

BZUN · NASDAQ · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Baozun Inc · Consumer Cyclical · Internet Retail

LATEST CLOSE

2.48 USD

-1.2% latest week

Weekly setup

Weak trend

The weekly trend is not active. Price is -5.9% below the Trend Line and sits at 14.6% of its 52-week range. The latest completed week returned -1.2%, after a -10.5% four-week move. The latest factor snapshot indicates quality ranks weakly versus its universe; growth is moderate; valuation is inexpensive relative to peers. Options positioning is volatility with 56/100 conviction, while the latest news-sentiment score is 52/100. Near-term considerations: earnings are due in 28d.

Technical setup score 22/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

2.48 USD

24 Jul 2026

1W RETURN

-1.2%

latest completed week

4W RETURN

-10.5%

short-term follow-through

12W RETURN

-9.5%

quarterly tape

TREND BREADTH

23.1%

12 of 52 weeks active

VOLUME RATIO

1.0x

vs 13-week average

What is working

- Activity pressure is positive on the latest completed week.

What could go wrong

- The trend backdrop is inactive, so price action has not confirmed a constructive regime.
- Price is below the Trend Line, which keeps downside pressure in focus.
- Price is below Fair Value, so the market is still discounting the latest tape.
- Next-week expectancy is negative at 44.64% based on similar historical setup states.

What to watch next

- Trend Line remains the key weekly regime level.
- Activity pressure is the gauge to monitor for confirmation or fade.
- A volume ratio above 1.5x would show stronger participation in the next move.

This week's evidence at a glance

PRICE FOLLOW-THROUGH

-1.2%

Latest completed week; four-week move -10.5%.

INDICATOR STACK

13/53

Trend and activity pressure are weighted against the latest 12-week confirmation window.

TREND BACKDROP

Active

The trend backdrop defines the current weekly regime.

PATIENT CAPITAL

Quiet

Activity-pressure buy-signal status for institutional accumulation timing.

NEXT-WEEK EXPECTANCY

Negative 44.64%

Historical one-week expectancy contributes to the evidence score when direction is confirmed.

OPTIONS PRESSURE

Volatility

56/100 conviction; expected move 33.3%.

NEWS SENTIMENT

52/100

47 relevant articles in the latest sentiment read.

EVENT RISK

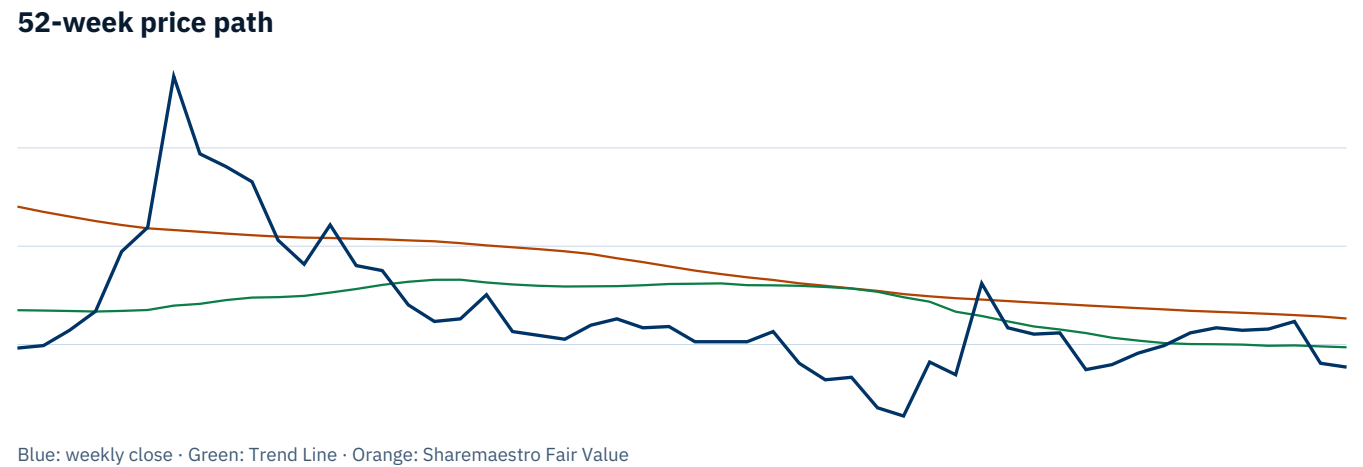
28d

Next report is scheduled for 27 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is -5.9% below the Trend Line and sits at 14.6% of its 52-week range. The latest completed week returned -1.2%, after a -10.5% four-week move.



