

SAO WEEKLY EQUITY REPORT

YUMR34 Weekly Report

Yum! Brands, Inc.

YUMR34 closed the latest completed week at 393.2 BRL. The 4-week return is 3.4% and the 12-week return is -5.4%. The trend backdrop is inactive, with activity pressure at -0.94.

Field	Value	Field	Value
Week ending	19 Jun 2026	Evidence rating	Caution
Evidence score	40	Currency	BRL
Exchange	SAO	Country	BR
Sector	Consumer Cyclical	Industry	Restaurants
Market cap	205.7B	Report page	Available online

OPEN 374.39 BRL weekly open	HIGH 393.18 BRL weekly high	LOW 374.39 BRL weekly low	CLOSE 393.2 BRL weekly close	VOLUME 6.0 latest week	TREND 34.6% 18 of 52 weeks active
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Company brief

Yum! Brands, Inc., together with its subsidiaries, develops, operates, and franchises traditional and non-traditional quick service restaurants in the United States, China, and internationally. The company operates in four segments: KFC Division, Taco Bell Division, Pizza Hut Division, and Habit Burger & Grill Division. It also operates restaurants under...

EXECUTIVE READ

What matters now

Top-level conclusion, primary support, and the main restraint in the current weekly setup.

Conclusion

The strongest supporting evidence is sentiment: Weighted news tone is neutral across 0 relevant articles. The main constraint is indicator analysis: Latest 12-week confirmation: trend 6/12, activity pressure 1/12, relative leadership 0/12. The combined read is defensive, so risk control and evidence of stabilization matter more than headline upside.

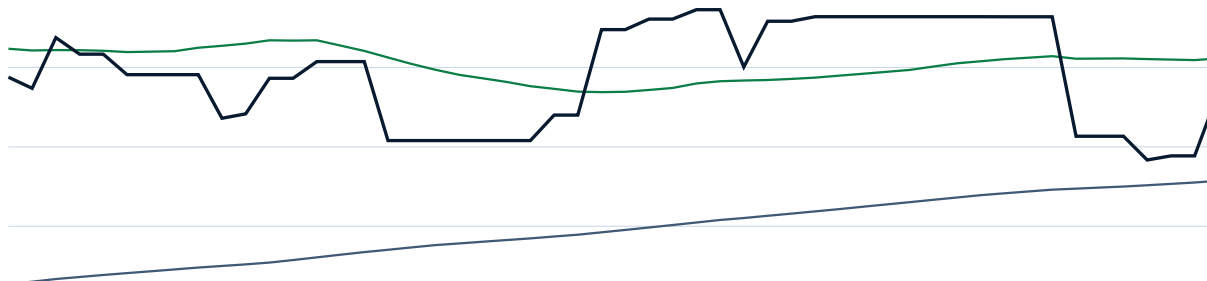
Read	Pillar	Score	Detail
Primary support	Sentiment	50/100	Weighted news tone is neutral across 0 relevant articles.
Main restraint	Indicator analysis	30/100	Latest 12-week confirmation: trend 6/12, activity pressure 1/12, relative leadership 0/12.

WEEKLY TAPE

Price, Trend Line, and Fair Value

Price path, range position, trend distance, Fair Value gap, and return windows.

52-week price path



Black: weekly close. Green: Trend Line. Grey: Fair Value.

TREND DISTANCE -2.5% price vs Trend Line	FAIR GAP 7.1% price vs Fair Value	DRAWDOWN -5.9% from 52-week high	RANGE 45.8% 52-week range	VOLUME 0.2x vs 13-week average
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Pillar	Score	Read	Detail
1W	5.0%	Positive	
4W	3.4%	Positive	
12W	-5.4%	Negative	
26W	-4.5%	Negative	
52W	3.9%	Positive	

SETUP

Composite setup scorecard

Current setup pillars scored on the same 0-100 scale.

