

# SARL LUBEMAR

1 club operated · PRIVAS · company founded 2020-03-01

1 club

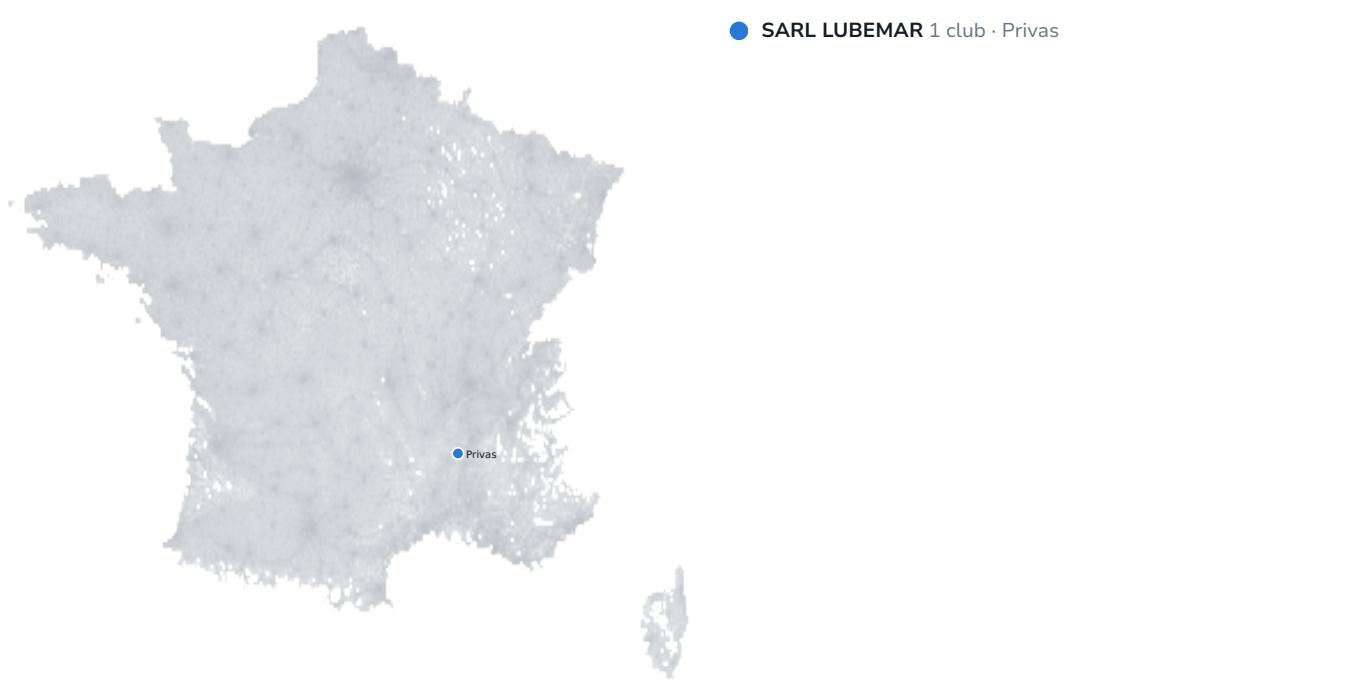
**Privas**  
opened 2020–2020

€-28,052

EBITDA 2023

**revenue €145,797 · net €-36,686**  
equity €-138,214 · financial debt €129,656 · cash €3,663 · 3 risk flags

WHERE THE CLUBS ARE — 1 club



CLUBS OPERATED — competition and capture, at opening and today

| CLUB         | CITY            | OPENED | COMPETITION<br>GYMS WITHIN, OPENING → TODAY |       | CAPTURE<br>PEOPLE, OPENING → TODAY |               |
|--------------|-----------------|--------|---------------------------------------------|-------|------------------------------------|---------------|
|              |                 |        | 500 M                                       | 2 KM  | 500 M                              | 2 KM          |
| SARL LUBEMAR | Privas<br>07000 | 2020   | 1 → 3                                       | 1 → 3 | 524 → 248                          | 5,510 → 2,580 |

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 | SARL LUBEMAR                             | Registered capital | €10,000 — changed across the filed years below                                                                                                                       |
| SIREN      | 880001375                                | Years filed        | 4 of the last 4 on record — 3 simplified, 1 complete                                                                                                                 |
| Founded    | 2020-03-01                               | Debt falling due   | not filed — the maturity table is a complete-regime page                                                                                                             |
| Activity   | 93.13Z NAF/APE code                      | Confidentiality    | never invoked — every filed income statement is public                                                                                                               |
| Employees  | 02 Sirene band                           | 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 |
| Officers   | LUDOVIC JEAN PIERRE MARIE FAURE (Gérant) |                    |                                                                                                                                                                      |

RISK FLAGS — from the accounts

- ▼ negative equity — 2023, €-138,214
- ▼ losses two years — 2023 → 2022
- ▼ high leverage — 2023, debt €129,656 vs EBITDA €-28,052

