

EMS BOULOGNE (MY BIG BANG)

1 club operated · BOULOGNE-BILLANCOURT · company founded 2023-07-05

1

club

Boulogne-Billancourt

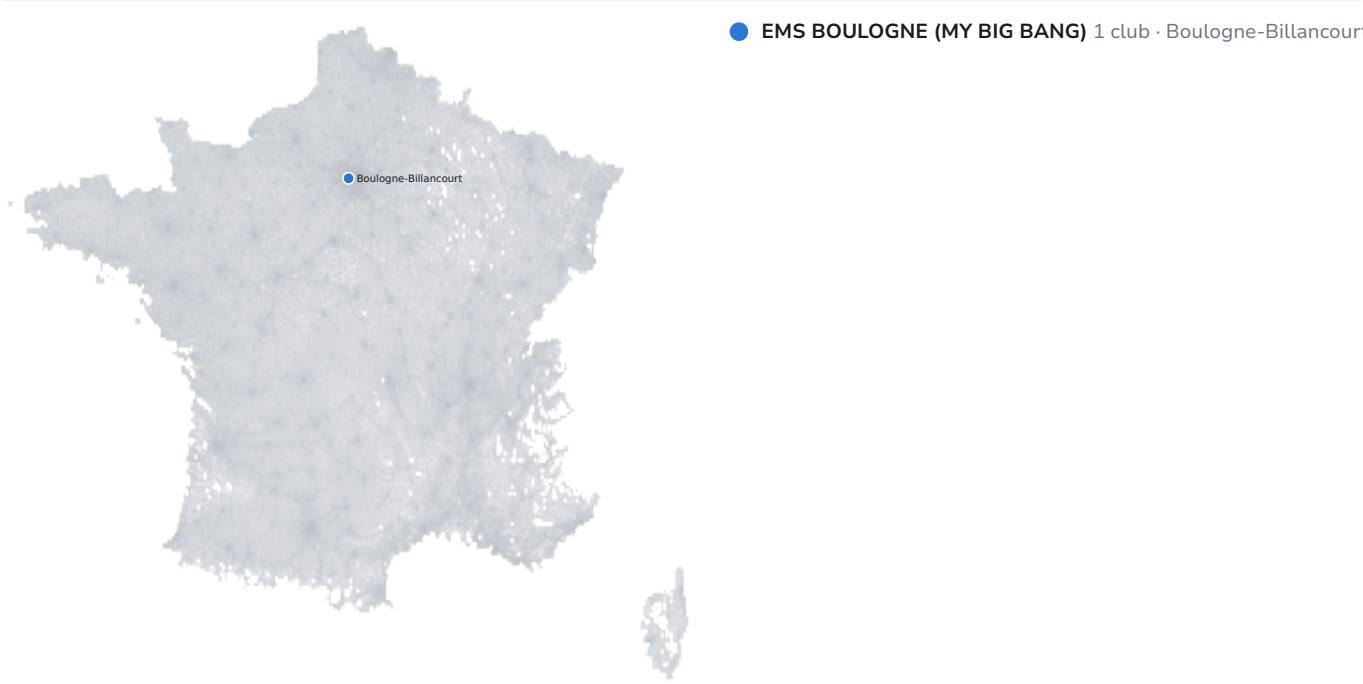
opened 2023–2023

—

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
MY BIG BANG	Boulogne-Billancourt 92100	2023	6 → 8	15 → 34	4,971 → 3,186	15,145 → 7,037

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	EMS BOULOGNE (MY BIG BANG)
SIREN	977531300
Founded	2023-07-05
Activity	93.13Z NAF/APE code
Employees	NN Sirene band
Officers	Nimr ABDELRAHMAN, (Président)

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.

MY BIG BANG Boulogne-Billancourt

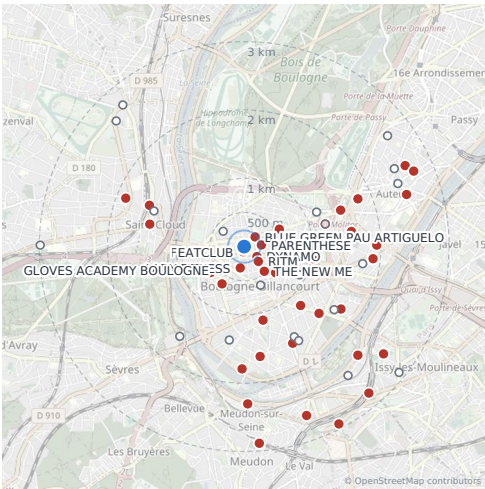
70 RUE D'AGUESSEAU 92100 BOULOGNE-BILLANCOURT · opened 2023-07-05 · SIRET 97753130000019

CHANGE SINCE OPENING — 2023 → today

	AT OPENING	TODAY	CHANGE
Location score	77	60.2	-16.8
Gyms within 1 km	7	13	+6
Gyms within 2 km	15	34	+19
Competition weight, 2 km	13.50	33.80	+150%
Capture, 2 km	15,145	7,037	-54%
Saturation, 2 km vs national baseline	-20%	+93%	+114 pts

Competitor field as it stood on 2023-07-05 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



43 gym floors, 20 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%	95	500 m	29,154 people	100 11,783 aged 18-64 + 17,372 workers = 29,154 over 0.79 km2 = 37,121/km2
		2 km	212,669 people	92 96,266 aged 18-64 + 116,404 workers = 212,669 over 12.57 km2 = 16,924/km2
Competition weight 15%	1	500 m	7.30 wt	0 7 genuine gym floors and 1 other sports site within 500 m, weighted by substitutability and price tier
		2 km	33.80 wt	2 33 genuine gym floors and 21 other sports sites within 2 km, weighted by substitutability and price tier
Capture weight 20%	71	500 m	3,186 people	81 2,087 residents + 1,099 workers, demand within 500 m against every competitor within 3 km
		2 km	7,037 people	64 4,295 residents + 2,742 workers, demand within 2 km against every competitor within 3 km
Saturation weight 15%	32	500 m	LQ 3.34	0 7 clubs / 19,058 residents = 36.73 per 100k against 11.01 nationally
		2 km	LQ 1.93	53 33 clubs / 155,032 residents = 21.29 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	1.70×	100 38,060 EUR against 22,380 nationally, median of 9 IRIS within 500 m
		2 km	1.61×	100 36,040 EUR against 22,380 nationally, median of 59 IRIS within 2 km

NEAREST GYMS — 43 within 3 km; ▲ opened after 2023

0.08 ▲ FEATCLUB 2025	0.21 BLUE GREEN PAU ARTIGUELOUVE 2022
0.24 DYNAMO DYNAMO 2021	0.25 PARENTHESE 2020
0.3 RITM RITM 2012	0.32 LADY FITNESS 2006
0.47 ▲ THE NEW ME The New Me 2024	0.51 ▲ GLOVES ACADEMY BOULOGNE 2024
... and 35 more within 3 km.	

ACCESS — straight-line, GTFS

Metro	Boulogne Jean Jaurès — 197 m
Bus	Rue de Billancourt — 153 m
Footfall	BOULOGNE-J.J. — 188 m, 3,717,508 validations/yr RATP
Shops	50 within 150 m INSEE BPE