

UAA • MEX • WEEK ENDED 24 JUL 2026

Weekly Investor Report

Under Armour, Inc. • Consumer Cyclical • Apparel Manufacturing

LATEST CLOSE

125.0 MXN

-2.3% latest week

Weekly setup

Mixed setup

The weekly trend is not active. Price is 13.5% above the Trend Line and sits at 78.8% of its 52-week range. The latest completed week returned -2.3%, after a 21.4% four-week move. The latest news-sentiment score is 49/100.

Technical setup score 63/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

125.0 MXN

24 Jul 2026

1W RETURN

-2.3%

latest completed week

4W RETURN

21.4%

short-term follow-through

12W RETURN

16.3%

quarterly tape

TREND BREADTH

25.0%

13 of 52 weeks active

VOLUME RATIO

1.4x

vs 13-week average

What is working

- Price is above the Trend Line, keeping the weekly tape constructive.
- 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 Fair Value, so the market is still discounting the latest tape.
- 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

-2.3%

Latest completed week; four-week move 21.4%.

INDICATOR STACK

14/89

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

Recent

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

NEWS SENTIMENT

49/100

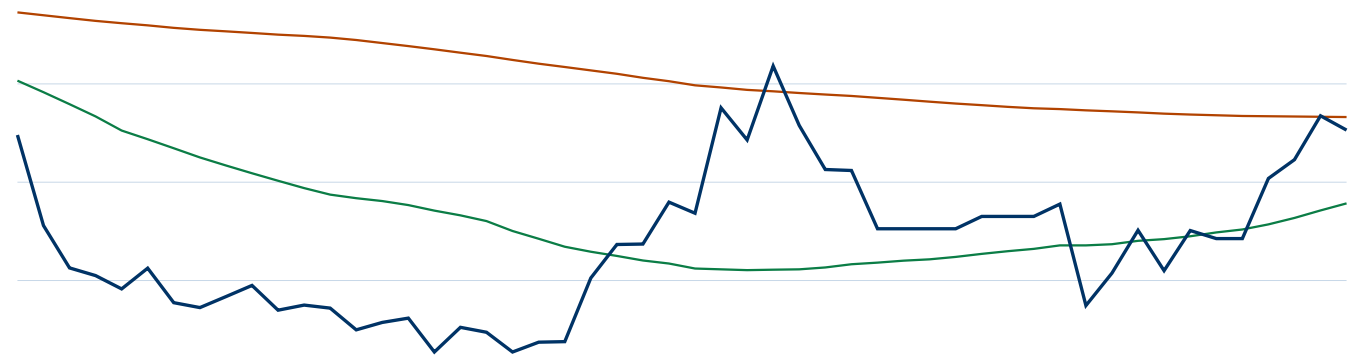
37 relevant articles in the latest sentiment read.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is 13.5% above the Trend Line and sits at 78.8% of its 52-week range. The latest completed week returned -2.3%, after a 21.4% four-week move.

52-week price path



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

Position in the 52-week range 76.80 MXN 138.0 MXN Latest close sits at 78.8% of the 52-week range.	RANGE LOCATION 78.8% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE 13.5% Price premium or discount versus the weekly Trend Line.
FAIR-VALUE GAP -2.1% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -9.4% Distance from the latest 52-week high.	

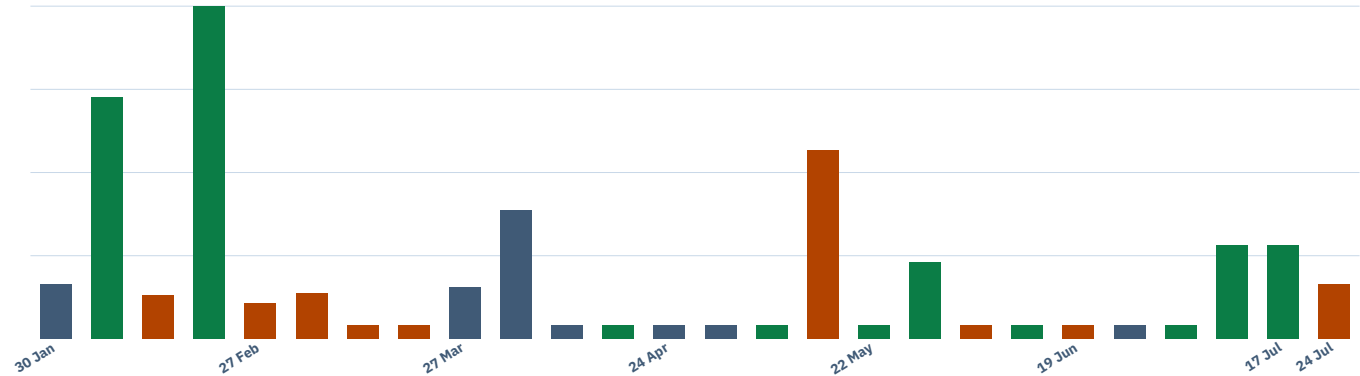
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 1.4x 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 1.4x Latest volume versus the 13-week average.	BASELINE 1.5K 13-week average volume.	ONE-YEAR BASE 3.7K 52-week average volume.	LATEST WEEKLY VOLUME 2.1K Most recent completed week.
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Demand beneath price

