

SONO • NASDAQ • WEEK ENDED 24 JUL 2026

Weekly Investor Report

Sonos Inc • Technology • Consumer Electronics

LATEST CLOSE

14.69 USD

-2.8% latest week

Weekly setup

Mixed setup

The weekly trend is not active. Price is -0.8% below the Trend Line and sits at 47.2% of its 52-week range. The latest completed week returned -2.8%, after a 8.3% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is expensive relative to peers. Options positioning is bullish with 40/100 conviction, while the latest news-sentiment score is 55/100. Near-term considerations: volume confirmation is below normal; earnings are due in 6d.

Technical setup score 35/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

14.69 USD

24 Jul 2026

1W RETURN

-2.8%

latest completed week

4W RETURN

8.3%

short-term follow-through

12W RETURN

-1.0%

quarterly tape

TREND BREADTH

42.3%

22 of 52 weeks active

VOLUME RATIO

0.8x

vs 13-week average

What is working

- Price is above Fair Value, showing premium demand versus the model.
- 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.
- Next-week expectancy is negative at 44.48% based on similar historical setup states.
- Activity pressure is weak, so confirmation is not yet broad enough.

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

-2.8%

Latest completed week; four-week move 8.3%.

INDICATOR STACK

23/52

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 44.48%

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

OPTIONS PRESSURE

Bullish

40/100 conviction; expected move 19.1%.

NEWS SENTIMENT

55/100

55 relevant articles in the latest sentiment read.

EVENT RISK

6d

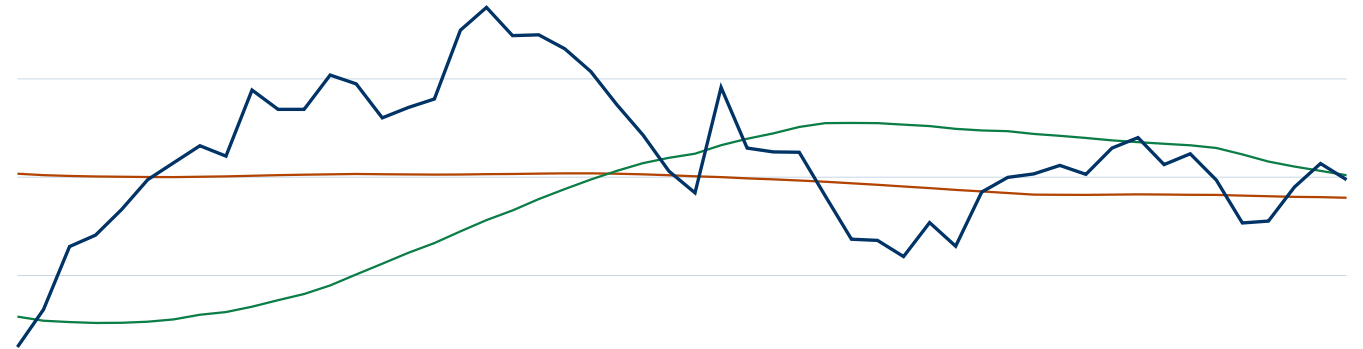
Next report is scheduled for 05 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is -0.8% below the Trend Line and sits at 47.2% of its 52-week range. The latest completed week returned -2.8%, after a 8.3% four-week move.

52-week price path



Blue: weekly close · Green: Trend Line · Orange: Sharemaestro Fair Value

Position in the 52-week range FairCTrend 10.11 USD19.82 USD Latest close sits at 47.2% of the 52-week range.	RANGE LOCATION 47.2% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE -0.8% Price premium or discount versus the weekly Trend Line.
	FAIR-VALUE GAP 3.3% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -25.9% Distance from the latest 52-week high.

