

BF-A · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Brown-Forman Corporation · Consumer Defensive · Beverages - Wineries & Distilleries

LATEST CLOSE

26.71 USD

2.2% latest week

Weekly setup

Weak trend

The weekly trend is not active. Price is -1.5% below the Trend Line and sits at 48.3% of its 52-week range. The latest completed week returned 2.2%, after a -6.7% four-week move. The latest factor snapshot indicates quality ranks strongly versus its universe; growth ranks weakly; valuation is neither clearly cheap nor expensive. The latest news-sentiment score is 50/100. Near-term considerations: volume confirmation is below normal; earnings are due in 28d.

Technical setup score 26/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

26.71 USD

24 Jul 2026

1W RETURN

2.2%

latest completed week

4W RETURN

-6.7%

short-term follow-through

12W RETURN

2.9%

quarterly tape

TREND BREADTH

7.7%

4 of 52 weeks active

VOLUME RATIO

0.8x

vs 13-week average

What is working

- Latest weekly return ranks in the strongest part of its sector group.

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.
- Price is below Fair Value, so the market is still discounting the latest tape.
- Activity pressure is negative, which weakens the current setup.

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

2.2%

Latest completed week; four-week move -6.7%.

INDICATOR STACK

4/14

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.

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NEXT-WEEK EXPECTANCY

Negative 43.51%

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

NEWS SENTIMENT

50/100

19 relevant articles in the latest sentiment read.

EVENT RISK

28d

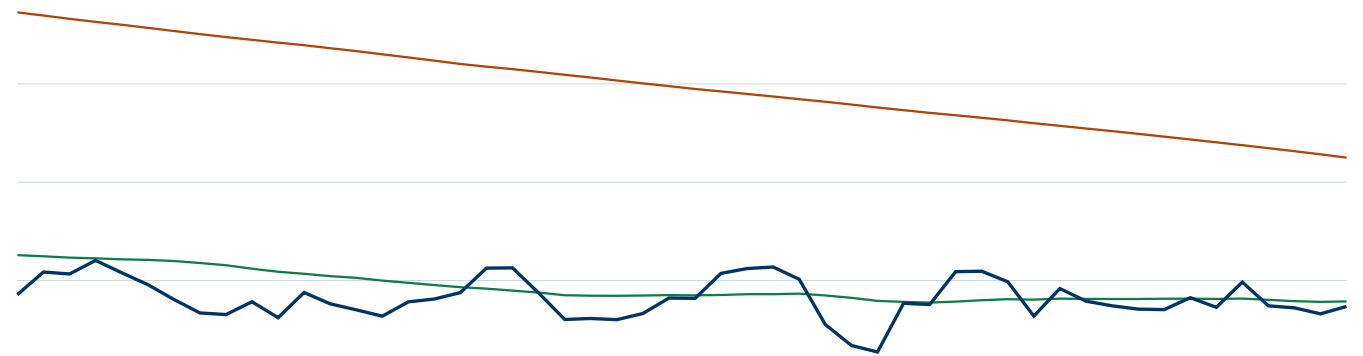
Next report is scheduled for 27 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is -1.5% below the Trend Line and sits at 48.3% of its 52-week range. The latest completed week returned 2.2%, after a -6.7% four-week move.

52-week price path



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

Position in the 52-week range ClosTrendFair 22.81 USD30.87 USD Latest close sits at 48.3% of the 52-week range.	RANGE LOCATION 48.3% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE -1.5% Price premium or discount versus the weekly Trend Line.
	FAIR-VALUE GAP -30.4% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -13.5% Distance from the latest 52-week high.

