

# PRIMUS

1 club operated · TOULOUSE · company founded 2019-08-22

1

club

Toulouse

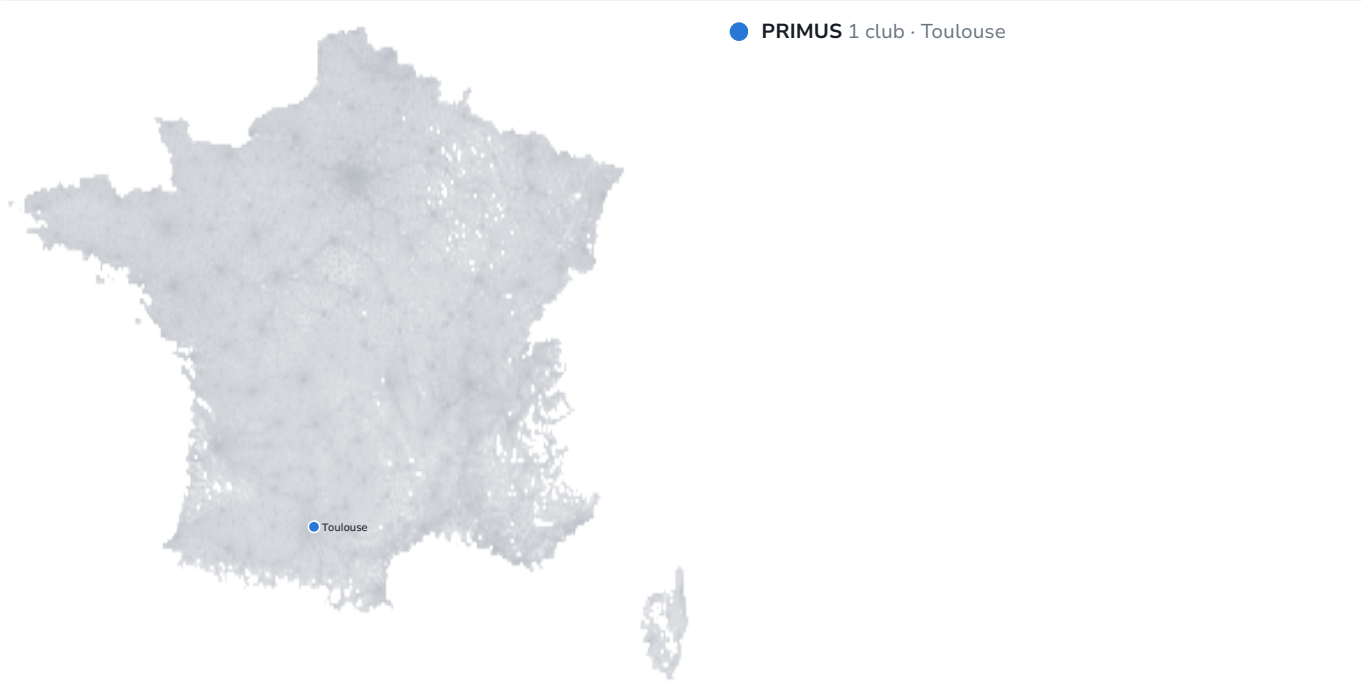
opened 2023–2023 · 1 closed

—

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          |
| PRIMUS | Toulouse<br>31200 | 2023   | 1 → 3                        | 6 → 8 | 1,191 → 695             | 4,549 → 3,195 |

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. Closed establishments on this company: PRIMUS (Toulouse).

LEGAL IDENTITY — INSEE Sirene

|            |                                           |
|------------|-------------------------------------------|
| Legal name | PRIMUS                                    |
| SIREN      | 853810976                                 |
| Founded    | 2019-08-22                                |
| Activity   | 93.13Z NAF/APE code                       |
| Employees  | NN Sirene band                            |
| Officers   | TANCRÈDE CULOT--BLITEK (Président de SAS) |

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.

