

PTON · MEX · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Peloton Interactive, Inc. · Consumer Cyclical · Leisure

LATEST CLOSE

114.0 MXN

7.5% latest week

Weekly setup

Constructive, but selective

The weekly trend is active. Price is 23.6% above the Trend Line and sits at 49.5% of its 52-week range. The latest completed week returned 7.5%, after a 15.9% four-week move. The latest news-sentiment score is 50/100. Near-term considerations: volume confirmation is below normal.

Technical setup score 43/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

114.0 MXN

24 Jul 2026

1W RETURN

7.5%

latest completed week

4W RETURN

15.9%

short-term follow-through

12W RETURN

16.3%

quarterly tape

TREND BREADTH

23.1%

12 of 52 weeks active

VOLUME RATIO

0.2x

vs 13-week average

What is working

- The trend backdrop is active with a 2-week active streak.
- 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

- Activity pressure is weak, so confirmation is not yet broad enough.
- The share remains more than 20% below its 52-week high.

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

7.5%

Latest completed week; four-week move 15.9%.

INDICATOR STACK

20/69

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.

NEWS SENTIMENT

50/100

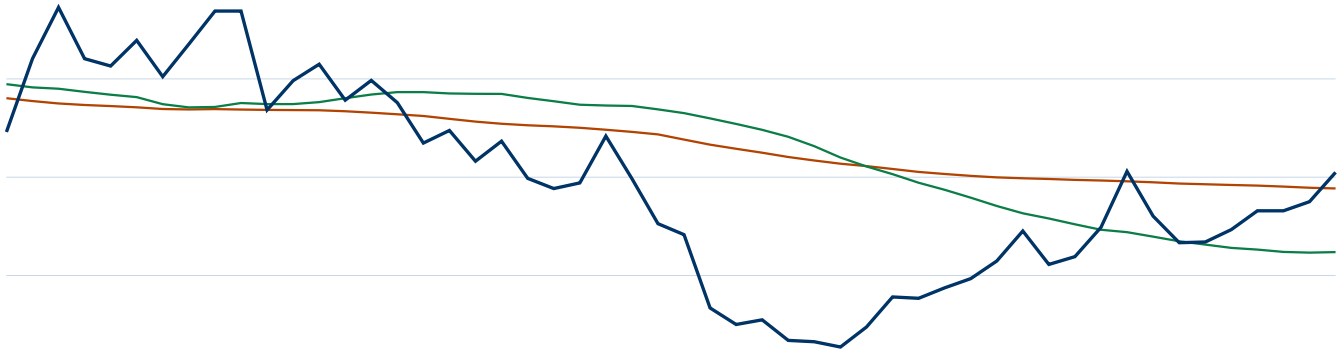
28 relevant articles in the latest sentiment read.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is active. Price is 23.6% above the Trend Line and sits at 49.5% of its 52-week range. The latest completed week returned 7.5%, after a 15.9% four-week move.

52-week price path



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

Position in the 52-week range



65.00 MXN

Latest close sits at 49.5% of the 52-week range.

164.0 MXN

RANGE LOCATION

49.5%

Shows where the latest close sits between the 52-week low and high.

TREND DISTANCE

23.6%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

4.0%

Premium demand or model discount
versus Sharemaestro Fair Value.

HIGH-WATER GAP

-30.5%

Distance from the latest 52-week high.

