

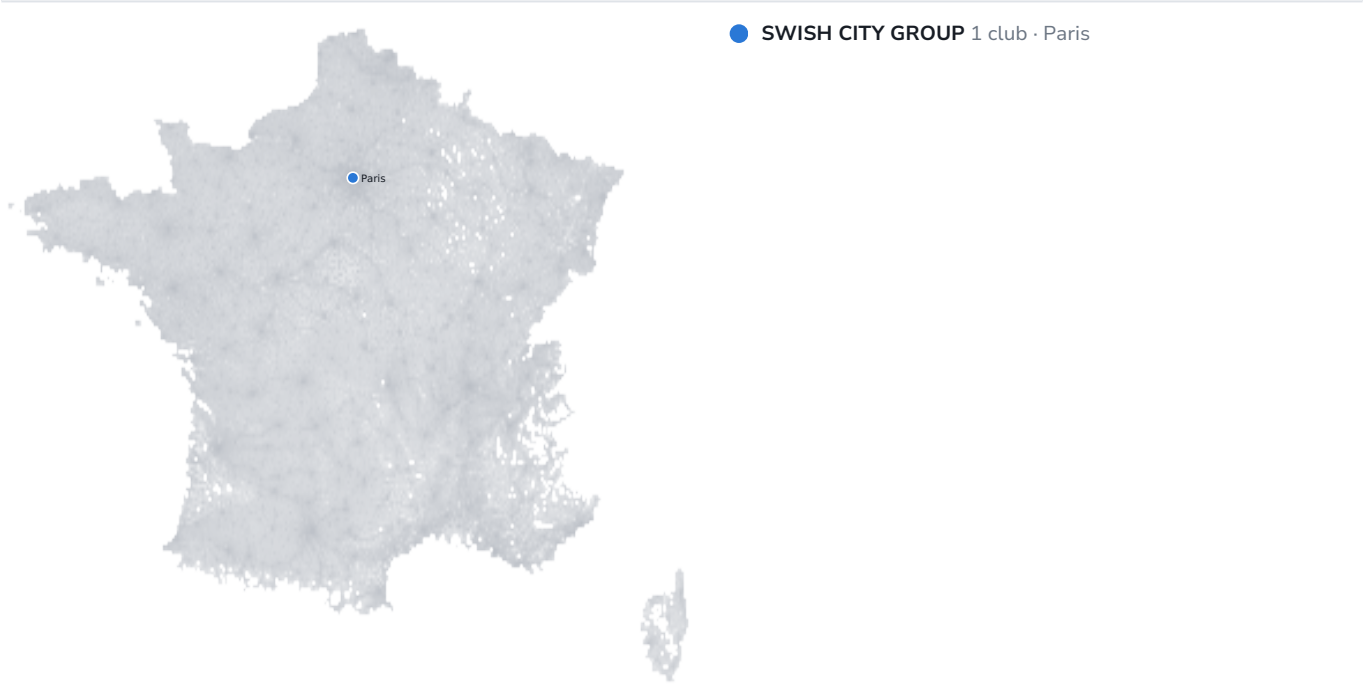
1club

Paris
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
SWISH CITY GROUP	Paris 75009	2023	5 → 6	54 → 93	7,576 → 5,781	15,062 → 9,492

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	SWISH CITY GROUP	Registered capital	not stated in any filing
SIREN	952041473	Years filed	0 of the last 0 on record
Founded	2023-04-27	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	MB360 (Président)		

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.

SWISH CITY GROUP Paris

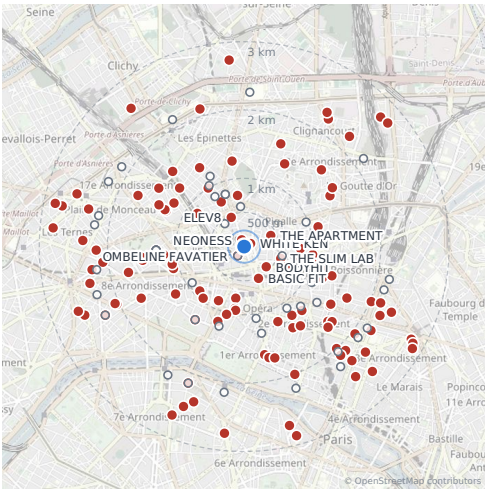
24 RUE DE CLICHY 75009 PARIS · opened 2023-04-27 · SIRET 95204147300010

CHANGE SINCE OPENING — 2023 → today

	AT OPENING	TODAY	CHANGE
Location score	71.6	60.3	-11.3
Gyms within 1 km	15	24	+9
Gyms within 2 km	54	93	+39
Competition weight, 2 km	54.43	98.33	+81%
Capture, 2 km	15,062	9,492	-37%
Saturation, 2 km vs national baseline	+60%	+176%	+116 pts

Competitor field as it stood on 2023-04-27 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



124 gym floors, 45 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	65,367 people	100 11,586 aged 18-64 + 53,780 workers = 65,367 over 0.79 km2 = 83,228/km2
		2 km	721,626 people	100 201,956 aged 18-64 + 519,670 workers = 721,626 over 12.57 km2 = 57,425/km2
Competition weight 15%	0	500 m	5.71 wt	0 6 genuine gym floors and 2 other sports sites within 500 m, weighted by substitutability and price tier
		2 km	98.33 wt	0 93 genuine gym floors and 55 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	86	500 m	5,781 people	98 1,267 residents + 4,513 workers, demand within 500 m against every competitor within 3 km
		2 km	9,492 people	77 2,780 residents + 6,712 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	7	500 m	LQ 3.05	0 6 clubs / 17,400 residents = 34.48 per 100k against 11.31 nationally
		2 km	LQ 2.76	12 93 clubs / 298,190 residents = 31.19 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	1.73×	100 38,725 EUR against 22,380 nationally, median of 10 IRIS within 500 m
		2 km	1.57×	100 35,030 EUR against 22,380 nationally, median of 167 IRIS within 2 km

NEAREST GYMS — 124 within 3 km; ▲ opened after 2023

0.1	NEONESS Neoness 2014	0.1	WHITE KEN 2015
0.17	OMBELINE FAVATIER 2019	0.42	▲ THE APARTMENT 2025
0.44	BODYHIT Bodyhit 2020	0.47	ELEV8 2023
0.51	BASIC FIT Basic-Fit	0.56	▲ THE SLIM LAB 2024
... and 116 more within 3 km.			

ACCESS — straight-line, GTFS

Metro	Liège — 207 m
Bus	Liège — 87 m
Footfall	LIEGE — 225 m, 1,607,291 validations/yr RATP
Shops	132 within 150 m INSEE BPE