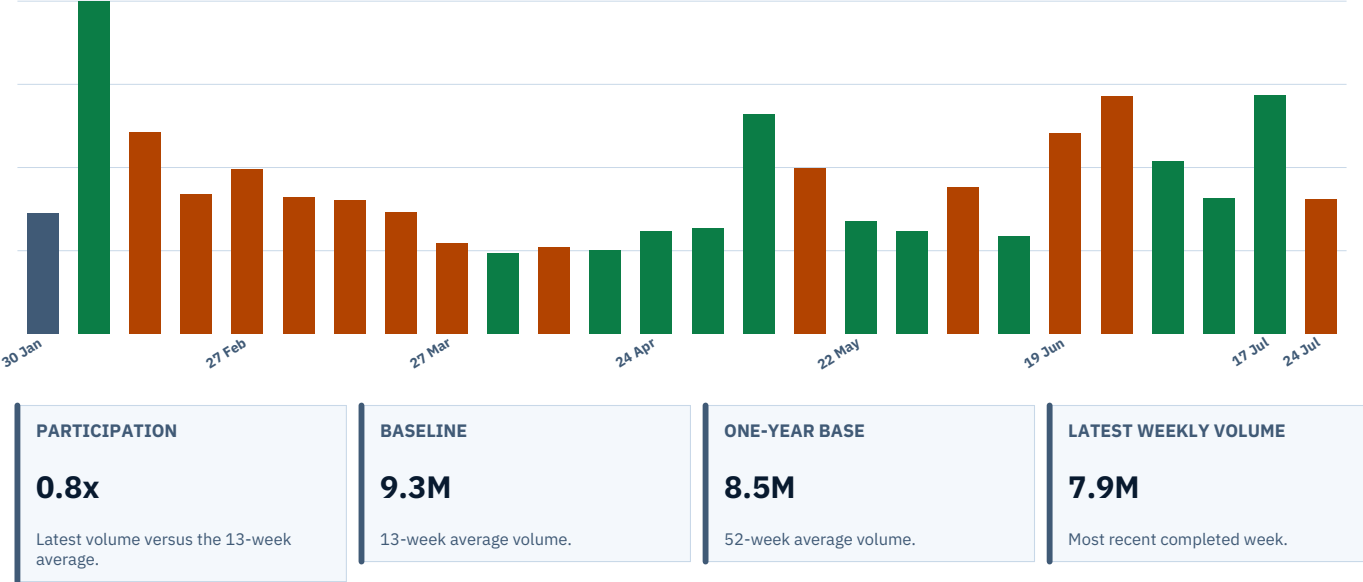
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.8x the 13-week average. Participation is below its recent norm, so price strength is not receiving full volume confirmation.

26-week volume confirmation

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



Demand beneath price

Activity pressure and institutional-style signals

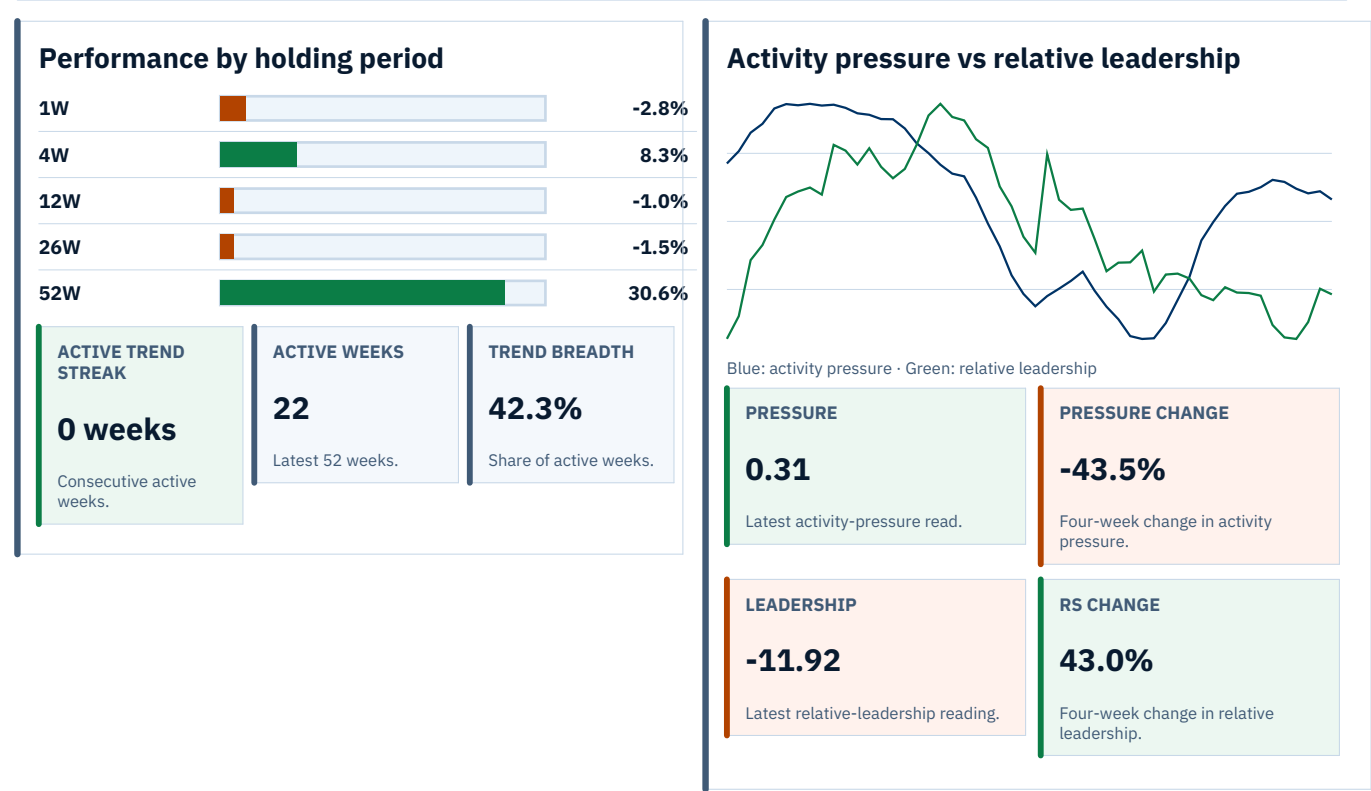
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