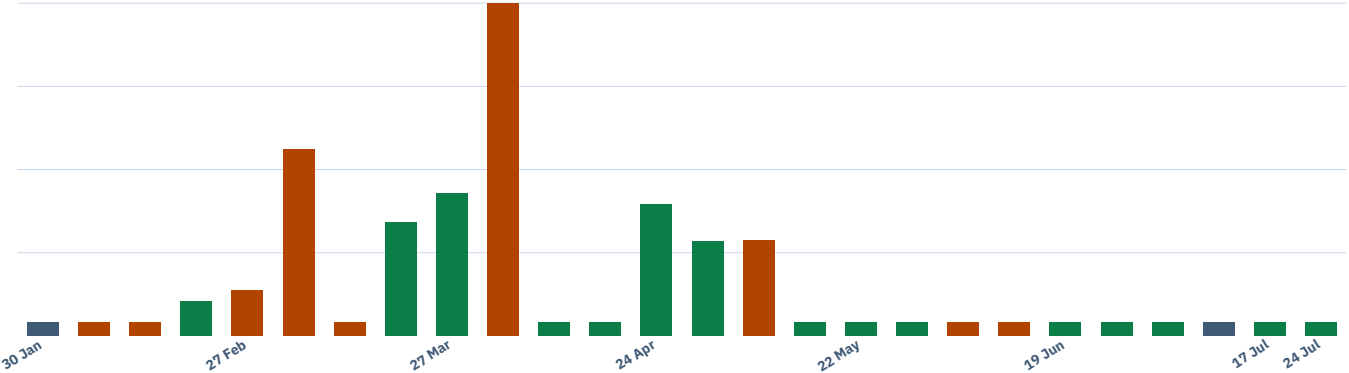
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.2x 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	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
0.2x	2.1K	8.5K	382
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed 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.

Activity pressure path

Latest 0.41 · 12-week average 0.32

12-week confirmation

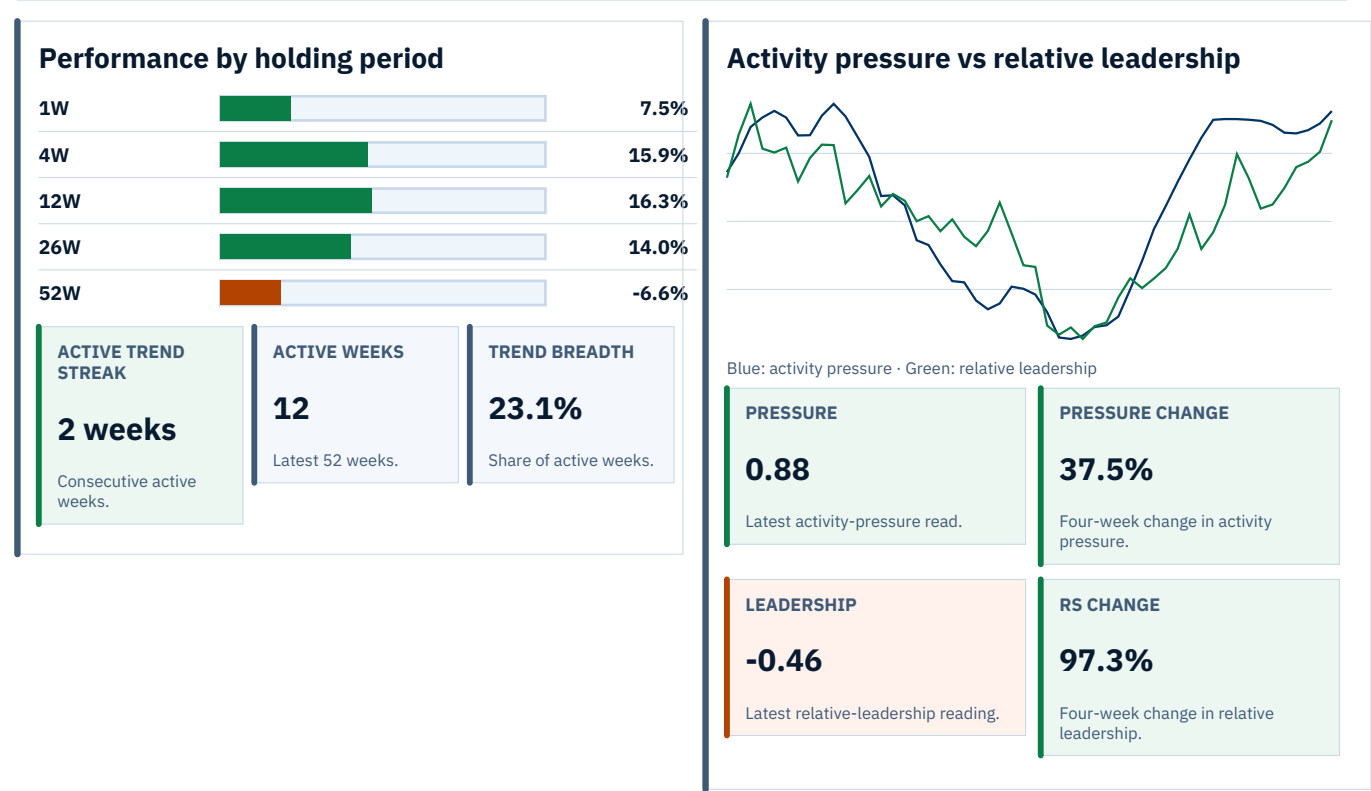
Signal	Read	Meaning
Trend active	2/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	12/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.41	Current proprietary activity-pressure read.
Buy signals	0	Accumulation signal count in the latest 12 weeks.
Reversal markers	0	No reversal markers

