

UAA · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Under Armour Inc A · Consumer Cyclical · Apparel Manufacturing

LATEST CLOSE

7.03 USD

-5.4% latest week

Weekly setup

Mixed setup

The weekly trend is not active. Price is 11.2% above the Trend Line and sits at 72.1% of its 52-week range. The latest completed week returned -5.4%, after a 11.6% four-week move. The latest factor snapshot indicates quality ranks weakly versus its universe; growth ranks weakly; valuation is neither clearly cheap nor expensive. Options positioning is bullish with 40/100 conviction, while the latest news-sentiment score is 50/100. Near-term considerations: volume confirmation is below normal; earnings are due in 8d.

Technical setup score 57/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

7.03 USD

24 Jul 2026

1W RETURN

-5.4%

latest completed week

4W RETURN

11.6%

short-term follow-through

12W RETURN

11.8%

quarterly tape

TREND BREADTH

26.9%

14 of 52 weeks active

VOLUME RATIO

0.9x

vs 13-week average

What is working

- Price is above the Trend Line, keeping the weekly tape constructive.
- 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.
- The latest week was a sharp negative move.

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

-5.4%

Latest completed week; four-week move 11.6%.

INDICATOR STACK

15/89

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.

OPTIONS PRESSURE

Bullish

40/100 conviction; expected move 14.2%.

NEWS SENTIMENT

50/100

63 relevant articles in the latest sentiment read.

EVENT RISK

8d

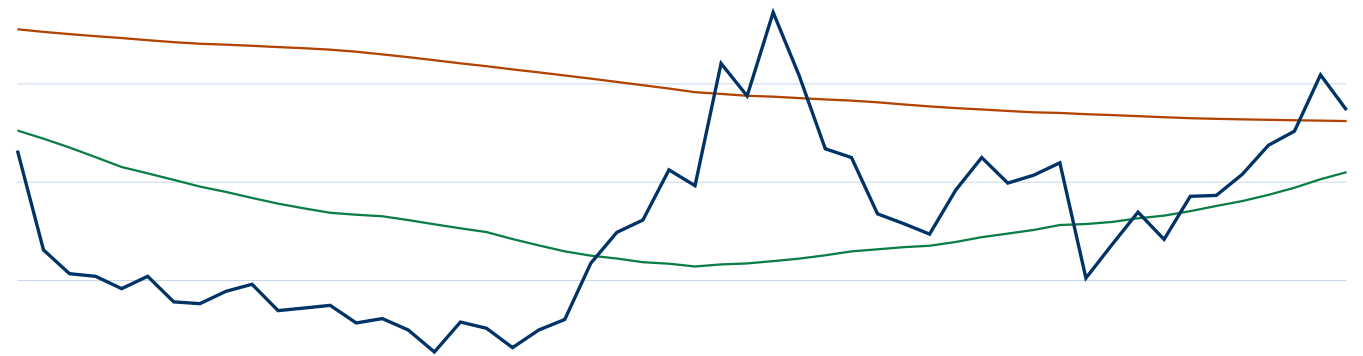
Next report is scheduled for 07 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is 11.2% above the Trend Line and sits at 72.1% of its 52-week range. The latest completed week returned -5.4%, after a 11.6% four-week move.

52-week price path



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

Position in the 52-week range TrendFair Value 4.13 USD8.15 USD Latest close sits at 72.1% of the 52-week range.	RANGE LOCATION 72.1% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE 11.2% Price premium or discount versus the weekly Trend Line.
	FAIR-VALUE GAP 1.8% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -13.7% Distance from the latest 52-week high.