Position in the 52-week range ClosTrend Fair 2.07 USD4.88 USD Latest close sits at 14.6% of the 52-week range.	RANGE LOCATION 14.6% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE -5.9% Price premium or discount versus the weekly Trend Line.
	FAIR-VALUE GAP -13.4% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -49.2% Distance from the latest 52-week high.

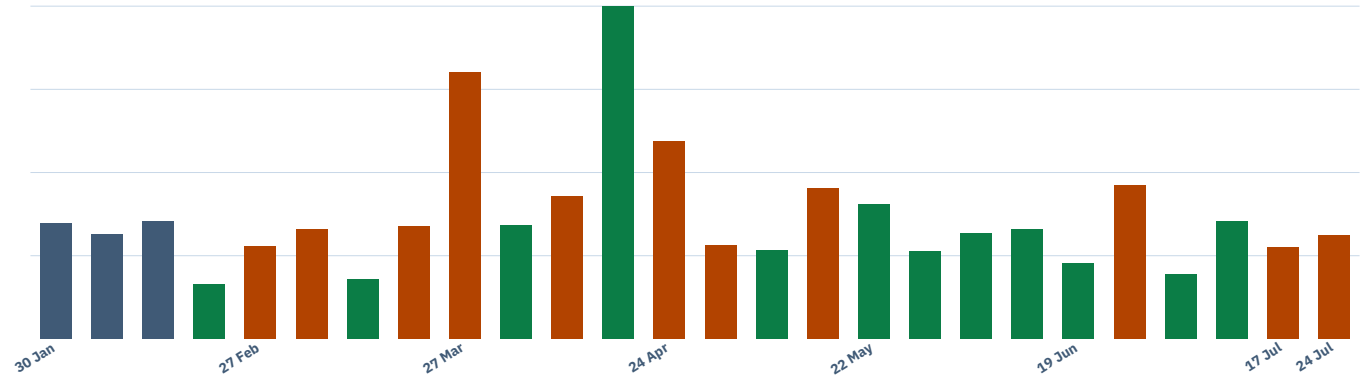
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 1.0x the 13-week average. Participation is around or above normal and provides reasonable confirmation.

26-week volume confirmation

Bar height shows weekly volume. Green marks an up week; orange marks a down week.



PARTICIPATION 1.0x Latest volume versus the 13-week average.	BASELINE 1.3M 13-week average volume.	ONE-YEAR BASE 1.5M 52-week average volume.	LATEST WEEKLY VOLUME 1.3M Most recent completed week.
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Demand beneath price

Activity pressure and institutional-style signals

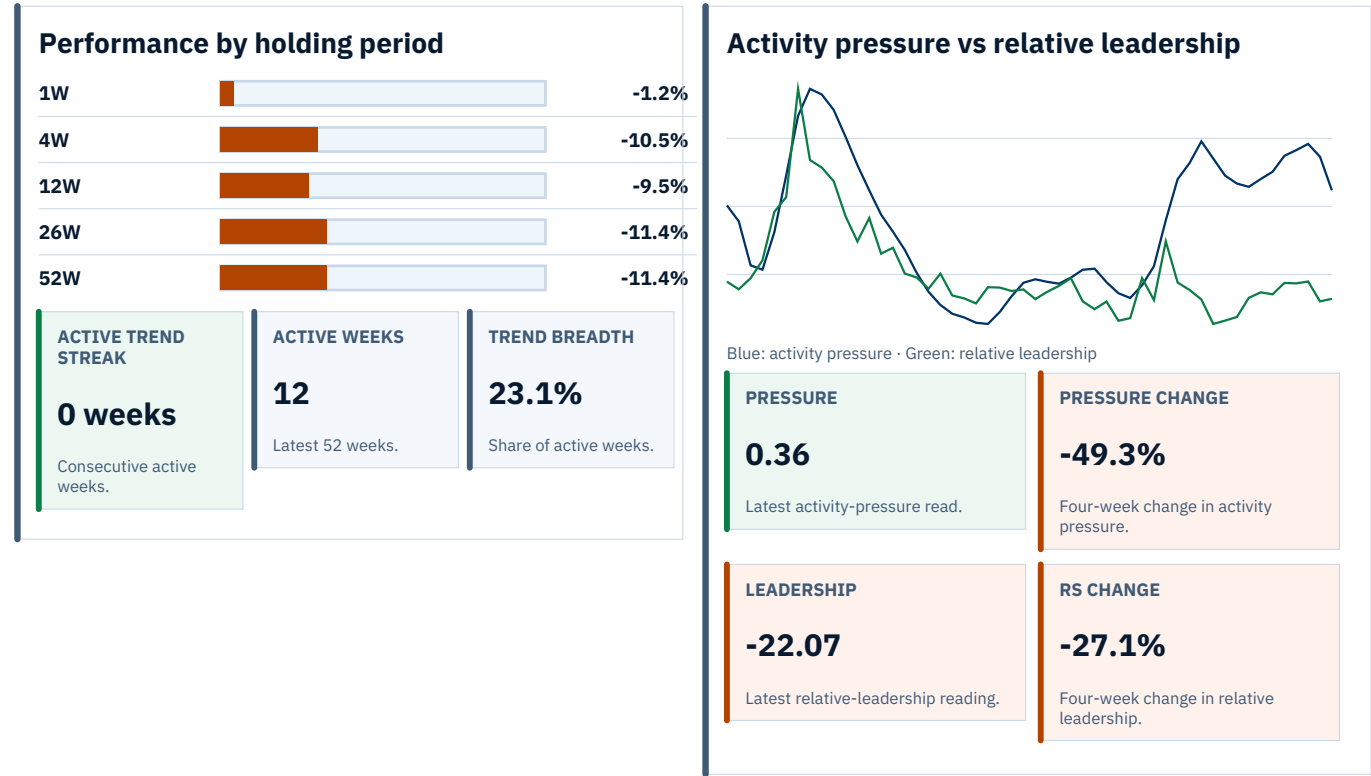
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -10.5% over four weeks, -9.5% over 12 weeks, and -11.4% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		13
Momentum		17
Activity Pressure		53
Relative Leadership		0
Next-Week Expectancy		28
Volume		41
Smart Money		25
Risk Control		0