Activity pressure and institutional-style signals

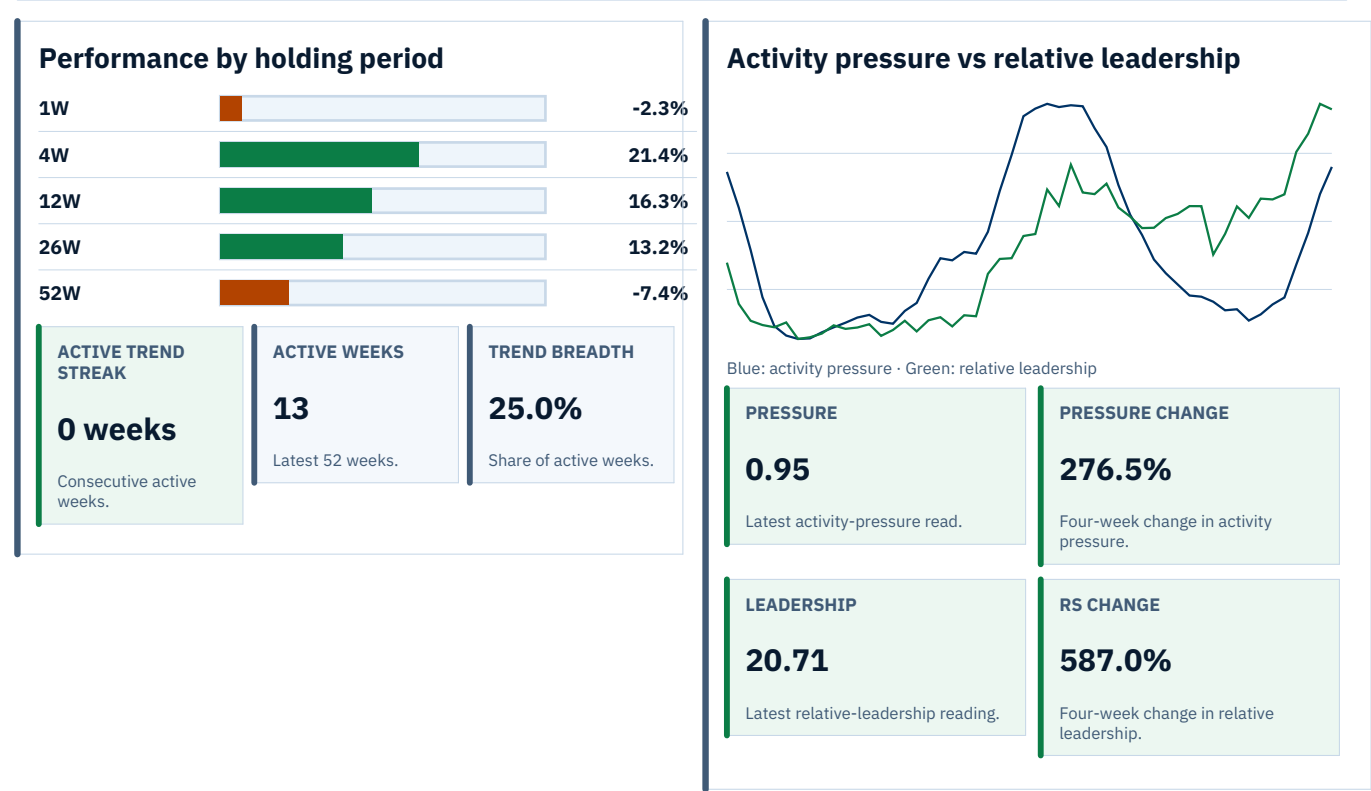
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 21.4% over four weeks, 16.3% over 12 weeks, and -7.4% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		14
Momentum		100
Activity Pressure		89
Relative Leadership		100
Next-Week Expectancy		50
Volume		57
Smart Money		45
Risk Control		48

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

49/100

Weighted news tone is neutral across 37 relevant articles.