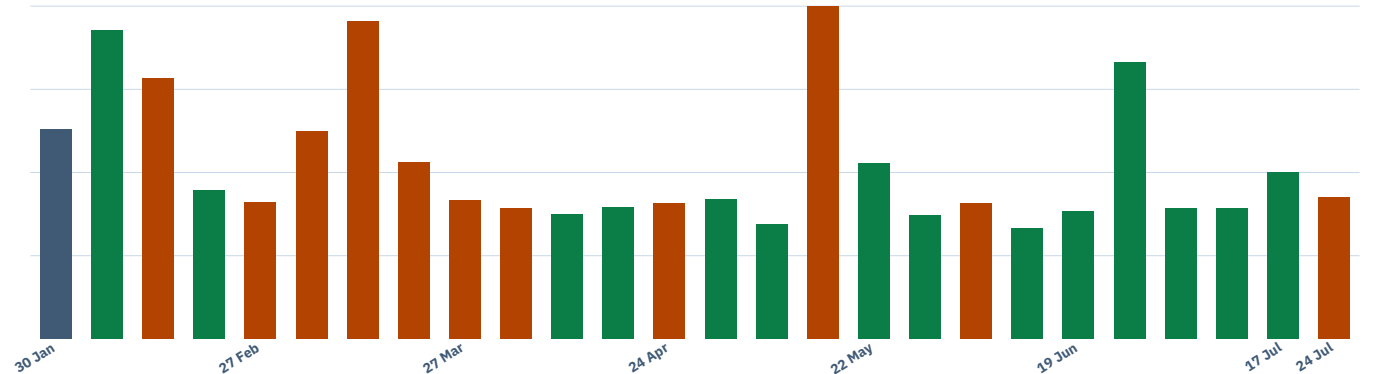
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.9x 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.



PARTICIPATION 0.9x Latest volume versus the 13-week average.	BASELINE 41.4M 13-week average volume.	ONE-YEAR BASE 51.4M 52-week average volume.	LATEST WEEKLY VOLUME 36.2M Most recent completed week.
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Demand beneath price

Activity pressure and institutional-style signals

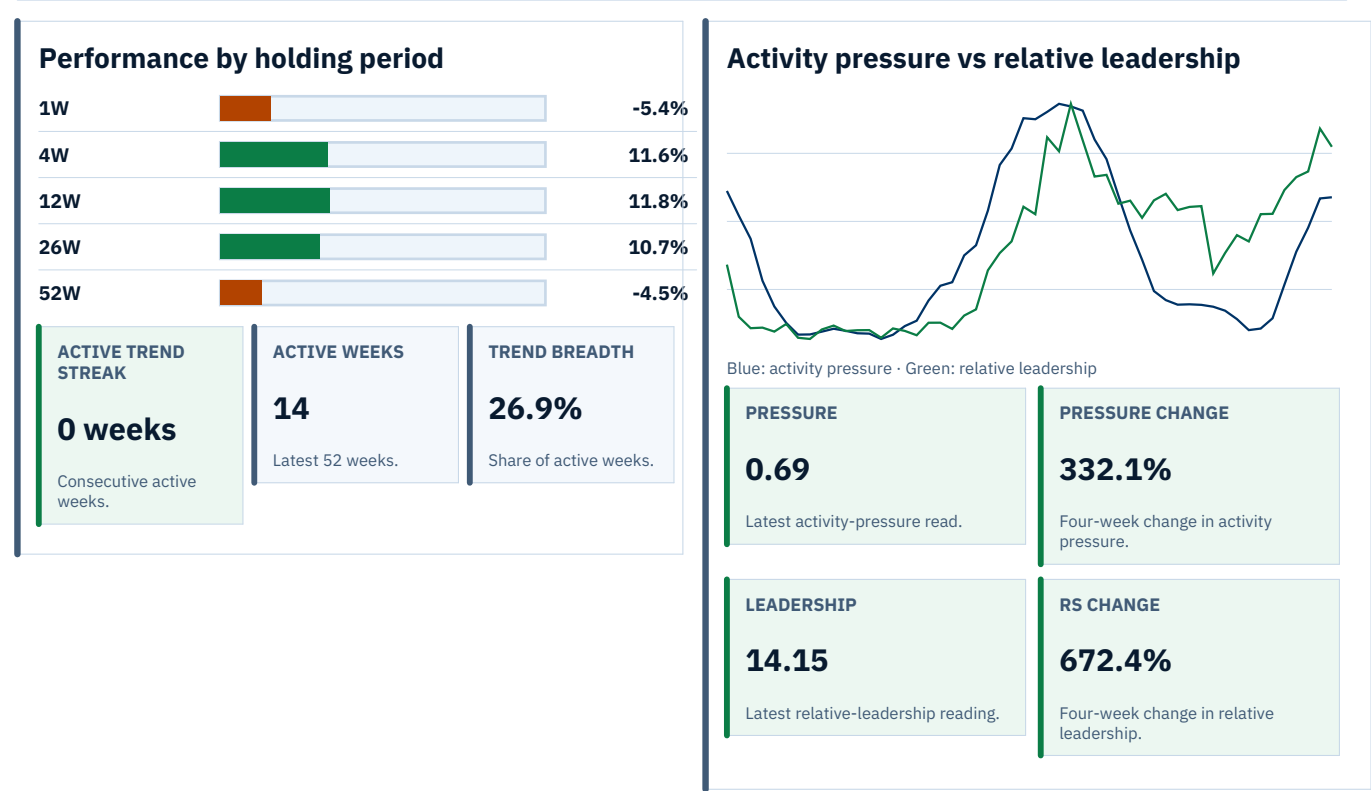
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 11.6% over four weeks, 11.8% over 12 weeks, and -4.5% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		15
Momentum		87
Activity Pressure		89
Relative Leadership		100
Next-Week Expectancy		50
Volume		37
Smart Money		42
Risk Control		39