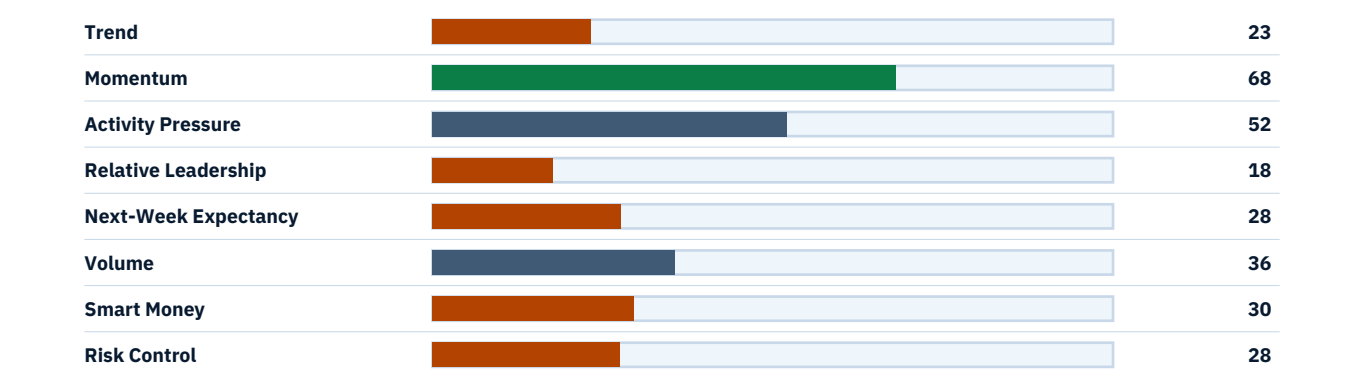
03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 8.3% over four weeks, -1.0% over 12 weeks, and 30.6% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard



04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is expensive relative to peers.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 30 Sep 2025 Financial reporting period used.	FIELD COVERAGE 94% Available factor fields.	MODEL CONFIDENCE 90% 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		34/100
Value		14/100
Quality		68/100
Momentum		74/100
Growth		25/100

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. 73.9x	GROSS MARGIN Gross profit retained from each unit of revenue. 44.8%
PRICE / SALES Market value relative to trailing revenue. 1.2x	OPERATING MARGIN Operating profit retained from revenue. 2.5%
EV / EBITDA Enterprise value relative to operating cash earnings. 17.1x	FREE-CASH-FLOW MARGIN Free cash flow generated from revenue. 10.9%
FREE-CASH-FLOW YIELD Free cash flow as a share of enterprise value. 9.9%	RETURN ON INVESTED CAPITAL Operating return generated on invested capital. 9.9%

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 GROWTH-0.2% Latest one-year revenue growth.	DIVIDEND YIELD- Cash dividends relative to market value.
EPS GROWTH- Latest one-year earnings-per-share growth.	BUYBACK YIELD6.1% Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH-11.6% Latest one-year free-cash-flow growth.	SHAREHOLDER YIELD6.1% Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE4/9 Nine-point accounting-strength checklist.	NET DEBT / EBITDA-1.5x 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 is middle-of-the-pack; growth is moderate; valuation is expensive 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

Bullish

SONO shows bullish options pressure with a 40/100 conviction score, put-call volume ratio of 0.71, expected move of 19.1%, and Sharemaestro trend signal inactive.

