

HM ONE FIT (ONE FIT FAMILY)

1 club operated · VITROLLES · company founded 2024-04-02

1

club

Vitrolles

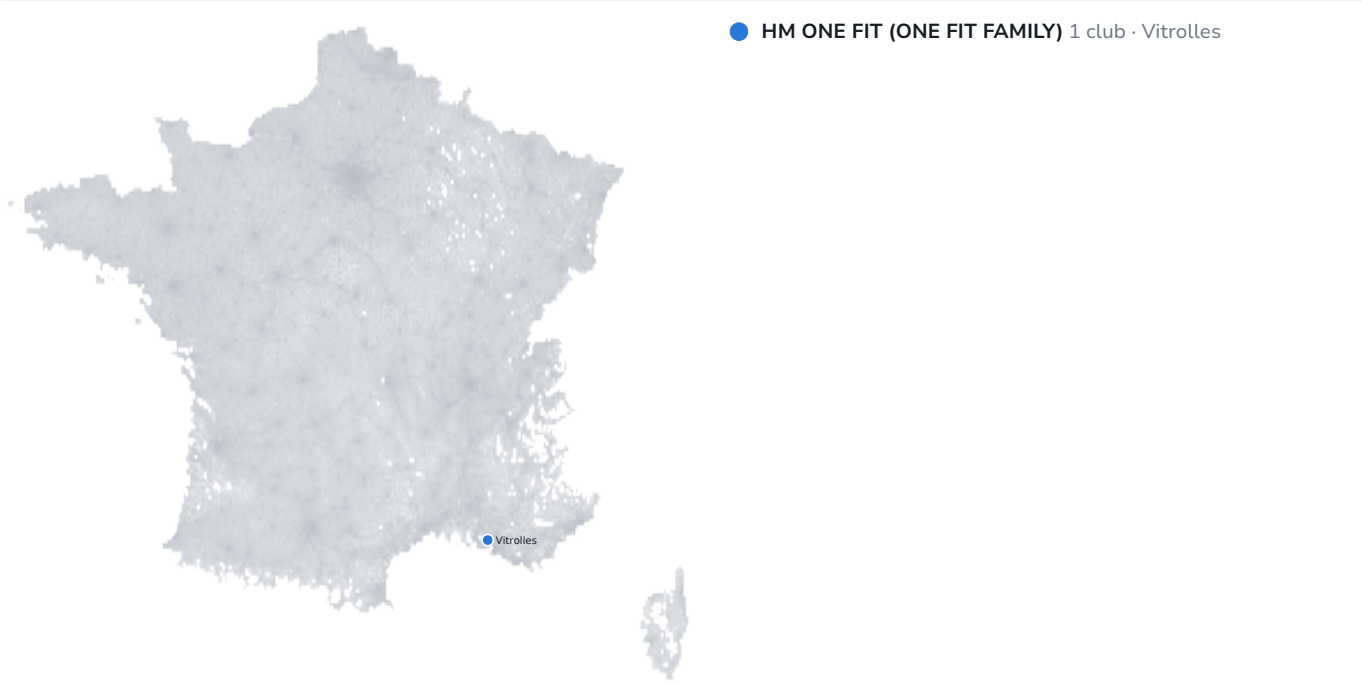
opened 2024-2024

—

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
ONE FIT FAMILY	Vitrolles 13127	2024	3 → 4	6 → 9	1,480 → 1,081	6,086 → 4,169

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	HM ONE FIT (ONE FIT FAMILY)
SIREN	925222721
Founded	2024-04-02
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	HELENA GIL (VERNET) (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.

ONE FIT FAMILY Vitrolles

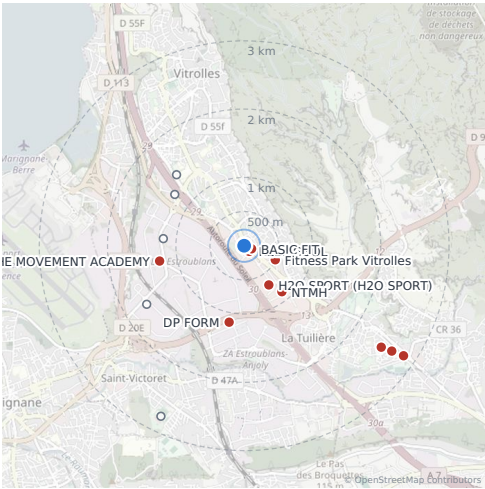
ESPACE LIOURAT BATIMENT A 37 AVENUE DENIS PADOVANI 13127 VITROLLES · opened 2024-04-02 · SIRET 92522272100019

CHANGE SINCE OPENING — 2024 → today

	AT OPENING	TODAY	CHANGE
Location score	45	34.7	-10.3
Gyms within 1 km	5	7	+2
Gyms within 2 km	6	9	+3
Competition weight, 2 km	5.26	7.96	+51%
Capture, 2 km	6,086	4,169	-31%
Saturation, 2 km vs national baseline	+156%	+320%	+165 pts

Competitor field as it stood on 2024-04-02 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



11 gym floors, 5 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%	54 500 m	2,510 people	54	1,476 aged 18-64 + 1,034 workers = 2,510 over 0.79 km2 = 3,196/km2
	2 km	29,617 people	54	9,712 aged 18-64 + 19,905 workers = 29,617 over 12.57 km2 = 2,357/km2
Competition weight 15%	34 500 m	2.40 wt	25	3 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	7.96 wt	39	8 genuine gym floors and 4 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	44 500 m	1,081 people	48	865 residents + 216 workers, demand within 500 m against every competitor within 3 km
	2 km	4,169 people	42	2,824 residents + 1,346 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0 500 m	not measured	—	catchment of 2,644 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 3.4 LQ
	2 km	LQ 4.20	0	8 clubs / 17,288 residents = 46.27 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%	30 500 m	0.79×	0	17,740 EUR against 22,380 nationally, median of 1 IRIS within 500 m
	2 km	0.95×	50	21,275 EUR against 22,380 nationally, median of 12 IRIS within 2 km

NEAREST GYMS — 11 within 3 km; ▲ opened after 2024

0.11 ▲ KC UZES 2026	0.11 KEEP COOL Keepcool 2017
0.12 BASIC FIT Basic-Fit 2018	0.5 ▲ Fitness Park Vitrolles Fitness Park 2024
0.68 H2O SPORT (H2O SPORT) 2016	0.87 NTMH 2016
1.14 DP FORM 2021	1.26 ▲ THE MOVEMENT ACADEMY 2026

... and 3 more within 3 km.

ACCESS — straight-line, GTFS

Rail	Vitrolles Aéroport Marseille P — 1704 m
Bus	Padovani — 24 m
Footfall	Vitrolles Aéroport Marseille Provence — 1704 m, 657,725 travellers/yr SNCF
Shops	37 within 150 m INSEE BPE