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 ranks weakly; valuation is neither clearly cheap nor expensive.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 31 Mar 2026 Financial reporting period used.	FIELD COVERAGE 82% Available factor fields.	MODEL CONFIDENCE 78% 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		9/100
Value		35/100
Quality		8/100
Momentum		22/100
Growth		21/100

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 45.9% Gross profit retained from each unit of revenue.
PRICE / SALES 0.6x Market value relative to trailing revenue.	OPERATING MARGIN -3.3% Operating profit retained from revenue.
EV / EBITDA - Enterprise value relative to operating cash earnings.	FREE-CASH-FLOW MARGIN 0.2% Free cash flow generated from revenue.
FREE-CASH-FLOW YIELD 0.3% Free cash flow as a share of enterprise value.	RETURN ON INVESTED CAPITAL -4.0% 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 GROWTH-3.5% Latest one-year revenue growth.	DIVIDEND YIELD- Cash dividends relative to market value.
EPS GROWTH- Latest one-year earnings-per-share growth.	BUYBACK YIELD0.8% Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH-89.0% Latest one-year free-cash-flow growth.	SHAREHOLDER YIELD0.8% Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE3/9 Nine-point accounting-strength checklist.	NET DEBT / EBITDA-18.7x 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 ranks weakly; valuation is neither clearly cheap nor expensive.

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

UAA shows bullish options pressure with a 40/100 conviction score, put-call volume ratio of 0.12, expected move of 14.2%, and Sharemaestro trend signal inactive.

CONVICTION	EXPECTED MOVE	PUT/CALL VOLUME
40/100 Options signal conviction.	14.2% Nearest-chain pricing.	0.12 Contract volume balance.

Pressure		67
Speculation		3
Volatility		89
Trend agreement		8

Insider activity

13 / 7

13 acquisitions and 7 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

50/100

Weighted news tone is neutral across 63 relevant articles.

5 positive · 51 neutral · 7 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
8d
Next report is scheduled for 07 Aug 2026; event risk rises as the date approaches.

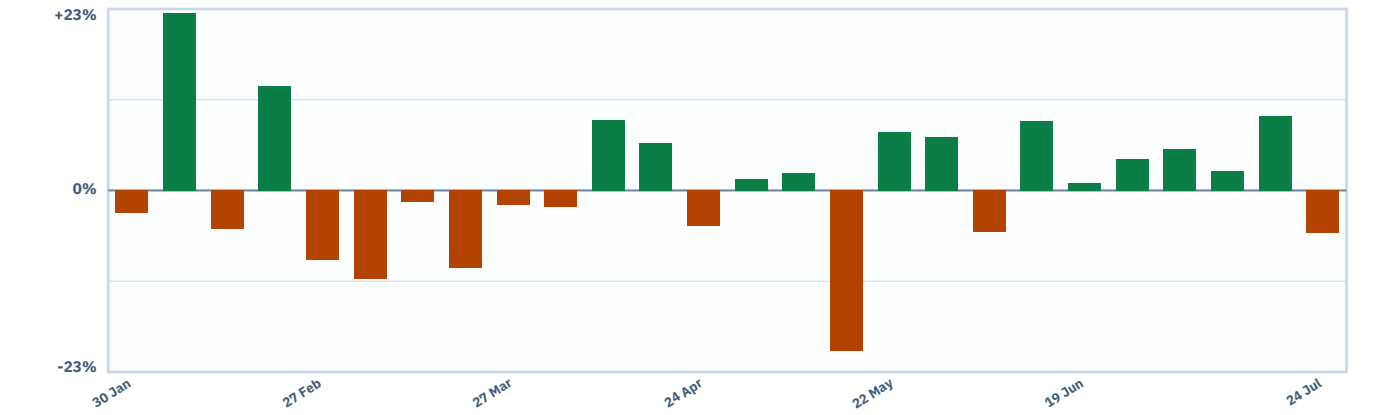
OPTIONS EXPECTED MOVE
14.2%
Nearest-chain priced movement where available.