CONVICTION

40/100

Options signal conviction.

EXPECTED MOVE

19.1%

Nearest-chain pricing.

PUT/CALL VOLUME

0.71

Contract volume balance.

Pressure

25

Speculation

47

Volatility

91

Trend agreement

38

Insider activity

6 / 9

6 acquisitions and 9 disposals in the latest 180-day insider tape. Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

55/100

Weighted news tone is neutral across 55 relevant articles.

18 positive · 29 neutral · 8 negative

Patient Capital

Quiet

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

06 · CATALYSTS AND RISK

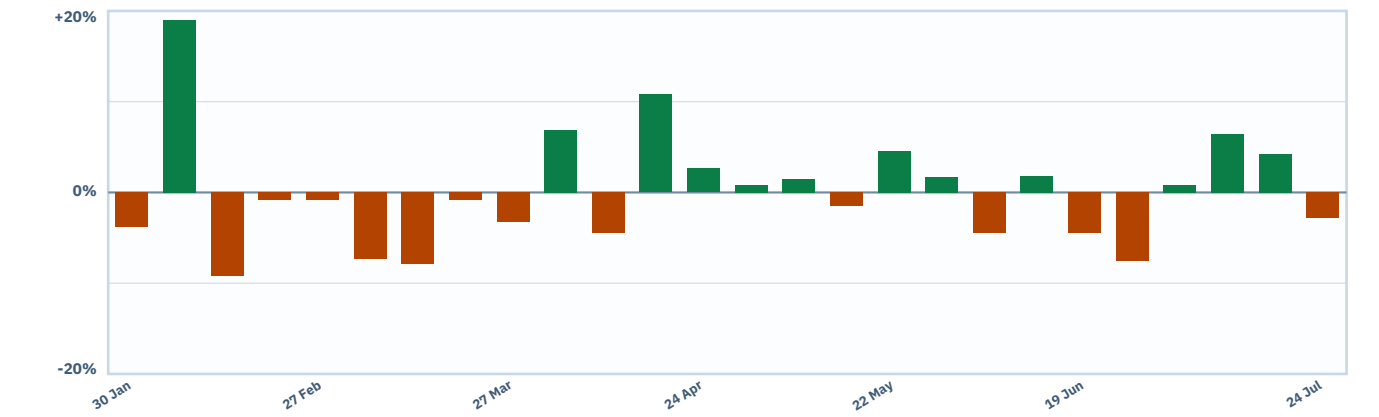
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS 6d Next report is scheduled for 05 Aug 2026; event risk rises as the date approaches.	OPTIONS EXPECTED MOVE 19.1% Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -25.9% Distance below the 52-week high.	13-WEEK VOLATILITY 3.9% Standard deviation of weekly returns.
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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 14 weeks finished lower.	BEST WEEK +19.0% Week of 6 Feb.	WORST WEEK -9.2% Week of 13 Feb.	LATEST WEEK -2.8% Week of 24 Jul.
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Shape of recent returns <table><tr><td>Strong gains</td><td> </td><td>6</td></tr><tr><td>Modest gains</td><td> </td><td>6</td></tr><tr><td>Flat weeks</td><td> </td><td>-</td></tr><tr><td>Modest losses</td><td> </td><td>7</td></tr><tr><td>Sharp losses</td><td> </td><td>7</td></tr></table>	Strong gains		6	Modest gains		6	Flat weeks		-	Modest losses		7	Sharp losses		7	RECENT VOL 3.9% 13-week weekly-return volatility.	BASE VOL 5.9% 52-week weekly-return volatility.
Strong gains		6															
Modest gains		6															
Flat weeks		-															
Modest losses		7															
Sharp losses		7															
	UP/DOWN SPLIT 26/25 Count of positive and negative weeks in the 52-week window.	AVERAGE SKEW 5.3% / -4.0% 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 Technology