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 | simplified | €145,797 | €-28,052 | -19%   | €-45,478  | €-36,686 | €-138,214 | €129,656  | €3,663  |       | €81,063  |              | €92,532  | — |
| 2022 | simplified | €152,736 | €-43,389 | -28%   | €-75,245  | €-77,043 | €-87,588  | €158,015  | €22,669 |       | €105,150 |              | €101,849 | — |
| 2021 | simplified | €63,641  | €-34,734 | -55%   | €-45,884  | €-48,294 | €-10,545  | €161,473  | €11,177 |       | €103,711 |              | €82,758  | — |
| 2020 |            | €32,856  | €4,956   | 15%    | €16,290   | €13,808  | €23,809   | €214,535  | €40,986 |       | €28,467  |              | €33,834  | — |

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

# SARL LUBEMAR Privas

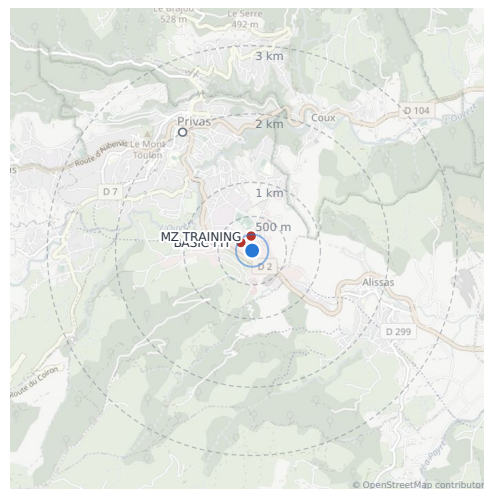
445 AVENUE MARC SEGUIN 07000 PRIVAS · opened 2020-03-01 · SIRET 88000137500018

## CHANGE SINCE OPENING — 2020 → today

|                                       | AT OPENING | TODAY | CHANGE |
|---------------------------------------|------------|-------|--------|
| Location score                        | 52.4       | 35.3  | -17.1  |
| Gyms within 1 km                      | 1          | 3     | +2     |
| Gyms within 2 km                      | 1          | 3     | +2     |
| Competition weight, 2 km              | 0          | 1.40  | new    |
| Capture, 2 km                         | 5,510      | 2,580 | -53%   |
| Saturation, 2 km vs national baseline | —          | —     | —      |

Competitor field as it stood on 2020-03-01 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



2 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                                                                                                             |
|----------------------------------|----------|---------------------|-------|-----------------------------------------------------------------------------------------------------------------------------------|
| <b>Catchment</b><br>weight 20%   | 27 500 m | <b>496 people</b>   | 22    | 34 aged 18-64 + 462 workers = 496 over 0.79 km2 = 632/km2                                                                         |
|                                  | 2 km     | <b>8,849 people</b> | 31    | 2,756 aged 18-64 + 6,093 workers = 8,849 over 12.57 km2 = 704/km2                                                                 |
| <b>Competition</b><br>weight 15% | 64 500 m | <b>1.40 wt</b>      | 46    | 2 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier                           |
|                                  | 2 km     | <b>1.40 wt</b>      | 76    | 2 genuine gym floors and 0 other sports sites within 2 km, weighted by substitutability and price tier                            |
| <b>Capture</b><br>weight 20%     | 15 500 m | <b>248 people</b>   | 5     | 23 residents + 224 workers, demand within 500 m against every competitor within 3 km                                              |
|                                  | 2 km     | <b>2,580 people</b> | 21    | 1,427 residents + 1,153 workers, demand within 2 km against every competitor within 3 km                                          |
| <b>Saturation</b><br>weight 15%  | — 500 m  | <i>not measured</i> | —     | catchment of 64 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 143.1 LQ  |
|                                  | 2 km     | <i>not measured</i> | —     | catchment of 4,980 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.8 LQ |
| <b>Fit</b><br>weight 10%         | — unit   | <i>not measured</i> | —     | no floor area recorded for this unit                                                                                              |
| <b>Rental</b><br>weight 10%      | — unit   | <i>not measured</i> | —     | no rent or no floor area recorded                                                                                                 |
| <b>Income</b><br>weight 10%      | 50 500 m | <b>0.99×</b>        | 64    | 22,210 EUR against 22,380 nationally, containing IRIS (no IRIS centre inside the radius)                                          |
|                                  | 2 km     | <b>0.92×</b>        | 40    | 20,585 EUR against 22,380 nationally, median of 4 IRIS within 2 km                                                                |

## NEAREST GYMS — 2 within 3 km; ▲ opened after 2020

0.2 ▲ **BASIC FIT** Basic-Fit 0.21 ▲ **MZ TRAINING** 2026 2022

## ACCESS — straight-line, GTFS

Rail Lorient — **16923 m**  
 Bus PRIVAS Crt Marc Seguin/J Breton — **93 m**  
 Footfall Lorient-sur-Drôme — 16923 m, 116,615 travellers/yr SNCF  
 Shops 15 within 150 m INSEE BPE

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