52-WEEK DRAWDOWN
-13.7%
Distance below the 52-week high.

13-WEEK VOLATILITY
7.7%
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
14 of 26
12 weeks finished lower.

BEST WEEK
+22.5%
Week of 6 Feb.

WORST WEEK
-20.4%
Week of 15 May.

LATEST WEEK
-5.4%
Week of 24 Jul.

Shape of recent returns

Strong gains		9
Modest gains		5
Flat weeks		-
Modest losses		4
Sharp losses		8

RECENT VOL
7.7%
13-week weekly-return volatility.

BASE VOL
7.6%
52-week weekly-return volatility.

UP/DOWN SPLIT
27/25
Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW
5.8% / -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 Apparel Manufacturing

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
3 / 23	-3.5%	56.5%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
UA	NYSE	-5.8%	13.4%	Inactive
JL	NASDAQ	-1.9%	11.6%	Active
UAA	NYSE	-5.4%	11.6%	Inactive
ZGN	NYSE	3.0%	9.9%	Active
OXM	NYSE	-4.4%	9.7%	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	52/100	Trend, activity pressure, participation, and risk combine to a 52/100 tape read.	
Indicator analysis	36/100	Latest 12-week confirmation: trend 2/12, activity pressure 4/12, relative leadership 5/12.	Activity pressure 0.46; No reversal markers
Factors	17/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 33; Small Cap Core rank 39
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	44/100	UAA shows bullish options pressure with a 40/100 conviction score, put-call volume ratio of 0.12, expected move of 14.2%, and Sharemaestro trend signal inactive.	Bullish · Call-side pressure · Expected move 14.2%
Sentiment	50/100	Weighted news tone is neutral across 63 relevant articles.	Under Armour, Inc. Class C Revenue Breakdown – MUN:U9RA
Insiders	13 / 7	13 acquisitions and 7 disposals in the latest 180-day insider tape.	
Earnings	8d	Next report is scheduled for 07 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH -5.4% Latest completed week; four-week move 11.6%.	INDICATOR STACK 15/89 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.
OPTIONS PRESSURE Bullish 40/100 conviction; expected move 14.2%.	NEWS SENTIMENT 50/100 63 relevant articles in the latest sentiment read.	EVENT RISK 8d Next report is scheduled for 07 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	7.03 USD	-5.4%	6.32 USD	6.90 USD	0.69	14.15	36.2M	Off
17 Jul 2026	7.43 USD	9.4%	6.24 USD	6.91 USD	0.68	19.35	42.4M	Off
10 Jul 2026	6.79 USD	2.4%	6.15 USD	6.91 USD	0.35	7.12	33.4M	Off
03 Jul 2026	6.63 USD	5.2%	6.07 USD	6.92 USD	0.08	5.51	33.4M	Off
26 Jun 2026	6.30 USD	4.0%	6.00 USD	6.92 USD	-0.30	1.83	70.7M	Off
19 Jun 2026	6.06 USD	0.2%	5.94 USD	6.93 USD	-0.68	-4.95	32.5M	Off
12 Jun 2026	6.05 USD	8.8%	5.88 USD	6.94 USD	-0.80	-5.05	28.3M	Off
05 Jun 2026	5.56 USD	-5.3%	5.83 USD	6.95 USD	-0.82	-12.83	34.6M	Off
29 May 2026	5.87 USD	6.7%	5.80 USD	6.96 USD	-0.69	-11.04	31.7M	Off
22 May 2026	5.50 USD	7.4%	5.76 USD	6.97 USD	-0.60	-16.13	44.7M	Off
15 May 2026	5.12 USD	-20.4%	5.74 USD	6.98 USD	-0.55	-21.97	85.0M	On
08 May 2026	6.43 USD	2.2%	5.72 USD	7.00 USD	-0.53	-2.75	29.3M	On
01 May 2026	6.29 USD	1.5%	5.67 USD	7.00 USD	-0.52	-2.99	35.5M	On
24 Apr 2026	6.20 USD	-4.5%	5.63 USD	7.02 USD	-0.53	-3.89	34.7M	On

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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