

ENJOY PILATES

1 club operated · ROUEN · company founded 2024-06-18

1

club

Rouen

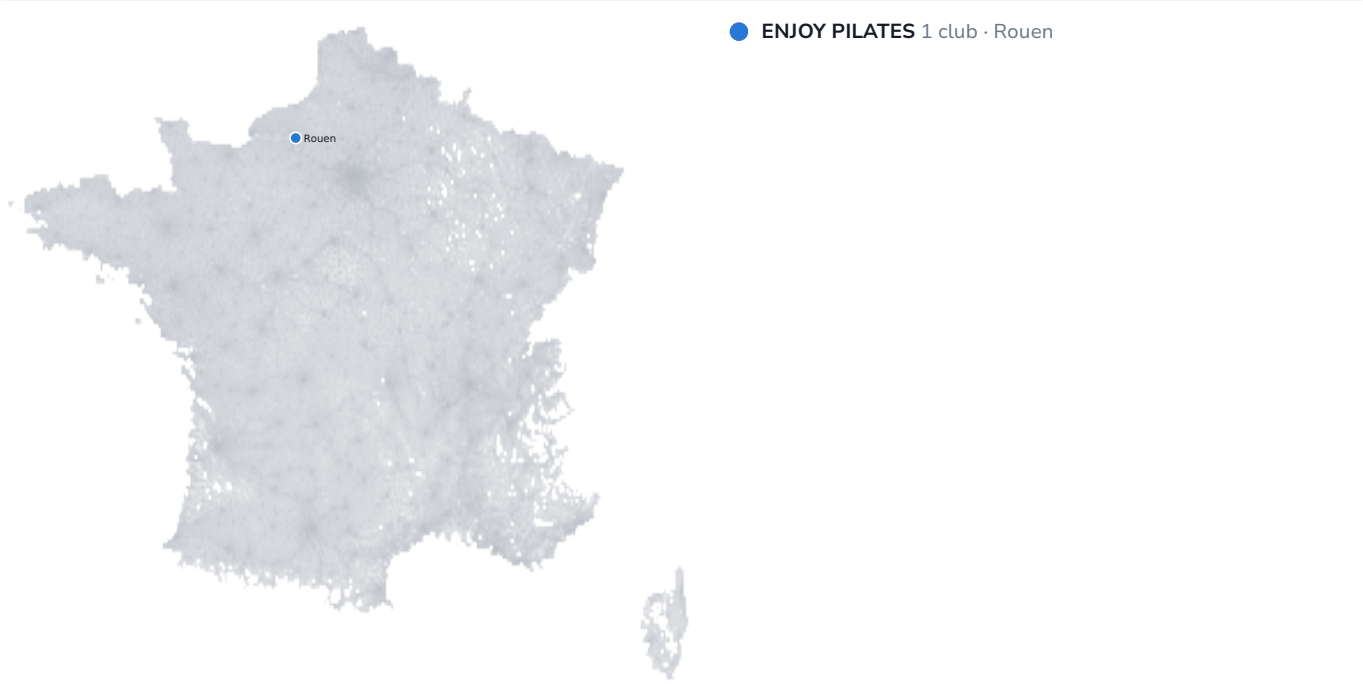
opened 2026–2026

—

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
ENJOY PILATES	Rouen 76000	2026	2 → 2	8 → 8	6,588 → 6,591	14,718 → 14,731

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	ENJOY PILATES
SIREN	930122254
Founded	2024-06-18
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	Gwendoline Raymonde Monique HANS (HANS) (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.

ENJOY PILATES Rouen

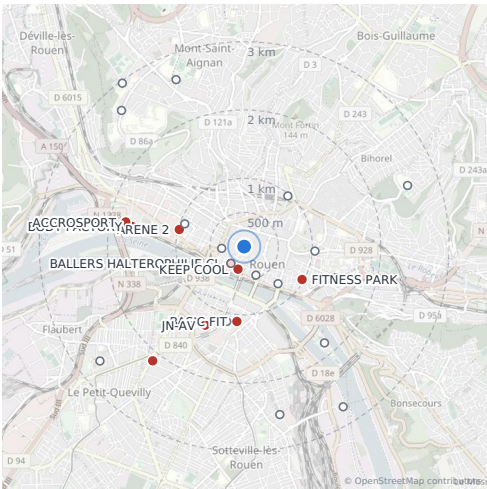
21 RUE ROLLON 76000 ROUEN · opened 2026-09-14 · SIRET 93012225400020

CHANGE SINCE OPENING — 2026 → today

	AT OPENING	TODAY	CHANGE
Location score	81.8	81.6	-0.2
Gyms within 1 km	4	4	0
Gyms within 2 km	8	8	0
Competition weight, 2 km	9.27	9.27	0%
Capture, 2 km	14,718	14,731	0%
Saturation, 2 km vs national baseline	+5%	+8%	+3 pts

Competitor field as it stood on 2026-09-14 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



9 gym floors, 17 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%	85 500 m	15,964 people	92	6,076 aged 18-64 + 9,888 workers = 15,964 over 0.79 km2 = 20,327/km2
	2 km	118,550 people	80	44,114 aged 18-64 + 74,436 workers = 118,550 over 12.57 km2 = 9,434/km2
Competition weight 15%	32 500 m	2.36 wt	26	2 genuine gym floors and 3 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	9.27 wt	36	8 genuine gym floors and 10 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	98 500 m	6,591 people	100	2,899 residents + 3,691 workers, demand within 500 m against every competitor within 3 km
	2 km	14,731 people	96	7,367 residents + 7,365 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	96 500 m	not measured	—	catchment of 8,498 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.1 LQ
	2 km	LQ 1.08	96	8 clubs / 67,101 residents = 11.92 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%	96 500 m	1.18x	100	26,370 EUR against 22,380 nationally, median of 3 IRIS within 500 m
	2 km	1.08x	93	24,170 EUR against 22,380 nationally, median of 28 IRIS within 2 km

NEAREST GYMS — 9 within 3 km; ▲ opened after 2026

0.31 BALLERS HALTEROPHILIE CLUB ROUEN 2026	0.34 KEEP COOL Keepcool 2019
0.97 FITNESS PARK Fitness Park 2023	0.98 ARENE 2 2022
1.1 BASIC FIT Basic-Fit 2016	1.28 JN-AV 2015
1.67 BODY FACTORY 2024	1.77 ACCROSPORT ACCROSPORT 2012

... and 1 more within 3 km.

ACCESS — straight-line, GTFS

Metro	Palais de Justice - Gisele Halimi — 112 m
Bus	Gare Routiere — 260 m
Footfall	Rouen Rive Droite — 740 m, 7,773,267 travellers/yr SNCF
Shops	170 within 150 m INSEE BPE