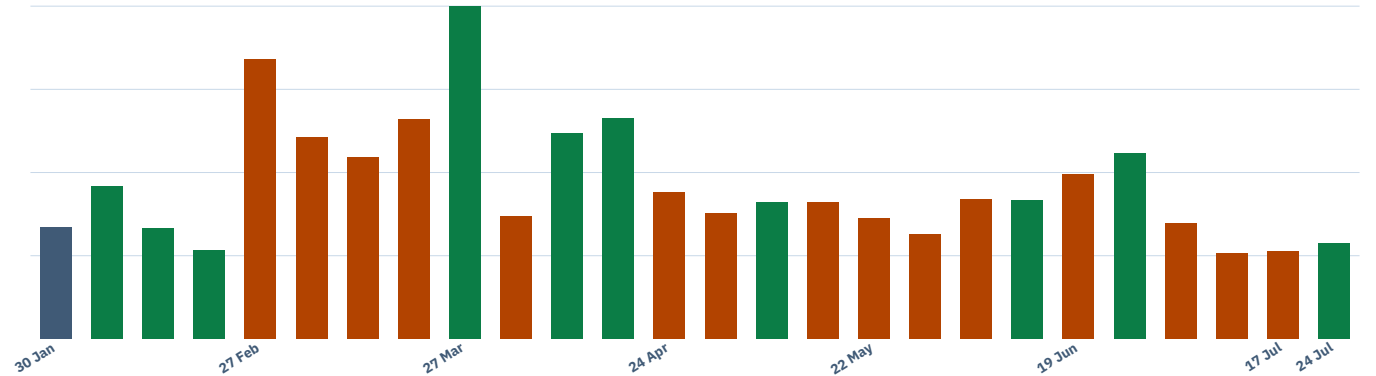
02 · VOLUME AND DEMAND

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.



PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
0.8x	838.2K	964.9K	636.2K
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

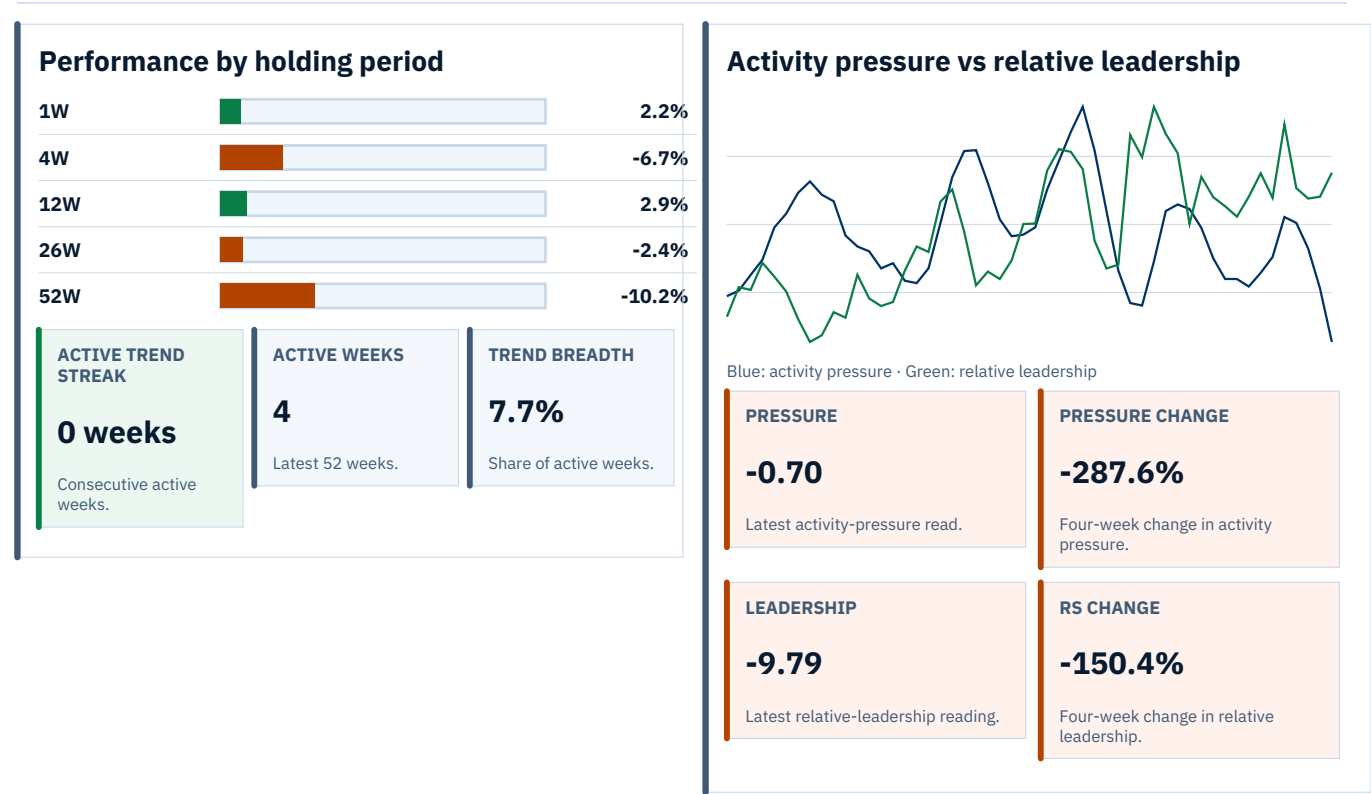
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -6.7% over four weeks, 2.9% over 12 weeks, and -10.2% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		4
Momentum		37
Activity Pressure		14
Relative Leadership		9
Next-Week Expectancy		28
Volume		32
Smart Money		33
Risk Control		51