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality ranks weakly versus its universe; growth is moderate; valuation is inexpensive relative to peers.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 31 Dec 2025 Financial reporting period used.	FIELD COVERAGE 85% Available factor fields.	MODEL CONFIDENCE 81% Snapshot confidence.
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Relative factor standing Higher display scores are better. Each score is converted from the underlying universe rank, where rank 1 is best.		
Overall factor strength		67/100
Value		94/100
Quality		21/100
Momentum		22/100
Growth		67/100

Valuation How much investors are paying for earnings, sales, and cash flow.	Business quality Margins and the return generated on invested capital.
P/E - Price divided by trailing earnings.	GROSS MARGIN 51.0% Gross profit retained from each unit of revenue.
PRICE / SALES 0.0x Market value relative to trailing revenue.	OPERATING MARGIN -1.1% Operating profit retained from revenue.
EV / EBITDA - Enterprise value relative to operating cash earnings.	FREE-CASH-FLOW MARGIN 5.6% Free cash flow generated from revenue.
FREE-CASH-FLOW YIELD 18.9% Free cash flow as a share of enterprise value.	RETURN ON INVESTED CAPITAL -1.8% Operating return generated on invested capital.

04 · FUNDAMENTALS AND VALUATION · CONTINUED

Growth, shareholder returns, and balance-sheet strength

The second half of the fundamental read separates recent business growth from cash returned to shareholders and financial leverage.

Growth and financial strength	Shareholder return and balance sheet
Recent business growth and accounting strength.	Cash returned to owners and financial leverage.
REVENUE GROWTH7.9%	DIVIDEND YIELD-
Latest one-year revenue growth.	Cash dividends relative to market value.
EPS GROWTH-	BUYBACK YIELD7.1%
Latest one-year earnings-per-share growth.	Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH-	SHAREHOLDER YIELD7.1%
Latest one-year free-cash-flow growth.	Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE6/9	NET DEBT / EBITDA-14.1x
Nine-point accounting-strength checklist.	Balance-sheet debt relative to operating cash earnings.

How to read this

Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality ranks weakly versus its universe; growth is moderate; valuation is inexpensive relative to peers.

05 · OWNERSHIP, OPTIONS, AND SENTIMENT

What other market participants are doing

Options, insider transactions, market sentiment, and activity-pressure signals can confirm or challenge the price story. None should be used alone.

Options positioning

Volatility

BZUN shows volatility options pressure with a 56/100 conviction score, put-call volume ratio of 0.03, expected move of 33.3%, and Sharemaestro trend signal inactive.

CONVICTION

56/100

Options signal conviction.

EXPECTED MOVE

33.3%

Nearest-chain pricing.