Composite radar



Pillar	Score	Read	Detail
Trend	19	Negative	
Momentum	53	Neutral	
Activity Pressure	33	Negative	
Relative Leadership	35	Neutral	
Expectancy Model	39	Neutral	
Volume	7	Negative	
Smart Money	63	Neutral	
Risk Control	76	Positive	

Current evidence clusters

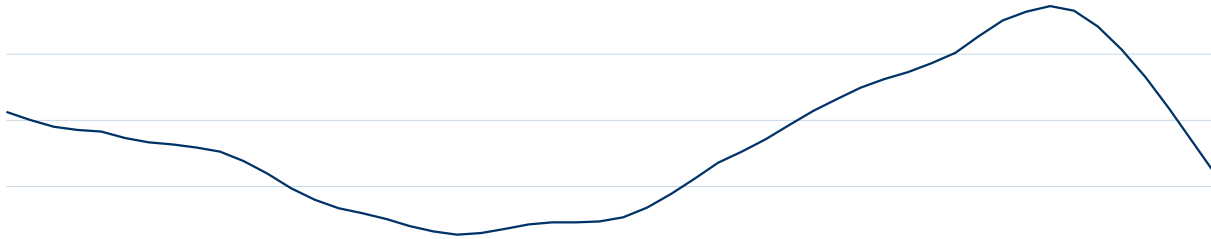
Pillar	Score	Read	Detail
Price follow-through	5.0%	Positive	Latest completed week; four-week move 3.4%.
Indicator stack	19/33	Negative	Trend and activity pressure are weighted against the latest 12-week confirmation window.
Trend backdrop	Active	Positive	The trend backdrop defines the current weekly regime.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal status for institutional accumulation timing.
Expectancy Model	Negative 22.88%	Negative	The Expectancy Model contributes to the evidence score when direction is confirmed.
News sentiment	50/100	Neutral	0 relevant articles in the latest sentiment read.

INDICATOR EVIDENCE

Activity pressure, trend confirmation, and expectancy

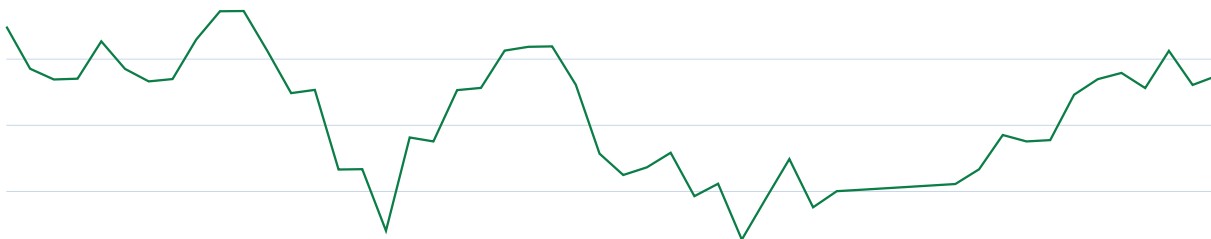
The current 12-week confirmation window and the latest activity-pressure read.

Activity pressure path



Latest 0.37 | 12-week average 0.69

Expectancy path



Current Negative 22.88%

Pillar	Score	Read	Detail
Trend active	6/12	Neutral	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	1/12	Negative	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/12	Negative	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.37	Negative	Current proprietary activity-pressure read.
Buy signals	0	Neutral	Accumulation signal count in the latest 12 weeks.
Reversal markers	0	Positive	No reversal markers

Area	Latest read	Detail
Activity pressure	-0.94	Four-week pressure change 2.8%.
Relative leadership	-6.57	Four-week relative leadership change 57.1%.
Smart money activity	50	No recent accumulation markers. No reversal markers.

PARTICIPATION AND RISK

Volume, volatility, and return shape

Participation confirms attention; return shape frames the current risk profile.

