

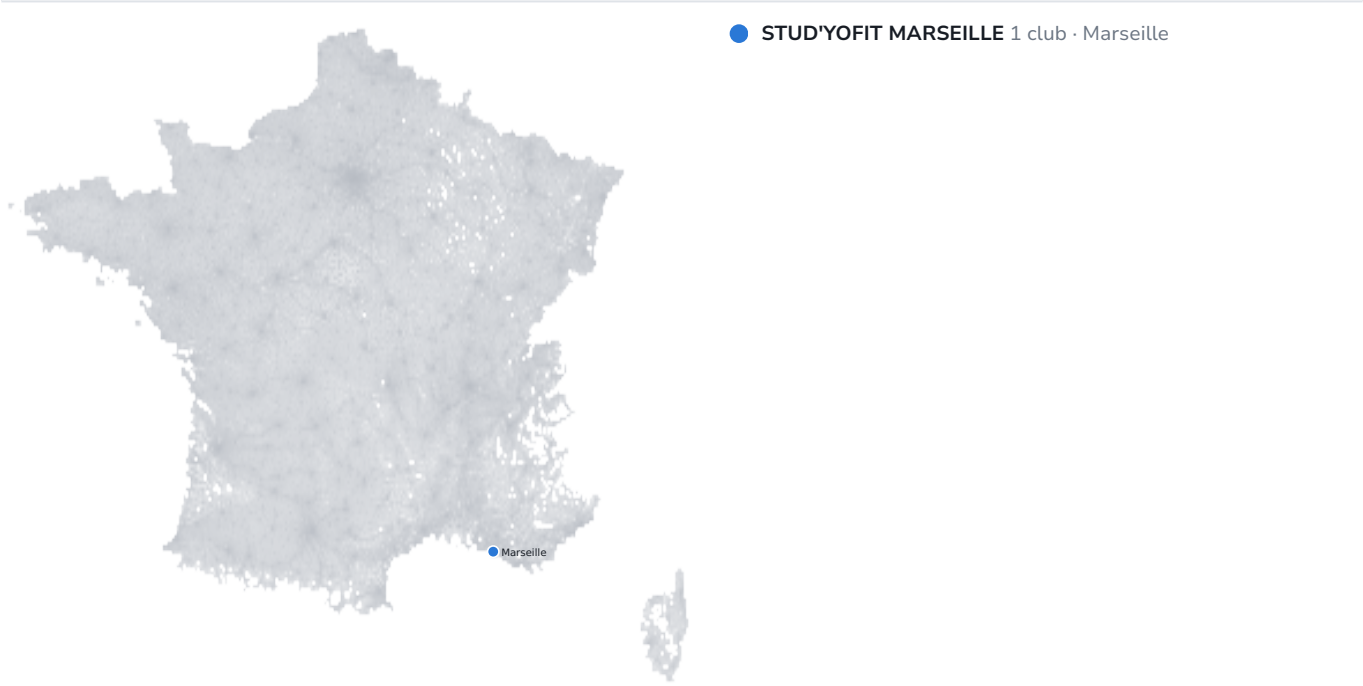
1club

Marseilleopened 2024–2024

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
STUD'YOFIT HAXO	Marseille13001	2024	2 → 4	24 → 43	6,016 → 3,878	12,753 → 7,608

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		FILING & CAPITAL — INPI RNE	
Legal name	STUD'YOFIT MARSEILLE	Registered capital	not stated in any filing
SIREN	919999375	Years filed	0 of the last 0 on record
Founded	2022-09-20	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	NN 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	Lionel Xavier LACOLAS (Président de SAS)		

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.

STUD'YOFIT HAXO Marseille

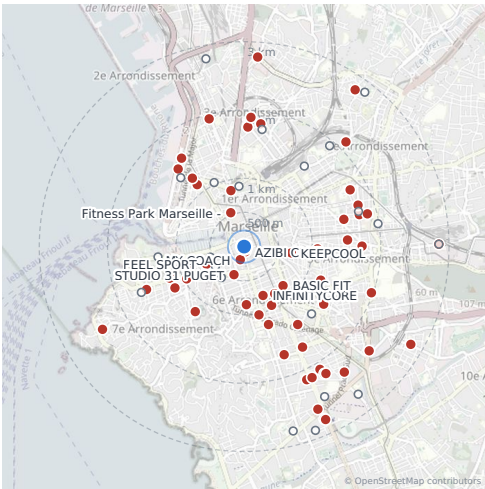
20 RUE HAXO 13001 MARSEILLE · opened 2024-02-29 · SIRET 91999937500042

CHANGE SINCE OPENING — 2024 → today

	AT OPENING	TODAY	CHANGE
Location score	73.9	56.1	-17.8
Gyms within 1 km	8	15	+7
Gyms within 2 km	24	43	+19
Competition weight, 2 km	21.50	40.10	+87%
Capture, 2 km	12,753	7,608	-40%
Saturation, 2 km vs national baseline	+12%	+104%	+92 pts

Competitor field as it stood on 2024-02-29 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



58 gym floors, 22 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%	97 500 m	23,566 people	100	6,249 aged 18-64 + 17,318 workers = 23,566 over 0.79 km2 = 30,006/km2
	2 km	251,708 people	95	112,304 aged 18-64 + 139,404 workers = 251,708 over 12.57 km2 = 20,030/km2
Competition weight 15%	5 500 m	3.20 wt	12	3 genuine gym floors and 1 other sports site within 500 m, weighted by competition tier (price tier on direct rivals)
	2 km	40.10 wt	0	42 genuine gym floors and 15 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	75 500 m	3,878 people	87	1,459 residents + 2,419 workers, demand within 500 m against every competitor within 3 km
	2 km	7,608 people	68	3,832 residents + 3,777 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	48 500 m	not measured	—	catchment of 9,506 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 0.9 LQ
	2 km	LQ 2.04	48	42 clubs / 182,204 residents = 23.05 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%	25 500 m	0.80x	0	17,900 EUR against 22,380 nationally, median of 9 IRIS within 500 m
	2 km	0.93x	42	20,740 EUR against 22,380 nationally, median of 95 IRIS within 2 km

NEAREST GYMS — 58 within 3 km; ▲ opened after 2024

0.08 ▲ AZIBI CLUB 2024	0.2 MY COACH 2021
0.44 ▲ STUDIO 31 PUGET 2026	0.53 Fitness Park Marseille - Bourse Fitness Park 2023
0.61 FEEL SPORT 2011	0.69 KEEP COOL Keepcool 2011
0.77 ▲ INFINITYCORE 2024	0.81 BASIC FIT Basic-Fit 2023
... and 50 more within 3 km.	

ACCESS — straight-line, GTFS

Tram	Rome Davso — 168 m
Bus	Vieux-Port Ballard — 225 m
Footfall	Marseille Saint-Charles — 1030 m, 17,863,802 travellers/yr SNCF
Shops	277 within 150 m INSEE BPE