4-WEEK RANK - / 100 Standing within the tracked group.	GROUP AVERAGE -5.0% Average four-week return.	TREND BREADTH 63.0% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
AAPL	NASDAQ	-0.2%	17.4%	Active
ACN	NYSE	2.4%	15.3%	Inactive
PAYX	NASDAQ	-0.7%	13.7%	Active
CTSH	NASDAQ	1.5%	13.5%	Inactive
ADP	NASDAQ	-2.0%	11.9%	Inactive

Industry · US Consumer Electronics

4-WEEK RANK 3 / 14 Standing within the tracked group.	GROUP AVERAGE -8.7% Average four-week return.	TREND BREADTH 14.3% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
AAPL	NASDAQ	-0.2%	17.4%	Active
ZEPP	NYSE	-9.3%	9.1%	Inactive
SONO	NASDAQ	-2.8%	8.3%	Inactive
SONY	NYSE	-0.7%	6.4%	Inactive
FEBO	NASDAQ	7.6%	2.2%	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	30/100	Trend, activity pressure, participation, and risk combine to a 30/100 tape read.	
Indicator analysis	32/100	Latest 12-week confirmation: trend 0/12, activity pressure 11/12, relative leadership 0/12.	Activity pressure 0.27; No reversal markers
Next-Week Expectancy	Negative 44.48%	Next-week expectancy is negative with a 44.48% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
Factors	46/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 10; Small Cap Core rank 74
SVQF	21/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 570.5 of 726
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	52/100	SONO shows bullish options pressure with a 40/100 conviction score, put-call volume ratio of 0.71, expected move of 19.1%, and Sharemaestro trend signal inactive.	Bullish · Call-side pressure · Expected move 19.1%
Sentiment	55/100	Weighted news tone is neutral across 55 relevant articles.	Arrowstreet Capital Limited Partnership Raises Stock Holdings in Sonos, Inc. \$SONO
Insiders	6 / 9	6 acquisitions and 9 disposals in the latest 180-day insider tape.	
Earnings	6d	Next report is scheduled for 05 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH -2.8% Latest completed week; four-week move 8.3%.	INDICATOR STACK 23/52 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 44.48% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	OPTIONS PRESSURE Bullish 40/100 conviction; expected move 19.1%.	NEWS SENTIMENT 55/100 55 relevant articles in the latest sentiment read.	EVENT RISK 6d Next report is scheduled for 05 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	14.69 USD	-2.8%	14.81 USD	14.22 USD	0.31	-11.92	7.9M	Off
17 Jul 2026	15.11 USD	4.2%	14.92 USD	14.24 USD	0.43	-10.74	13.9M	Off
10 Jul 2026	14.50 USD	6.5%	15.03 USD	14.25 USD	0.40	-17.72	7.9M	Off
03 Jul 2026	13.62 USD	0.4%	15.16 USD	14.26 USD	0.46	-21.25	10.1M	Off
26 Jun 2026	13.57 USD	-7.6%	15.34 USD	14.28 USD	0.55	-20.93	13.9M	Off
19 Jun 2026	14.68 USD	-4.4%	15.51 USD	14.30 USD	0.58	-18.34	11.7M	Off
12 Jun 2026	15.36 USD	1.9%	15.58 USD	14.30 USD	0.48	-12.20	5.7M	Off
05 Jun 2026	15.08 USD	-4.4%	15.62 USD	14.31 USD	0.42	-11.65	8.6M	Off
29 May 2026	15.78 USD	1.7%	15.66 USD	14.31 USD	0.39	-11.54	6.0M	Off
22 May 2026	15.51 USD	4.6%	15.71 USD	14.30 USD	0.22	-10.43	6.6M	Off
15 May 2026	14.83 USD	-1.5%	15.77 USD	14.30 USD	0.00	-13.15	9.7M	Off
08 May 2026	15.06 USD	1.5%	15.83 USD	14.30 USD	-0.25	-12.09	12.8M	Off
01 May 2026	14.84 USD	0.6%	15.88 USD	14.30 USD	-0.75	-8.63	6.2M	Off
24 Apr 2026	14.75 USD	2.6%	15.95 USD	14.35 USD	-1.07	-7.58	6.0M	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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