Area	Latest	Baseline	Read
Volume	6	13W 34 52W 54	0.2x vs 13-week average
Volatility	2.8%	52W 2.3%	13 upside weeks / 9 downside weeks
Average move	2.5%	-3.0%	Downside breadth 17.3%

Pillar	Score	Read	Detail
Participation	0.2x	Neutral	Latest volume versus the 13-week average.
Baseline	34	Neutral	13-week average volume.
One-year base	54	Neutral	52-week average volume.
Recent vol	2.8%	Neutral	13-week weekly-return volatility.
Base vol	2.3%	Neutral	52-week weekly-return volatility.
Up/down split	13/9	Positive	Count of positive and negative weeks in the 52-week window.
Average skew	2.5% / -3.0%	Neutral	Average positive week versus average negative week.

EXTERNAL CONFIRMATION

Options, sentiment, events, insiders, and research flow

Supporting evidence that can confirm, challenge, or qualify the weekly tape.

Pillar	Score	Read	Detail
Weekly tape	38/100	Negative	Trend, activity pressure, participation, and risk combine to a 38/100 tape read.
Indicator analysis	30/100	Negative	Latest 12-week confirmation: trend 6/12, activity pressure 1/12, relative leadership 0/12.
Expectancy Model	Negative 22.88%	Negative	The Sharemaestro Expectancy Model is negative with a 22.88% probability read.
Factors	50/100	Neutral	No published factor snapshot is available yet.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Sentiment	50/100	Neutral	Weighted news tone is neutral across 0 relevant articles.
Insiders	50/100	Neutral	No recent insider transaction evidence is stored.
Earnings	50/100	Neutral	No stored earnings event is currently attached to this ticker.

Evidence	Current read	Detail
Sentiment	50/100	0 relevant articles.

SECTOR CONTEXT

Sector and industry pulse

Group context helps separate stock-specific movement from broader rotation.

Group	Scope	Peers	4W rank	Trend breadth
Sector	BR Consumer Cyclical	100	43 of 100	12.0%
Industry	BR Restaurants	7	2 of 7	14.3%

Sector leaders

Peer	Exchange	1W	4W	Trend
K1SS34	SAO	7.1%	40.9%	Off
BBYY34	SAO	0.7%	40.3%	Off
W2YF34	SAO	10.6%	38.3%	Off
R2HH34	SAO	-2.4%	30.8%	Off
N1CL34	SAO	9.9%	28.6%	Off

Industry leaders

Peer	Exchange	1W	4W	Trend
D1RI34	SAO	0.0%	8.0%	Off
YUMR34	SAO	5.0%	3.4%	Off
D2PZ34	SAO	0.0%	3.4%	Off
MCDC34	SAO	-5.2%	1.3%	Off
SBUB34	SAO	0.2%	0.7%	On

ACTIONABLE READ

Opportunities, risks, and watch points

Evidence clusters to monitor as the next weekly bar develops.

Opportunity signals

- Price is above Fair Value, showing premium demand versus the model.
- Latest weekly return ranks in the strongest part of its sector group.

Risk signals

- 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.
- Activity pressure is negative, which weakens the current setup.
- The Expectancy Model is negative at 22.88%, which weighs against the setup.
- Activity pressure is weak, so confirmation is not yet broad enough.

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.

EVIDENCE TRAIL

Recent completed weeks

Recent weekly bars behind the report.

Week	Close	Move	Trend	Activity	Volume
19 Jun	393.2 BRL	5.0%	Off	-0.94	6
12 Jun	374.4 BRL	0.0%	Off	-1.11	0
05 Jun	374.4 BRL	0.3%	Off	-1.08	211
29 May	373.2 BRL	-1.9%	Off	-1.13	220
22 May	380.2 BRL	0.0%	Off	-0.97	0
15 May	380.2 BRL	0.0%	Off	-0.74	0
08 May	380.2 BRL	-8.5%	On	-0.50	2
01 May	415.5 BRL	0.0%	On	-0.29	0
24 Apr	415.5 BRL	0.0%	On	-0.27	0
17 Apr	415.5 BRL	-0.0%	On	-0.24	0

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