

ATHLETICA YOGA

1 club operated · PARIS · company founded 2022-11-25

1

club

Paris

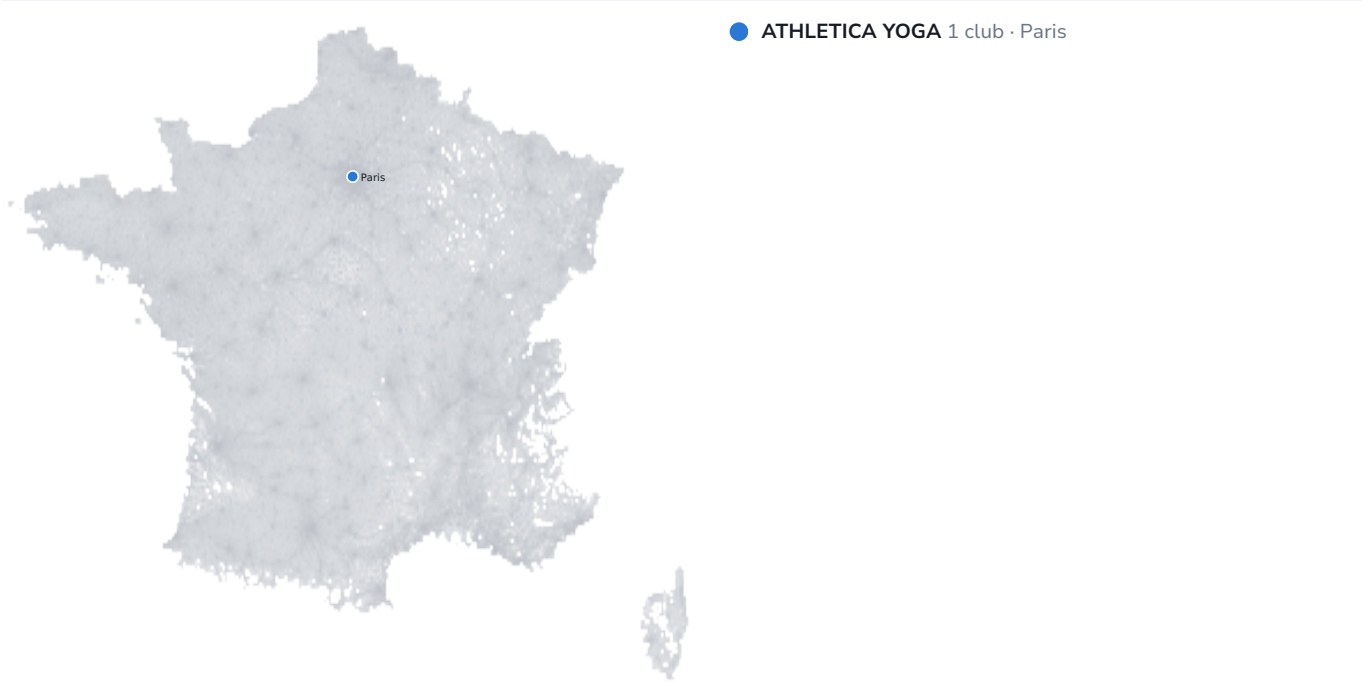
opened 2024–2024 · 1 closed

—

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
ATHLETICA YOGA	Paris 75008	2024	3 → 8	61 → 95	10,176 → 5,601	15,678 → 8,721

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: ATHLETICA YOGA (Paris).

LEGAL IDENTITY — INSEE Sirene

Legal name	ATHLETICA YOGA
SIREN	922034517
Founded	2022-11-25
Activity	93.11Z NAF/APE code
Employees	NN Sirene band
Officers	Evan Kiefer (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.

ATHLETICA YOGA Paris

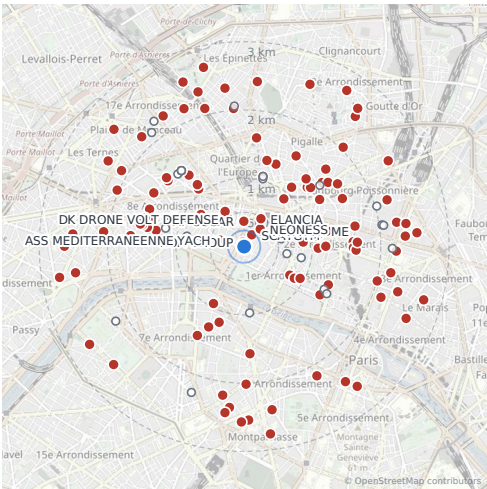
5 RUE DU CHEVALIER DE SAINT-GEORGE 75008 PARIS · opened 2024-02-13 · SIRET 92203451700024

CHANGE SINCE OPENING — 2024 → today

	AT OPENING	TODAY	CHANGE
Location score	64.2	58.3	-5.9
Gyms within 1 km	9	16	+7
Gyms within 2 km	61	95	+34
Competition weight, 2 km	61.70	98.70	+60%
Capture, 2 km	15,678	8,721	-44%
Saturation, 2 km vs national baseline	+201%	+369%	+168 pts

Competitor field as it stood on 2024-02-13 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



116 gym floors, 26 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%	100	500 m	67,887 people	100 2,386 aged 18-64 + 65,500 workers = 67,887 over 0.79 km2 = 86,436/km2
		2 km	716,340 people	100 118,600 aged 18-64 + 597,740 workers = 716,340 over 12.57 km2 = 57,005/km2
Competition weight 15%	0	500 m	7.40 wt	0 8 genuine gym floors and 0 other sports sites within 500 m, weighted by competition tier (price tier on direct rivals)
		2 km	98.70 wt	0 95 genuine gym floors and 32 other sports sites within 2 km, weighted by competition tier (price tier on direct rivals)
Capture weight 20%	83	500 m	5,601 people	98 303 residents + 5,298 workers, demand within 500 m against every competitor within 3 km
		2 km	8,721 people	74 900 residents + 7,821 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0	500 m	not measured	— catchment of 3,575 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 2.5 LQ
		2 km	LQ 4.69	0 95 clubs / 179,044 residents = 53.06 per 100k against 11.31 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%	100	500 m	1.96x	100 43,970 EUR against 22,380 nationally, median of 7 IRIS within 500 m
		2 km	1.74x	100 38,900 EUR against 22,380 nationally, median of 139 IRIS within 2 km

NEAREST GYMS — 116 within 3 km; ▲ opened after 2024

0.07 ▲ NOA GROUP 2026	0.2 SCAYGYM
0.34 ▲ THE NEW ME The New Me 2025	0.35 NEONESS Neoneess 2019
0.36 ASS MEDITERRANEENNE YACHTING	0.37 ▲ AF OSCAR 2026
0.47 ▲ DK DRONE VOLT DEFENSE 2026	0.48 ▲ ELANCIA Elancia 2025
... and 108 more within 3 km.	

ACCESS — straight-line, GTFS

Metro	Madeleine — 166 m
Bus	Madeleine — 144 m
Footfall	MADELEINE — 214 m, 7,778,909 validations/yr RATP
Shops	158 within 150 m INSEE BPE