PUT/CALL VOLUME

0.03

Contract volume balance.

Pressure

95

Speculation

29

Volatility

96

Trend agreement

0

Insider activity

-

No recent insider transactions are stored.
Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

52/100

Weighted news tone is neutral across 47 relevant articles.

5 positive · 41 neutral · 1 negative

Patient Capital

Quiet

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
No recent buy signal

06 · CATALYSTS AND RISK

What can move the shares—and how volatile the path has been

Event timing, options-implied movement, drawdown, and weekly gains and losses frame the risk around the current setup.

NEXT EARNINGS
28d
Next report is scheduled for 27 Aug 2026; event risk rises as the date approaches.

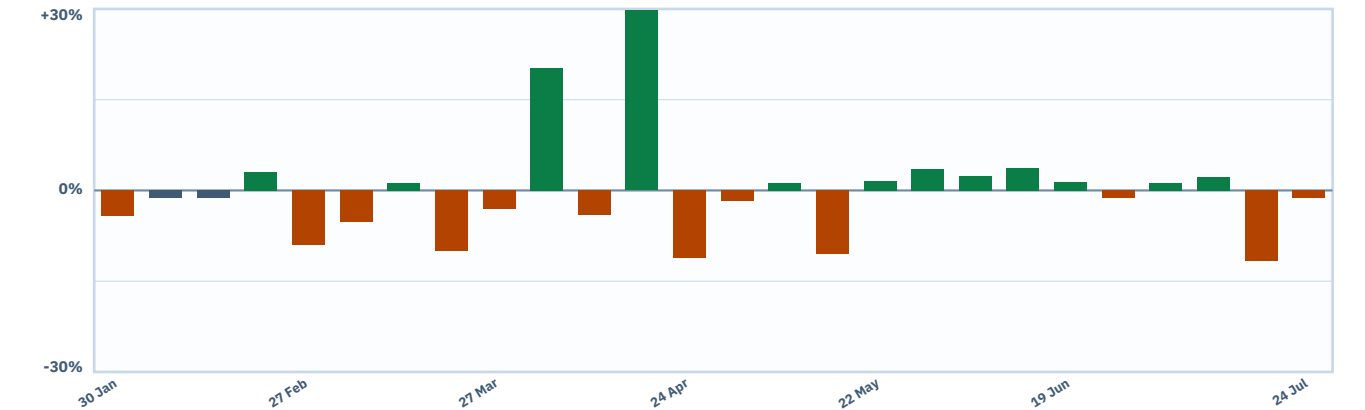
OPTIONS EXPECTED MOVE
33.3%
Nearest-chain priced movement where available.

52-WEEK DRAWDOWN
-49.2%
Distance below the 52-week high.

13-WEEK VOLATILITY
4.7%
Standard deviation of weekly returns.

Weekly gains and losses

Each bar is one completed week. Gains rise above zero; losses fall below it. Taller bars mean a larger move.



WEEKS HIGHER
12 of 26
12 weeks finished lower.

BEST WEEK
+29.8%
Week of 17 Apr.

WORST WEEK
-11.6%
Week of 17 Jul.

LATEST WEEK
-1.2%
Week of 24 Jul.

Shape of recent returns

Strong gains		2
Modest gains		10
Flat weeks		2
Modest losses		5
Sharp losses		7

RECENT VOL
4.7%
13-week weekly-return volatility.

BASE VOL
9.0%
52-week weekly-return volatility.

UP/DOWN SPLIT
24/26
Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW
6.6% / -5.8%
Average positive week versus average negative week.

07 · SECTOR AND PEER CONTEXT

Is this stock leading—or simply moving with its group?

Sector and industry breadth distinguish company-specific strength from a broad group move.

Sector · US Consumer Cyclical

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
- / 100	-0.8%	36.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
PAG	NYSE	7.2%	19.3%	Active
JD	NASDAQ	1.9%	18.9%	Active
BABA	NYSE	-2.5%	18.3%	Inactive
MUSA	NYSE	-0.9%	16.5%	Active
PSNYW	NASDAQ	-46.9%	16.5%	Inactive

Industry · US Internet Retail

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
24 / 31	-0.3%	29.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
ZKH	NYSE	-1.3%	28.8%	Inactive
JD	NASDAQ	1.9%	18.9%	Active
BABA	NYSE	-2.5%	18.3%	Inactive
NHTC	NASDAQ	-5.5%	16.1%	Inactive
MOGU	NYSE	-0.5%	13.2%	Inactive

08 · EVIDENCE AND WEEKLY DATA

The underlying research record

Every top-level statement should be traceable to a stored market, fundamental, event, or positioning observation.