No recent accumulation markers. No reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 15.9% over four weeks, 16.3% over 12 weeks, and -6.6% over one year. The current trend has remained active for 2 consecutive weeks.



Technical setup scorecard

Trend		20
Momentum		100
Activity Pressure		69
Relative Leadership		56
Next-Week Expectancy		50
Volume		8
Smart Money		39
Risk Control		4

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

A published fundamentals and factor snapshot is not available for this company.

Fundamental snapshot

No published fundamental snapshot is available for this company.

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.

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

50/100

Weighted news tone is neutral across 28 relevant articles.

4 positive · 21 neutral · 3 negative

Patient Capital

Quiet

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

06 · CATALYSTS AND RISK

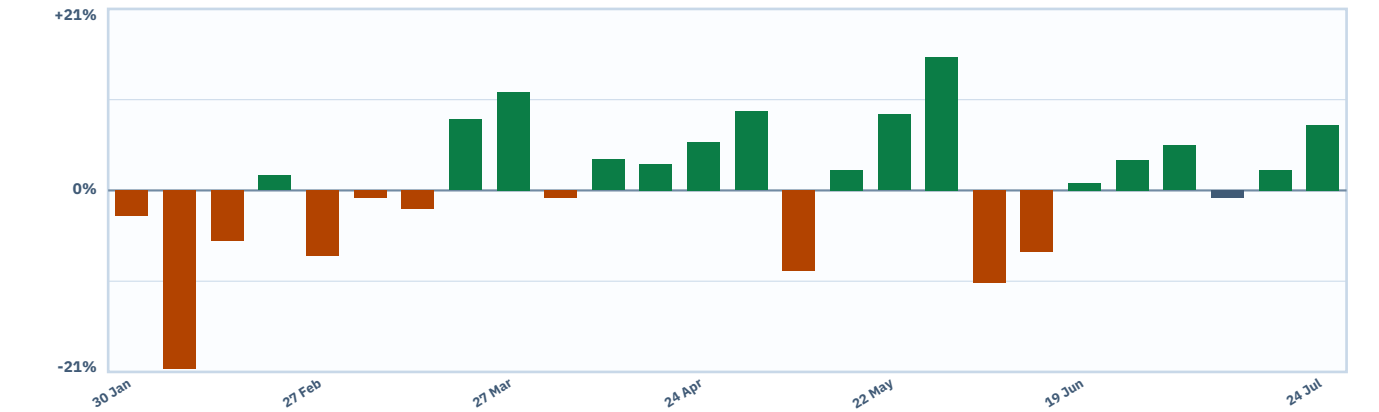
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS - No event is stored.	OPTIONS EXPECTED MOVE - Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -30.5% Distance below the 52-week high.	13-WEEK VOLATILITY 7.3% 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 15 of 26 10 weeks finished lower.	BEST WEEK +15.4% Week of 29 May.	WORST WEEK -20.6% Week of 6 Feb.	LATEST WEEK +7.5% Week of 24 Jul.
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Shape of recent returns <table><tr><td>Strong gains</td><td> </td><td>8</td></tr><tr><td>Modest gains</td><td> </td><td>7</td></tr><tr><td>Flat weeks</td><td> </td><td>1</td></tr><tr><td>Modest losses</td><td> </td><td>4</td></tr><tr><td>Sharp losses</td><td> </td><td>6</td></tr></table>	Strong gains		8	Modest gains		7	Flat weeks		1	Modest losses		4	Sharp losses		6	RECENT VOL 7.3% 13-week weekly-return volatility.	BASE VOL 7.7% 52-week weekly-return volatility.
Strong gains		8															
Modest gains		7															
Flat weeks		1															
Modest losses		4															
Sharp losses		6															
	UP/DOWN SPLIT 28/22 Count of positive and negative weeks in the 52-week window.	AVERAGE SKEW 6.0% / -7.2% 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 · MX Consumer Cyclical

