

SQUARE

1 club operated · PARIS · company founded 2024-10-01

1

club

Paris

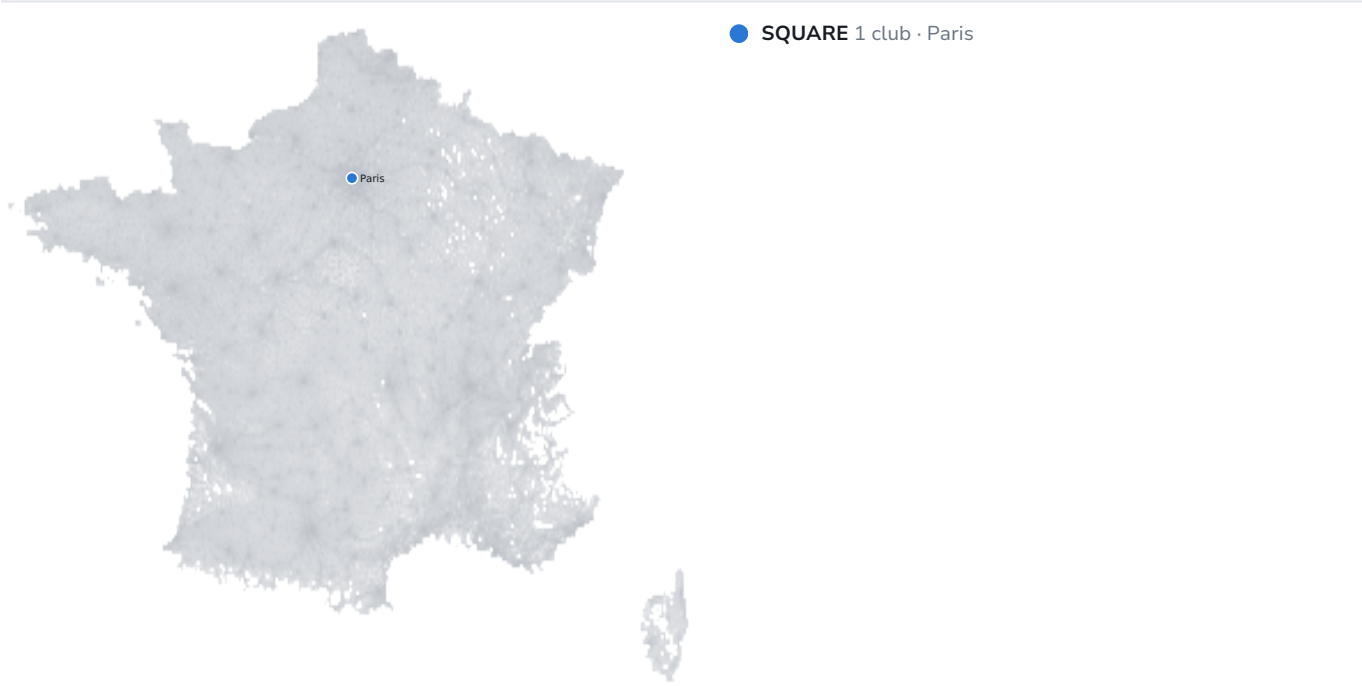
opened 2024-2024

—

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
SQUARE	Paris 75008	2024	9 → 12	50 → 84	5,452 → 3,965	10,389 → 6,642

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	SQUARE	Registered capital	not stated in any filing
SIREN	931451736	Years filed	0 of the last 0 on record
Founded	2024-10-01	Debt falling due	not filed — the maturity table is a complete-regime page
Activity	93.11Z 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	MP INVEST (Président); Michel Junior Jean PUECH (Membre du conseil de surveillance); Philippe Antoine Raymond LUBRANO (Membre du conseil de surveillance)		

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.

SQUARE Paris

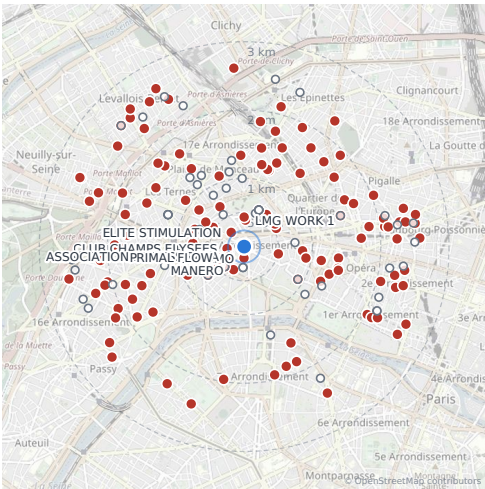
164 RUE DU FAUBOURG SAINT-HONORE 75008 PARIS · opened 2024-07-30 · SIRET 93145173600025

CHANGE SINCE OPENING — 2024 → today

	AT OPENING	TODAY	CHANGE
Location score	67.3	55.5	-11.8
Gyms within 1 km	19	34	+15
Gyms within 2 km	50	84	+34
Competition weight, 2 km	54.53	92.63	+70%
Capture, 2 km	10,389	6,642	-36%
Saturation, 2 km vs national baseline	+115%	+261%	+146 pts

Competitor field as it stood on 2024-07-30 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



134 gym floors, 54 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	74,654 people	100 5,124 aged 18-64 + 69,531 workers = 74,654 over 0.79 km2 = 95,053/km2
		2 km	627,435 people	100 130,756 aged 18-64 + 496,680 workers = 627,435 over 12.57 km2 = 49,930/km2
Competition weight 15%	0	500 m	11.80 wt	0 12 genuine gym floors and 3 other sports sites within 500 m, weighted by substitutability and price tier
		2 km	92.63 wt	0 84 genuine gym floors and 60 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	72	500 m	3,965 people	87 509 residents + 3,456 workers, demand within 500 m against every competitor within 3 km
		2 km	6,642 people	62 1,191 residents + 5,451 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0	500 m	not measured	— catchment of 8,067 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 3.61	0 84 clubs / 205,654 residents = 40.85 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	1.97x	100 44,100 EUR against 22,380 nationally, median of 6 IRIS within 500 m
		2 km	1.93x	100 43,205 EUR against 22,380 nationally, median of 126 IRIS within 2 km

NEAREST GYMS — 134 within 3 km; ▲ opened after 2024

0.17	DYNAMO DYNAMO 2017	0.24	PUNCH 2023
0.25	CLUB CHAMPS ELYSEES 2019	0.27	ASSOCIATION FITNESS PARADISE 2010
0.28	ELITE STIMULATION 2019	0.35	▲ PRIMAL FLOW 2026
0.37	▲ MANERO 2026	0.39	▲ LMG WORK 1 2025
... and 126 more within 3 km.			

ACCESS — straight-line, GTFS

Metro	Saint-Philippe-du-Roule — 161 m
Bus	Saint-Philippe-du-Roule — 68 m
Footfall RATP	ST-PH.DU-ROULE — 173 m, 2,734,562 validations/yr
Shops	123 within 150 m INSEE BPE