch de Velaux — 357 m
Footfall	Septèmes-les-Vallons — 1698 m, 32,650 travellers/yr SNCF
Shops	10 within 150 m INSEE BPE