

IN SHAPE FITNESS (IN SHAPE FITNESS)

1 club operated · PARIS · company founded 2019-08-01

1 club

Paris
opened 2019–2019

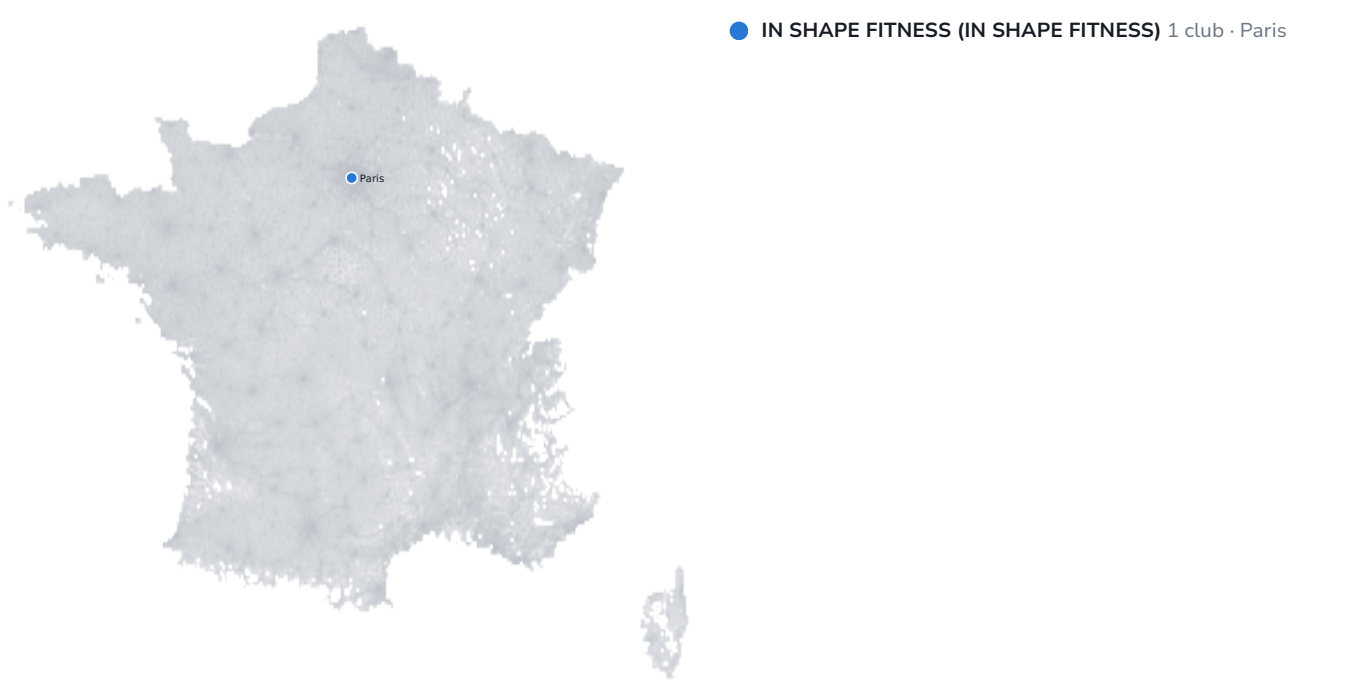
€-6,522

EBITDA 2021

revenue €79,515 · net €-37,673

equity €-53,828 · financial debt €220,027 · cash €5,905 · 4 risk flags

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

CLUB	CITY	OPENED	COMPETITION GYMS WITHIN, OPENING → TODAY		CAPTURE PEOPLE, OPENING → TODAY	
			500 M	2 KM	500 M	2 KM
IN SHAPE FITNESS	Paris 75015	2019	1 → 2	23 → 48	13,259 → 7,424	27,196 → 12,993

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	IN SHAPE FITNESS (IN SHAPE FITNESS)
SIREN	853119717
Founded	2019-08-01
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	MOHAND BESSAA (Président de SAS)