# PRIMUS Toulouse

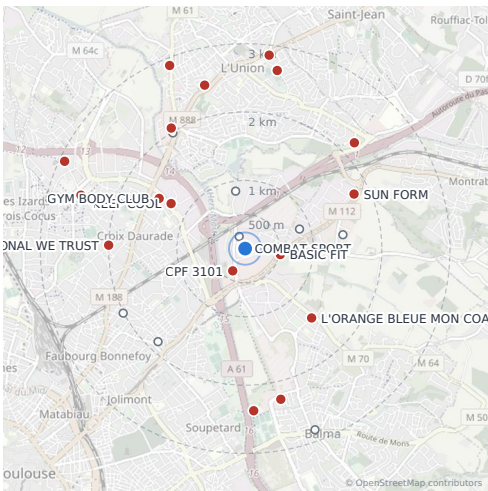
8 RUE THERON DE MONTAUGE 31200 TOULOUSE · opened 2023-02-09 · SIRET 85381097600029

## CHANGE SINCE OPENING — 2023 → today

|                                       | AT OPENING | TODAY | CHANGE  |
|---------------------------------------|------------|-------|---------|
| Location score                        | 59.2       | 44.8  | -14.4   |
| Gyms within 1 km                      | 2          | 4     | +2      |
| Gyms within 2 km                      | 6          | 8     | +2      |
| Competition weight, 2 km              | 5.60       | 7.27  | +30%    |
| Capture, 2 km                         | 4,549      | 3,195 | -30%    |
| Saturation, 2 km vs national baseline | +70%       | +145% | +75 pts |

Competitor field as it stood on 2023-02-09 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



18 gym floors, 9 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%   | 58 500 m | 2,841 people  | 57    | 168 aged 18-64 + 2,673 workers = 2,841 over 0.79 km2 = 3,618/km2                                                                 |
|                        | 2 km     | 37,811 people | 59    | 16,642 aged 18-64 + 21,169 workers = 37,811 over 12.57 km2 = 3,009/km2                                                           |
| Competition weight 15% | 37 500 m | 2.16 wt       | 30    | 2 genuine gym floors and 1 other sports site within 500 m, weighted by substitutability and price tier                           |
|                        | 2 km     | 7.27 wt       | 42    | 7 genuine gym floors and 5 other sports sites within 2 km, weighted by substitutability and price tier                           |
| Capture weight 20%     | 32 500 m | 695 people    | 35    | 69 residents + 626 workers, demand within 500 m against every competitor within 3 km                                             |
|                        | 2 km     | 3,195 people  | 30    | 1,565 residents + 1,630 workers, demand within 2 km against every competitor within 3 km                                         |
| Saturation weight 15%  | 27 500 m | not measured  | —     | catchment of 266 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 34.1 LQ |
|                        | 2 km     | LQ 2.45       | 27    | 7 clubs / 25,922 residents = 27.00 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%      | 81 500 m | 0.99×         | 63    | 22,140 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)                                         |
|                        | 2 km     | 1.08×         | 93    | 24,170 EUR against 22,380 nationally, median of 9 IRIS within 2 km                                                               |

## NEAREST GYMS — 18 within 3 km; ▲ opened after 2023

|                                                            |                                 |
|------------------------------------------------------------|---------------------------------|
| 0.0 ▲ COMBAT SPORT 2025                                    | 0.37 ▲ CPF 3101 CPF 2023        |
| 0.52 BASIC FIT Basic-Fit 2019                              | 1.27 KEEP COOL Keepcool 2013    |
| 1.41 L'ORANGE BLEUE MON COACH WELLNESS L'Orange Bleue 2017 | 1.46 GYM BODY CLUB 2009         |
| 1.78 SUN FORM Sun Form 2015                                | 2.0 IN FUNCTIONAL WE TRUST 2016 |
| ... and 10 more within 3 km.                               |                                 |

## ACCESS — straight-line, GTFS

|          |                                              |
|----------|----------------------------------------------|
| Metro    | Balma-Gramont — 576 m                        |
| Bus      | BALMA - Gramont — 597 m                      |
| Footfall | Montrabé — 3445 m, 46,274 travellers/yr SNCF |
| Shops    | 9 within 150 m INSEE BPE                     |