2 positive · 31 neutral · 4 negative

Patient Capital

Recent

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Recent buy signal in the last 8 weeks

06 · CATALYSTS AND RISK

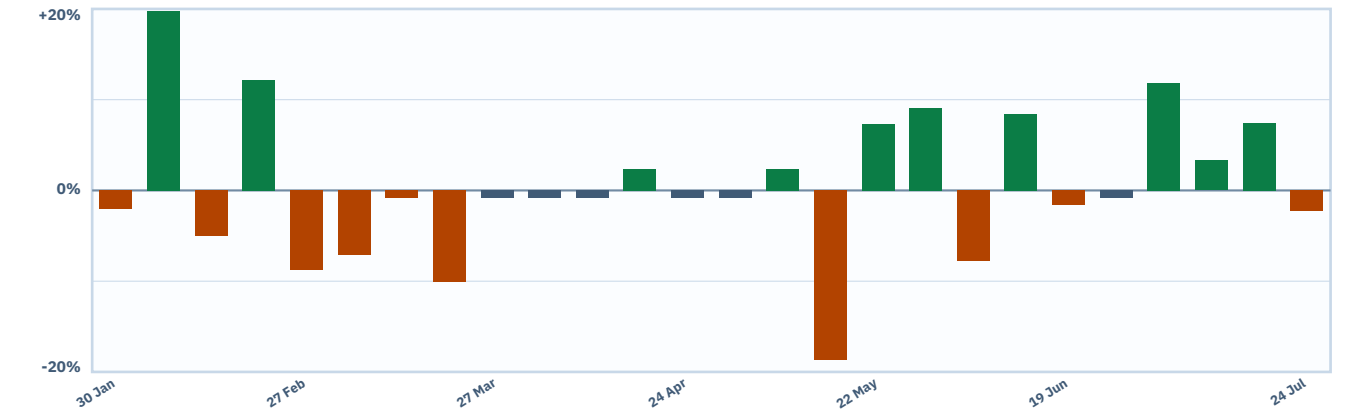
What can move the shares—and how volatile the path has been

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 -9.4% Distance below the 52-week high.	13-WEEK VOLATILITY 7.9% 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 10 of 26 10 weeks finished lower.	BEST WEEK +19.8% Week of 6 Feb.	WORST WEEK -18.7% Week of 15 May.	LATEST WEEK -2.3% Week of 24 Jul.
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Shape of recent returns <table><tr><td>Strong gains</td><td> </td><td>7</td></tr><tr><td>Modest gains</td><td> </td><td>3</td></tr><tr><td>Flat weeks</td><td> </td><td>6</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		7	Modest gains		3	Flat weeks		6	Modest losses		4	Sharp losses		6	RECENT VOL 7.9% 13-week weekly-return volatility.	BASE VOL 7.1% 52-week weekly-return volatility.
Strong gains		7															
Modest gains		3															
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	UP/DOWN SPLIT 23/23 Count of positive and negative weeks in the 52-week window.	AVERAGE SKEW 6.0% / -5.7% 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
1 / 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 Apparel Manufacturing

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
1 / 2	12.7%	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
UAA	MEX	-2.3%	21.4%	Inactive
LEVI	MEX	1.6%	4.1%	Active

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	56/100	Trend, activity pressure, participation, and risk combine to a 56/100 tape read.	
Indicator analysis	31/100	Latest 12-week confirmation: trend 2/12, activity pressure 3/12, relative leadership 4/12.	Activity pressure 0.36; No reversal markers
Factors	50/100	No published factor snapshot is available yet.	Not currently available.
Patient Capital	Recent	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	Recent buy signal in the last 8 weeks
Sentiment	49/100	Weighted news tone is neutral across 37 relevant articles.	Franchising & Licensing Asia 2026 Opens New Chapter Under MP, Strengthening Singapore's Position as Asia's Franchise and Licensing Hub
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	125.0 MXN	-2.3%	110.1 MXN	127.7 MXN	0.95	20.71	2.1K	Off
17 Jul 2026	127.9 MXN	7.5%	108.7 MXN	127.7 MXN	0.64	22.32	3.6K	Off
10 Jul 2026	119.0 MXN	3.3%	107.2 MXN	127.8 MXN	0.20	13.55	3.6K	Off
03 Jul 2026	115.2 MXN	11.8%	105.9 MXN	127.8 MXN	-0.16	8.22	114	Off
26 Jun 2026	103.0 MXN	0.0%	104.8 MXN	127.9 MXN	-0.54	-4.25	14	Off
19 Jun 2026	103.0 MXN	-1.5%	104.2 MXN	128.0 MXN	-0.62	-5.74	0	Off
12 Jun 2026	104.6 MXN	8.4%	103.5 MXN	128.2 MXN	-0.73	-5.50	37	Off
05 Jun 2026	96.50 MXN	-7.8%	102.9 MXN	128.3 MXN	-0.80	-11.15	0	Off
29 May 2026	104.7 MXN	9.1%	102.5 MXN	128.6 MXN	-0.67	-7.80	3.0K	Off
22 May 2026	96.00 MXN	7.3%	101.9 MXN	128.8 MXN	-0.69	-15.85	134	Off
15 May 2026	89.43 MXN	-18.7%	101.6 MXN	129.0 MXN	-0.59	-21.93	7.3K	On
08 May 2026	110.0 MXN	2.3%	101.6 MXN	129.3 MXN	-0.53	-7.71	18	On
01 May 2026	107.5 MXN	0.0%	100.9 MXN	129.4 MXN	-0.52	-7.71	0	On
24 Apr 2026	107.5 MXN	0.0%	100.4 MXN	129.7 MXN	-0.39	-9.99	0	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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