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality ranks strongly versus its universe; growth ranks weakly; valuation is neither clearly cheap nor expensive.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 30 Apr 2026 Financial reporting period used.	FIELD COVERAGE 100% Available factor fields.	MODEL CONFIDENCE 100% 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		42/100
Value		34/100
Quality		93/100
Momentum		22/100
Growth		3/100

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. 17.1x	GROSS MARGIN Gross profit retained from each unit of revenue. 60.5%
PRICE / SALES Market value relative to trailing revenue. 3.1x	OPERATING MARGIN Operating profit retained from revenue. 28.2%
EV / EBITDA Enterprise value relative to operating cash earnings. 13.4x	FREE-CASH-FLOW MARGIN Free cash flow generated from revenue. 28.2%
FREE-CASH-FLOW YIELD Free cash flow as a share of enterprise value. 7.9%	RETURN ON INVESTED CAPITAL Operating return generated on invested capital. 15.3%

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-1.2%	DIVIDEND YIELD3.4%
Latest one-year revenue growth.	Cash dividends relative to market value.
EPS GROWTH-17.7%	BUYBACK YIELD3.3%
Latest one-year earnings-per-share growth.	Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH44.7%	SHAREHOLDER YIELD6.7%
Latest one-year free-cash-flow growth.	Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE7/9	NET DEBT / EBITDA1.8x
Nine-point accounting-strength checklist.	Balance-sheet debt relative to operating cash earnings.

How to read this

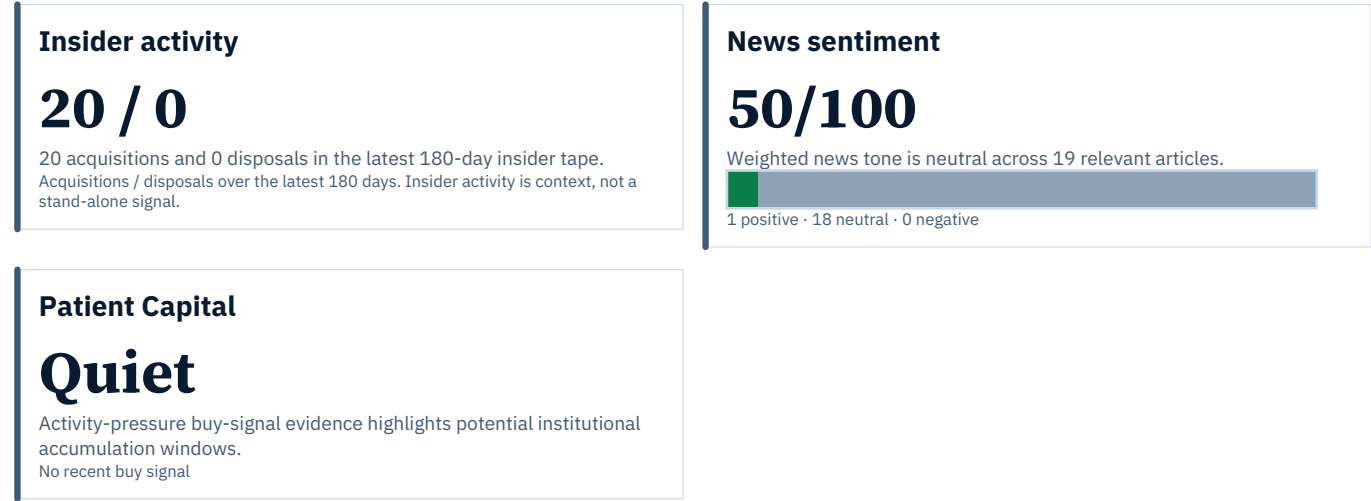
Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality ranks strongly 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.



