

# BB KID

1 club operated · MARCQ-EN-BARŒUL · company founded 2023-02-08

1

club

Marcq-En-Barœul

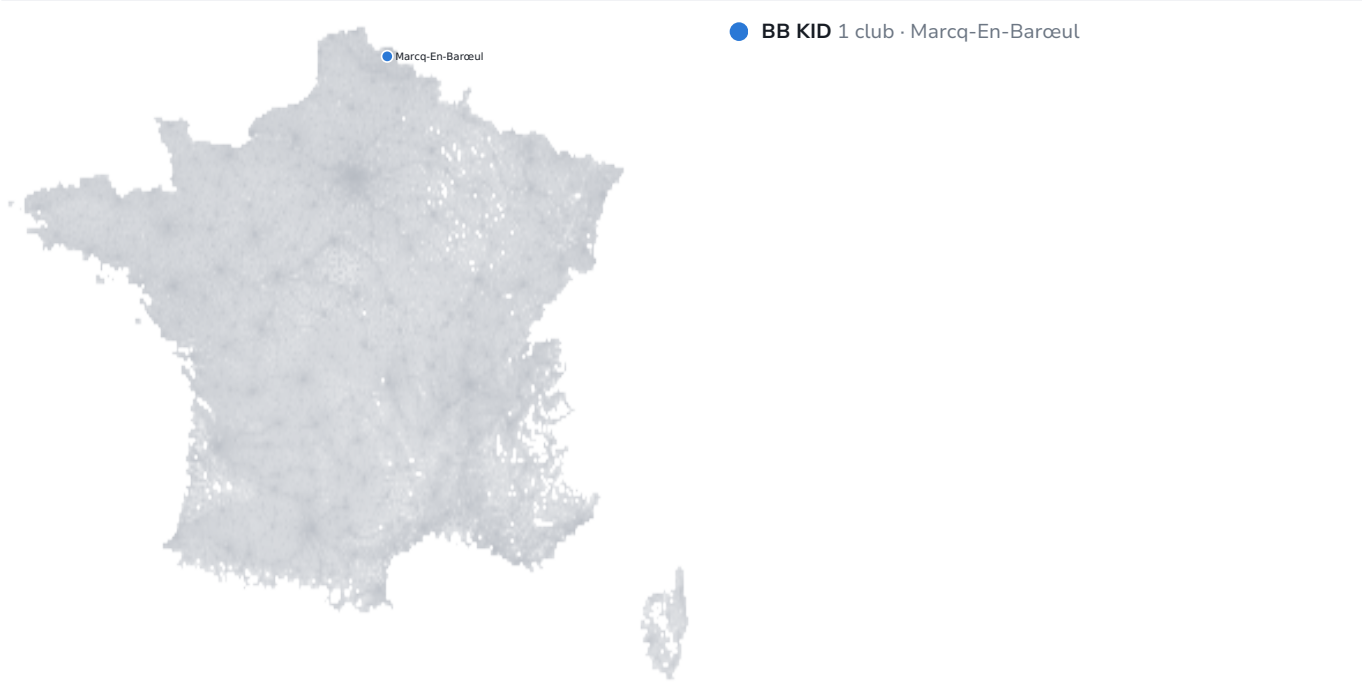
opened 2023–2023

—

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            |
| BB KID | Marcq-En-Barœul<br>59700 | 2023   | 0 → 0                        | 3 → 5 | 5,365 → 4,441           | 16,364 → 11,824 |

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 | BB KID                            |
| SIREN      | 949163802                         |
| Founded    | 2023-02-08                        |
| Activity   | 93.11Z NAF/APE code               |
| Employees  | 02 Sirene band                    |
| Officers   | BARBARA BOUCIF (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.