FILING & CAPITAL — INPI RNE

Registered capital	€3,000
Years filed	2 of the last 2 on record — 1 simplified, 1 complete
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** — 2021, €-53,828
- ▼ **losses two years** — 2021 → 2020
- ▼ **revenue decline** — 2020 → 2021, -45%
- ▼ **high leverage** — 2021, debt €220,027 vs EBITDA €-6,522

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	simplified	€79,515	€-6,522	-8%	€-31,099	€-37,673	€-53,828	€220,027	€5,905	€181	€136,799	—
2020		€144,203	€18,191	13%	€-12,776	€-19,155	€-16,155	€416,833	€19,066	€2,709	€134,398	—

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

IN SHAPE FITNESS Paris

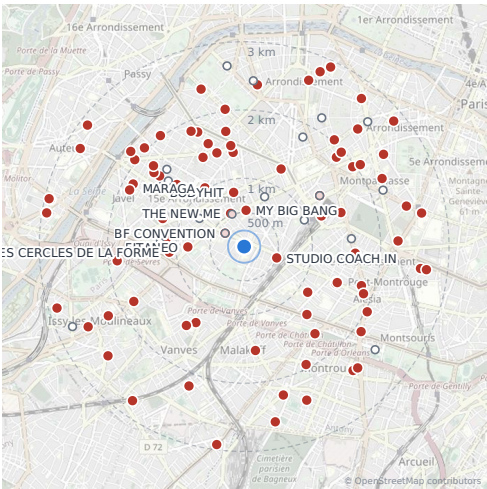
15 RUE DE CRONSTADT 75015 PARIS · opened 2019-08-01 · SIRET 85311971700017

CHANGE SINCE OPENING — 2019 → today

	AT OPENING	TODAY	CHANGE
Location score	90.7	81.9	-8.8
Gyms within 1 km	3	7	+4
Gyms within 2 km	23	48	+25
Competition weight, 2 km	19.10	43.10	+126%
Capture, 2 km	27,196	12,993	-52%
Saturation, 2 km vs national baseline	-38%	+32%	+70 pts

Competitor field as it stood on 2019-08-01 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



92 gym floors, 19 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%	100	500 m	27,580 people	100 17,888 aged 18-64 + 9,692 workers = 27,580 over 0.79 km2 = 35,117/km2
		2 km	383,496 people	100 199,254 aged 18-64 + 184,242 workers = 383,496 over 12.57 km2 = 30,518/km2
Competition weight 15%	21	500 m	1.20 wt	52 1 genuine gym floor and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
		2 km	43.10 wt	0 47 genuine gym floors and 12 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	94	500 m	7,424 people	100 5,569 residents + 1,855 workers, demand within 500 m against every competitor within 3 km
		2 km	12,993 people	91 9,300 residents + 3,693 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	90	500 m	LQ 0.32	100 1 club / 28,009 residents = 3.57 per 100k against 11.32 nationally
		2 km	LQ 1.32	84 47 clubs / 314,405 residents = 14.95 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	1.46×	100 32,645 EUR against 22,380 nationally, median of 14 IRIS within 500 m
		2 km	1.46×	100 32,780 EUR against 22,380 nationally, median of 147 IRIS within 2 km

NEAREST GYMS — 92 within 3 km; ▲ opened after 2019

0.34 ▲ BF CONVENTION 2026	0.51 STUDIO COACH IN 2017
0.53 ▲ THE NEW ME The New Me 2024	0.53 MY BIG BANG My Big Bang 2017
0.81 ▲ BODYHIT Bodyhit 2019	0.82 ▲ FITANEO 2023
1.03 ▲ MARAGA 2021	1.1 LES CERCLES DE LA FORME Cercles de la Forme / CMG Sports Club 2014

... and 84 more within 3 km.

ACCESS — straight-line, GTFS

Metro	Convention — 519 m
Bus	Place Charles Vallin — 54 m
Footfall	CONVENTION — 527 m, 4,712,779 validations/yr RATP
Shops	54 within 150 m INSEE BPE