

ALEX AND CO (LE CINQUIEME ELEMENT)

1 club operated · BAYONNE · company founded 2021-05-28

1

club

Bayonne

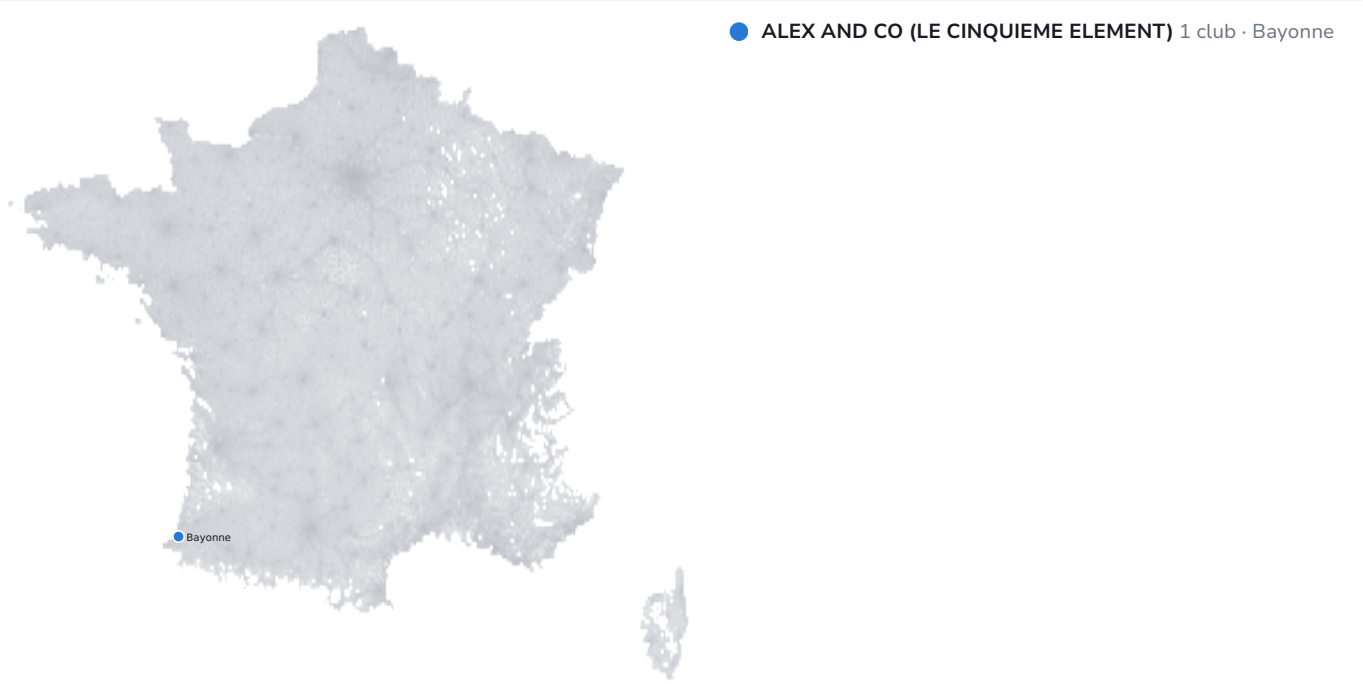
opened 2021–2021

—

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
LE CINQUIEME ELEMENT	Bayonne 64100	2021	2 → 2	4 → 6	983 → 1,148	6,245 → 3,915

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	ALEX AND CO (LE CINQUIEME ELEMENT)
SIREN	899827208
Founded	2021-05-28
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	SEBASTIEN GUY JEAN-PIERRE ALEX (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.

LE CINQUIEME ELEMENT Bayonne

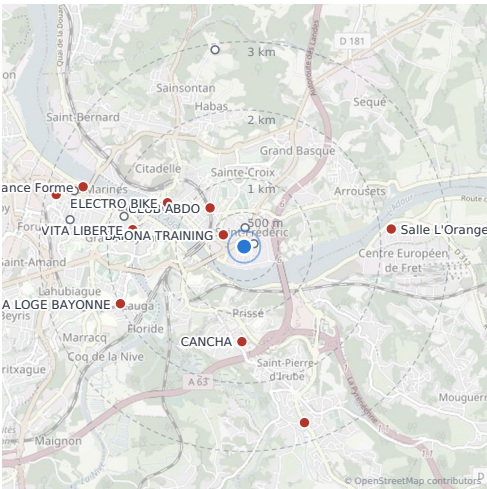
ZA SAINT-FREDERIC 16 RUE DE LA TILLOLE 64100 BAYONNE · opened 2021-05-28 · SIRET 89982720800013

CHANGE SINCE OPENING — 2021 → today

	AT OPENING	TODAY	CHANGE
Location score	61.8	52.3	-9.5
Gyms within 1 km	3	3	0
Gyms within 2 km	4	6	+2
Competition weight, 2 km	3.60	6.66	+85%
Capture, 2 km	6,245	3,915	-37%
Saturation, 2 km vs national baseline	-2%	+68%	+70 pts

Competitor field as it stood on 2021-05-28 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



10 gym floors, 6 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%	53 500 m	2,091 people	51	120 aged 18-64 + 1,971 workers = 2,091 over 0.79 km2 = 2,662/km2
	2 km	31,433 people	55	16,738 aged 18-64 + 14,694 workers = 31,433 over 12.57 km2 = 2,501/km2
Competition weight 15%	47 500 m	1.16 wt	53	1 genuine gym floor and 1 other sports site within 500 m, weighted by substitutability and price tier
	2 km	6.66 wt	44	5 genuine gym floors and 7 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	44 500 m	1,148 people	50	75 residents + 1,072 workers, demand within 500 m against every competitor within 3 km
	2 km	3,915 people	39	2,137 residents + 1,778 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	66 500 m	not measured	—	catchment of 216 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 42.1 LQ
	2 km	LQ 1.68	66	5 clubs / 26,974 residents = 18.54 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%	55 500 m	0.97x	58	21,780 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.96x	53	21,455 EUR against 22,380 nationally, median of 10 IRIS within 2 km

NEAREST GYMS — 10 within 3 km; ▲ opened after 2021

0.35	BAIONA TRAINING 2019	0.75	CLUB ABDO 2018
1.29	▲ ELECTRO BIKE 2025	1.39	▲ CANCHA 2021
1.65	VITA LIBERTE Vita Liberte 2014	2.0	▲ LA LOGE BAYONNE 2023
2.17	Salle L'Orange Bleue L'Orange Bleue	2.52	▲ Alliance Forme 2024
... and 2 more within 3 km.			

ACCESS — straight-line, GTFS

Rail	Bayonne — 1499 m
Bus	Grand Basque — 206 m
Footfall	Bayonne — 1499 m, 1,686,266 travellers/yr SNCF
Shops	13 within 150 m INSEE BPE