

BH 45

1 club operated · ORLEANS · company founded 2022-06-27

1

club

Orleans

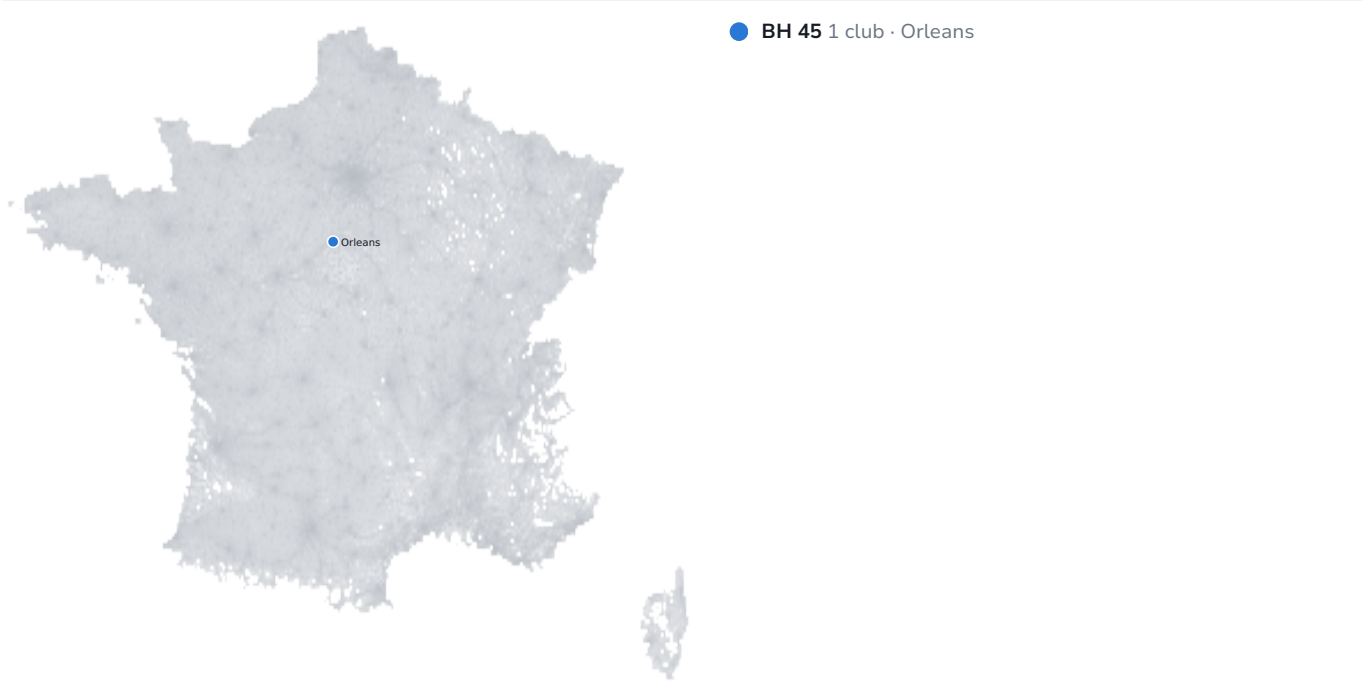
opened 2022-2022

—

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
BODYHIT	Orleans 45100	2022	4 → 4	6 → 14	2,119 → 1,513	13,611 → 6,378

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	BH 45
SIREN	915087266
Founded	2022-06-27
Activity	96.09Z NAF/APE code
Employees	02 Sirene band
Officers	Laurent MAILLOT (Gérant)

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.

BODYHIT Orleans

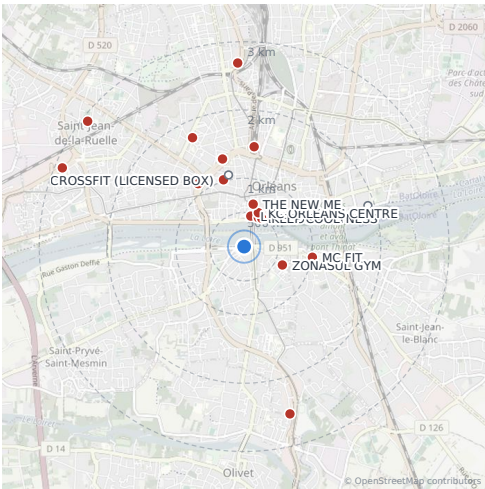
21 QUAI DE PRAGUE 45100 ORLEANS · opened 2022-06-27 · SIRET 91508726600010

CHANGE SINCE OPENING — 2022 → today

	AT OPENING	TODAY	CHANGE
Location score	73.1	56.1	-17.0
Gyms within 1 km	5	7	+2
Gyms within 2 km	6	14	+8
Competition weight, 2 km	5.10	13.10	+157%
Capture, 2 km	13,611	6,378	-53%
Saturation, 2 km vs national baseline	-26%	+92%	+118 pts

Competitor field as it stood on 2022-06-27 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



17 gym floors, 2 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%	500 m	3,538 people	61	2,479 aged 18-64 + 1,059 workers = 3,538 over 0.79 km2 = 4,505/km2
	2 km	77,512 people	72	37,367 aged 18-64 + 40,145 workers = 77,512 over 12.57 km2 = 6,168/km2
Competition weight 15%	500 m	3.00 wt	15	3 genuine gym floors and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	13.10 wt	27	13 genuine gym floors and 2 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	500 m	1,513 people	58	1,214 residents + 299 workers, demand within 500 m against every competitor within 3 km
	2 km	6,378 people	60	4,580 residents + 1,797 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	500 m	not measured	—	catchment of 3,915 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 2.3 LQ
	2 km	LQ 1.92	54	13 clubs / 59,903 residents = 21.70 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%	500 m	1.00x	67	22,410 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	1.06x	87	23,750 EUR against 22,380 nationally, median of 22 IRIS within 2 km

NEAREST GYMS — 17 within 3 km; ▲ opened after 2022

0.46	LIFE STUDIO 2018	0.47	BR FORM FITNESS 2017
0.49	KEEP COOL Keepcool 2021	0.54	KC ORLEANS CENTRE 2008
0.62	▲ ZONASUL GYM 2026	0.64	▲ THE NEW ME The New Me 2026
1.01	▲ MC FIT 2022	1.02	CROSSFIT (LICENSED BOX) CrossFit (licensed box) 2020

... and 9 more within 3 km.

ACCESS — straight-line, GTFS

Tram	Tourelles-Dauphine — 138 m
Bus	Tourelles-Dauphine — 83 m
Footfall	Orléans — 1468 m, 5,221,422 travellers/yr SNCF
Shops	8 within 150 m INSEE BPE

au 2026-10-20) · DILA, BODACC (annonces commerciales, au 2026-10-18) · Ministère des Sports, Data ES (2026-10-17) · INSEE, Filosofi 2021 (carreaux 200 m, IRIS) et BPE 2025 · IGN, Contours IRIS 2026 · OpenStreetMap contributors (ODbL). Licence Ouverte / Etalab 2.0 sauf mention contraire.