# BB KID Marcq-En-Barœul

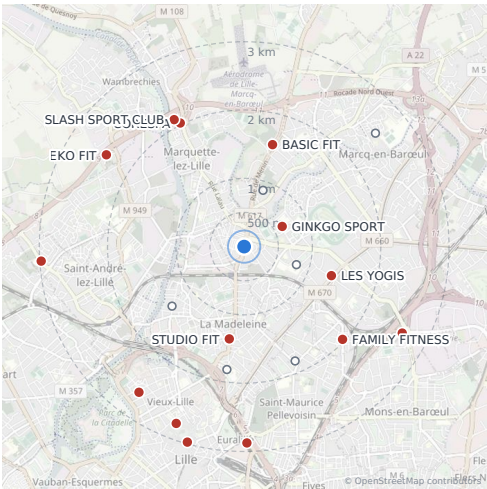
91 RUE NATIONALE 59700 MARCQ-EN-BARŒUL · opened 2023-02-08 · SIRET 94916380200018

## CHANGE SINCE OPENING — 2023 → today

|                                       | AT OPENING | TODAY  | CHANGE  |
|---------------------------------------|------------|--------|---------|
| Location score                        | 85         | 81.2   | -3.8    |
| Gyms within 1 km                      | 0          | 1      | +1      |
| Gyms within 2 km                      | 3          | 5      | +2      |
| Competition weight, 2 km              | 3.31       | 5.31   | +60%    |
| Capture, 2 km                         | 16,364     | 11,824 | -28%    |
| Saturation, 2 km vs national baseline | -59%       | -32%   | +27 pts |

Competitor field as it stood on 2023-02-08 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



14 gym floors, 6 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%   | 68 500 m  | 4,816 people  | 68    | 3,448 aged 18-64 + 1,368 workers = 4,816 over 0.79 km2 = 6,131/km2                                                                |
|                        | 2 km      | 62,986 people | 68    | 40,420 aged 18-64 + 22,566 workers = 62,986 over 12.57 km2 = 5,012/km2                                                            |
| Competition weight 15% | 69 500 m  | 0.00 wt       | 100   | 0 genuine gym floors and 0 other sports sites within 500 m, weighted by substitutability and price tier                           |
|                        | 2 km      | 5.31 wt       | 49    | 5 genuine gym floors and 5 other sports sites within 2 km, weighted by substitutability and price tier                            |
| Capture weight 20%     | 88 500 m  | 4,441 people  | 91    | 3,353 residents + 1,088 workers, demand within 500 m against every competitor within 3 km                                         |
|                        | 2 km      | 11,824 people | 87    | 8,837 residents + 2,988 workers, demand within 2 km against every competitor within 3 km                                          |
| Saturation weight 15%  | 100 500 m | not measured  | —     | catchment of 5,438 residents is below the 10,000 needed for a density measure to mean anything — one club would move it by 1.6 LQ |
|                        | 2 km      | LQ 0.68       | 100   | 5 clubs / 65,200 residents = 7.67 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%      | 83 500 m  | 0.98×         | 62    | 22,040 EUR against 22,380 nationally, median of 3 IRIS within 500 m                                                               |
|                        | 2 km      | 1.09×         | 98    | 24,450 EUR against 22,380 nationally, median of 30 IRIS within 2 km                                                               |

## NEAREST GYMS — 14 within 3 km; ▲ opened after 2023

|                              |                           |
|------------------------------|---------------------------|
| 0.63 ▲ GINKGO SPORT 2023     | 1.35 ▲ LES YOGIS 2025     |
| 1.37 STUDIO FIT 2017         | 1.55 BASIC FIT Basic-Fit  |
| 1.98 FAMILY FITNESS 2001     | 2.04 CORESPA Corespa 2016 |
| 2.12 ▲ SLASH SPORT CLUB 2024 | 2.42 EKO FIT 2019         |
| ... and 6 more within 3 km.  |                           |

## ACCESS — straight-line, GTFS

|          |                                                 |
|----------|-------------------------------------------------|
| Rail     | La Madeleine — 484 m                            |
| Bus      | Rue De L'Eglise — 33 m                          |
| Footfall | La Madeleine — 484 m, 27,897 travellers/yr SNCF |
| Shops    | 15 within 150 m INSEE BPE                       |