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
5 / 97	-0.2%	24.7%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
UAA	MEX	-2.3%	21.4%	Inactive
MUSA1	MEX	0.0%	19.5%	Active
BABAN	MEX	-2.3%	18.8%	Inactive
JDN	MEX	1.1%	18.3%	Inactive
PTON	MEX	7.5%	15.9%	Active

Industry · MX Leisure

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
1 / 2	5.1%	50.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
PTON	MEX	7.5%	15.9%	Active
MAT	MEX	0.4%	-5.6%	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	36/100	Trend, activity pressure, participation, and risk combine to a 36/100 tape read.	
Indicator analysis	41/100	Latest 12-week confirmation: trend 2/12, activity pressure 12/12, relative leadership 0/12.	Activity pressure 0.41; No reversal markers
Factors	50/100	No published factor snapshot is available yet.	Not currently available.
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Sentiment	50/100	Weighted news tone is neutral across 28 relevant articles.	Insider Selling: Peloton Interactive (NASDAQ:PTON) COO Sells 3,198 Shares of Stock
Insiders	50/100	No recent insider transaction evidence is stored.	Not currently available.
Earnings	50/100	No stored earnings event is currently attached to this ticker.	Not currently available.

Current evidence clusters

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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	114.0 MXN	7.5%	92.23 MXN	109.6 MXN	0.88	-0.46	382	On
17 Jul 2026	106.0 MXN	2.4%	92.09 MXN	109.8 MXN	0.74	-8.23	527	On
10 Jul 2026	103.5 MXN	0.0%	92.30 MXN	110.1 MXN	0.67	-10.71	0	Off
03 Jul 2026	103.5 MXN	5.2%	92.93 MXN	110.4 MXN	0.63	-12.01	306	Off
26 Jun 2026	98.39 MXN	3.6%	93.38 MXN	110.5 MXN	0.64	-17.16	39	Off
19 Jun 2026	95.00 MXN	0.2%	94.28 MXN	110.7 MXN	0.73	-21.24	0	Off
12 Jun 2026	94.81 MXN	-7.1%	95.19 MXN	110.9 MXN	0.77	-22.23	5	Off
05 Jun 2026	102.1 MXN	-10.7%	96.46 MXN	111.3 MXN	0.78	-14.79	30	Off
29 May 2026	114.3 MXN	15.4%	97.69 MXN	111.5 MXN	0.79	-8.83	1.6K	Off
22 May 2026	99.00 MXN	8.8%	98.34 MXN	111.8 MXN	0.79	-21.30	816	Off
15 May 2026	91.00 MXN	2.4%	99.82 MXN	111.9 MXN	0.78	-28.06	122	Off
08 May 2026	88.88 MXN	-9.3%	101.4 MXN	112.2 MXN	0.58	-32.18	11.6K	Off
01 May 2026	98.00 MXN	9.1%	102.8 MXN	112.4 MXN	0.34	-23.68	11.5K	Off
24 Apr 2026	89.80 MXN	5.6%	104.8 MXN	112.6 MXN	0.09	-32.14	16.0K	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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