

ATHENA

1 club operated · TOULOUSE · company founded 2024-09-10

1

club

Toulouse

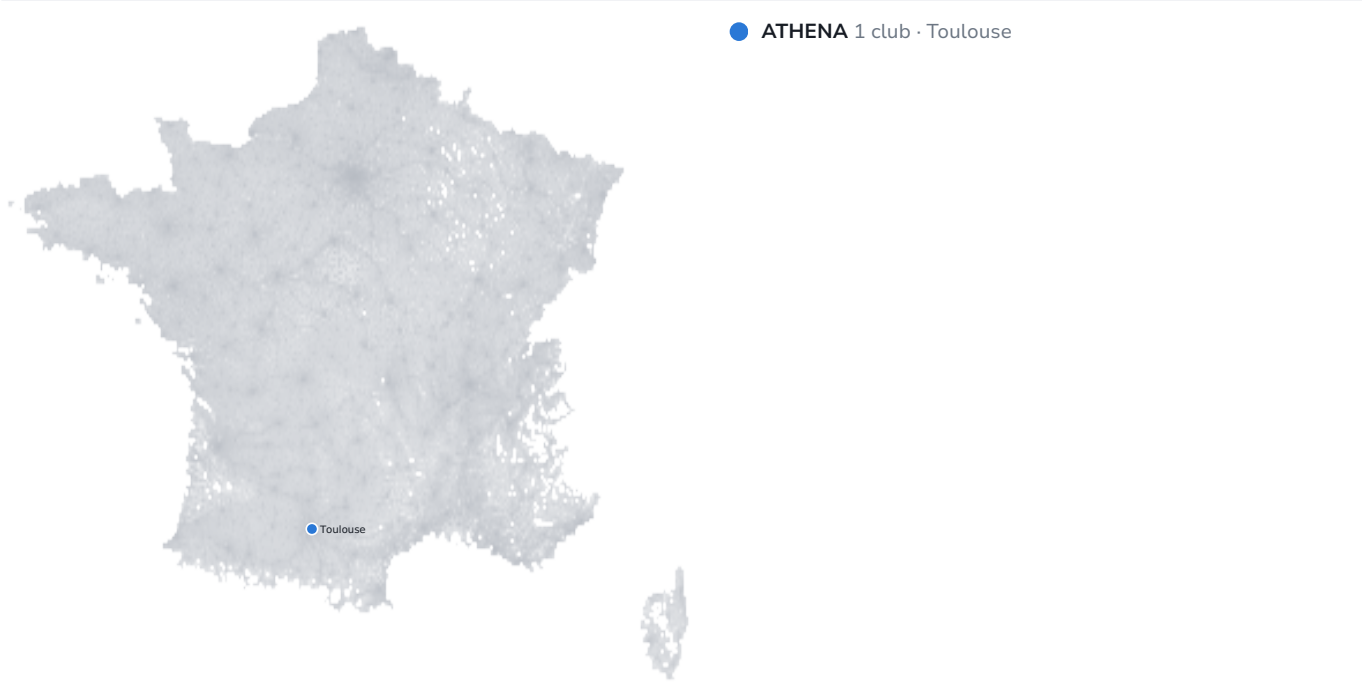
opened 2024-2024

—

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
ATHENA	Toulouse 31000	2024	9 → 15	26 → 39	1,414 → 955	5,041 → 3,447

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	ATHENA
SIREN	932817307
Founded	2024-09-10
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	SARAH LAURET (CONTIE) (Directeur Général); DAMIEN JACQUES LANAU (Président de SAS); JÉRÔME RENÉ LAURET (Directeur Général)

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.

ATHENA Toulouse

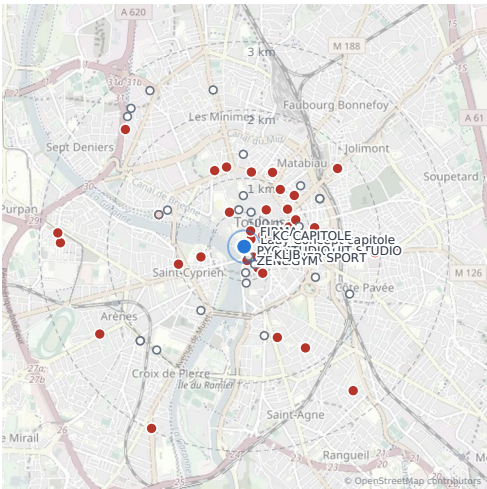
4 RUE CUJAS 31000 TOULOUSE · opened 2024-09-10 · SIRET 93281730700014

CHANGE SINCE OPENING — 2024 → today

	AT OPENING	TODAY	CHANGE
Location score	58.6	45.2	-13.4
Gyms within 1 km	17	25	+8
Gyms within 2 km	26	39	+13
Competition weight, 2 km	30	43.30	+44%
Capture, 2 km	5,041	3,447	-32%
Saturation, 2 km vs national baseline	+102%	+216%	+114 pts

Competitor field as it stood on 2024-09-10 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



45 gym floors, 33 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%	92 500 m	21,793 people	98	5,160 aged 18-64 + 16,633 workers = 21,793 over 0.79 km2 = 27,748/km2
	2 km	183,081 people	89	76,379 aged 18-64 + 106,702 workers = 183,081 over 12.57 km2 = 14,569/km2
Competition weight 15%	0 500 m	15.51 wt	0	14 genuine gym floors and 6 other sports sites within 500 m, weighted by substitutability and price tier
	2 km	43.30 wt	0	38 genuine gym floors and 27 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	38 500 m	955 people	45	390 residents + 565 workers, demand within 500 m against every competitor within 3 km
	2 km	3,447 people	34	1,779 residents + 1,669 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	0 500 m	not measured	—	catchment of 7,111 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.3 LQ
	2 km	LQ 3.16	0	38 clubs / 109,418 residents = 34.73 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%	100 500 m	1.31×	100	29,330 EUR against 22,380 nationally, median of 3 IRIS within 500 m
	2 km	1.19×	100	26,680 EUR against 22,380 nationally, median of 42 IRIS within 2 km

NEAREST GYMS — 45 within 3 km; ▲ opened after 2024

0.06 ▲ MAISON MINUIT STUDIO 2026	0.06 ▲ PYC STUDIO 2026
0.15 Lady Concept capitole 2020	0.2 L'ATELIER SPORT 2013
0.21 ZEN&GYM 2018	0.25 FIRMA 2007
0.32 ▲ KLJB 2026	0.32 KC CAPITOLE Keepcool 2022

... and 37 more within 3 km.

ACCESS — straight-line, GTFS

Metro	Esquirol — 264 m
Bus	Pont Neuf — 160 m
Footfall	Toulouse Matabiau — 1510 m, 14,522,596 travellers/yr SNCF
Shops	170 within 150 m INSEE BPE