Cross-signal evidence matrix

Evidence pillar	Score / read	Summary	Detail
Weekly tape	23/100	Trend, activity pressure, participation, and risk combine to a 23/100 tape read.	
Indicator analysis	35/100	Latest 12-week confirmation: trend 2/12, activity pressure 12/12, relative leadership 0/12.	Activity pressure 0.11; No reversal markers
Next-Week Expectancy	Negative 44.64%	Next-week expectancy is negative with a 44.64% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
Factors	50/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Tiny Titans rank 34; Buyback Yield rank 8; Small Cap Core rank 5
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	37/100	BZUN shows volatility options pressure with a 56/100 conviction score, put-call volume ratio of 0.03, expected move of 33.3%, and Sharemaestro trend signal inactive.	Volatility · Volatility expansion watch · Expected move 33.3%
Sentiment	52/100	Weighted news tone is neutral across 47 relevant articles.	Baozun Inc (BZUN) Earnings Forecast: Future EPS & Revenue Growth Estimates
Insiders	50/100	No recent insider transaction evidence is stored.	Not currently available.
Earnings	28d	Next report is scheduled for 27 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH -1.2% Latest completed week; four-week move -10.5%.	INDICATOR STACK 13/53 Trend and activity pressure are weighted against the latest 12-week confirmation window.	TREND BACKDROP Active The trend backdrop defines the current weekly regime.	PATIENT CAPITAL Quiet Activity-pressure buy-signal status for institutional accumulation timing.
NEXT-WEEK EXPECTANCY Negative 44.64% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	OPTIONS PRESSURE Volatility 56/100 conviction; expected move 33.3%.	NEWS SENTIMENT 52/100 47 relevant articles in the latest sentiment read.	EVENT RISK 28d Next report is scheduled for 27 Aug 2026; event risk rises as the date approaches.

08 · EVIDENCE AND WEEKLY DATA · CONTINUED

Recent completed weeks

The completed weekly bars behind the report provide a compact audit trail for price, trend, Fair Value, activity pressure, leadership, and volume.

Week	Close	Return	Trend Line	Fair Value	Pressure	Leadership	Volume	Trend
24 Jul 2026	2.48 USD	-1.2%	2.64 USD	2.86 USD	0.36	-22.07	1.3M	Off
17 Jul 2026	2.51 USD	-11.6%	2.64 USD	2.88 USD	0.70	-22.81	1.1M	On
10 Jul 2026	2.84 USD	2.2%	2.65 USD	2.89 USD	0.83	-16.95	1.4M	On
03 Jul 2026	2.78 USD	0.4%	2.65 USD	2.90 USD	0.76	-17.51	785.0K	Off
26 Jun 2026	2.77 USD	-0.7%	2.66 USD	2.91 USD	0.71	-17.37	1.9M	Off
19 Jun 2026	2.79 USD	1.5%	2.66 USD	2.92 USD	0.55	-20.73	927.2K	Off
12 Jun 2026	2.75 USD	3.8%	2.66 USD	2.92 USD	0.47	-20.15	1.3M	Off
05 Jun 2026	2.65 USD	2.3%	2.67 USD	2.93 USD	0.39	-21.77	1.3M	Off
29 May 2026	2.59 USD	3.6%	2.69 USD	2.94 USD	0.43	-27.42	1.1M	Off
22 May 2026	2.50 USD	1.6%	2.71 USD	2.96 USD	0.51	-28.48	1.6M	Off
15 May 2026	2.46 USD	-10.5%	2.75 USD	2.97 USD	0.68	-29.48	1.8M	Off
08 May 2026	2.75 USD	0.4%	2.78 USD	2.98 USD	0.85	-22.25	1.1M	Off
01 May 2026	2.74 USD	-1.8%	2.80 USD	2.99 USD	0.63	-19.44	1.1M	Off
24 Apr 2026	2.79 USD	-11.1%	2.84 USD	3.00 USD	0.47	-17.26	2.4M	Off

How to use this report

This is a completed-week research summary. It explains the available evidence and its conflicts; it does not predict a guaranteed outcome or replace your own risk assessment. Fundamental figures may refer to an earlier financial reporting period, which is shown in the fundamentals section.

Educational market research only. Not financial, investment, trading, tax, or legal advice. Market data, indicators, summaries, and reports may be delayed, incomplete, or inaccurate. You are responsible for your own decisions and should seek independent professional advice where appropriate.

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