06 · CATALYSTS AND RISK

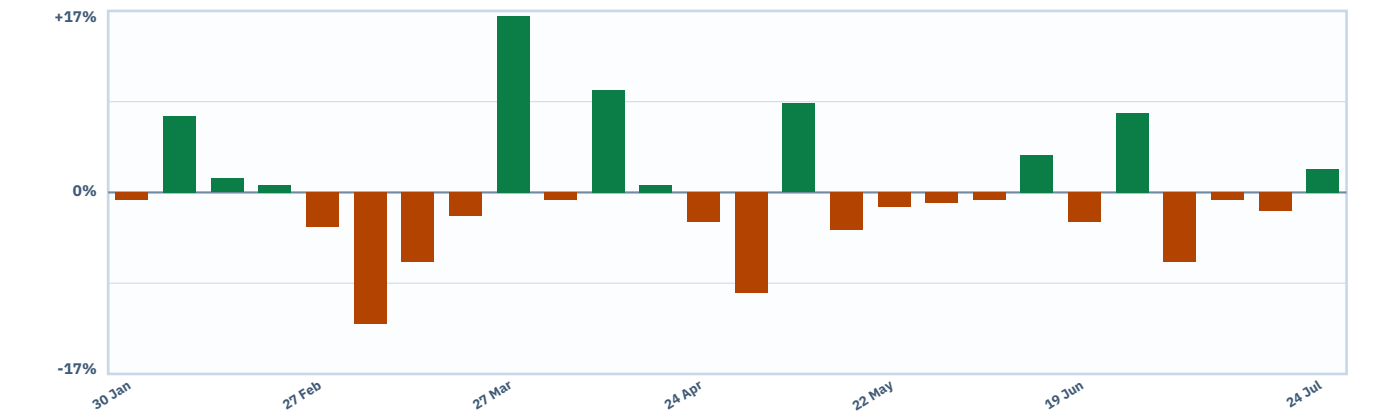
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS 28d Next report is scheduled for 27 Aug 2026; event risk rises as the date approaches.	OPTIONS EXPECTED MOVE - Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -13.5% Distance below the 52-week high.	13-WEEK VOLATILITY 4.8% 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

16 weeks finished lower.

BEST WEEK

+16.5%

Week of 27 Mar.

WORST WEEK

-12.3%

Week of 6 Mar.

LATEST WEEK

+2.2%

Week of 24 Jul.

Shape of recent returns

Strong gains		5
Modest gains		5
Flat weeks		-
Modest losses		12
Sharp losses		4

RECENT VOL

4.8%

13-week weekly-return volatility.

BASE VOL

5.2%

52-week weekly-return volatility.

UP/DOWN SPLIT

22/30

Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW

4.5% / -3.4%

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 Defensive

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
84 / 100	-0.3%	49.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
COTY	NYSE	1.5%	38.0%	Inactive
DAR	NYSE	-1.0%	19.0%	Active
ELF	NYSE	5.0%	14.7%	Inactive
IPAR	NASDAQ	-0.6%	13.5%	Active
CALM	NASDAQ	2.0%	12.6%	Active

Industry · US Beverages - Wineries & Distilleries

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
7 / 11	-4.1%	9.1%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
WVVI	NASDAQ	-1.8%	23.3%	Inactive
WVVIP	NASDAQ	0.6%	10.5%	Inactive
EPSM	NASDAQ	14.3%	4.6%	Inactive
MGPI	NASDAQ	-1.0%	3.3%	Inactive
AGCC	NASDAQ	-3.8%	0.1%	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	22/100	Trend, activity pressure, participation, and risk combine to a 22/100 tape read.	
Indicator analysis	27/100	Latest 12-week confirmation: trend 2/12, activity pressure 6/12, relative leadership 0/12.	Activity pressure 0.23; No reversal markers
Next-Week Expectancy	Negative 43.51%	Next-week expectancy is negative with a 43.51% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
Factors	48/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 17; Small Cap Core rank 64
SVQF	75/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 251.5 of 1013
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 19 relevant articles.	Brown-Forman (NYSE: BF) awards 7,727 RSUs to EVP Yiannis Pafilis
Insiders	20 / 0	20 acquisitions and 0 disposals in the latest 180-day insider tape.	
Earnings	28d	Next report is scheduled for 27 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH 2.2% Latest completed week; four-week move -6.7%.	INDICATOR STACK 4/14 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 43.51% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	NEWS SENTIMENT 50/100 19 relevant articles in the latest sentiment read.	EVENT RISK 28d Next report is scheduled for 27 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	26.71 USD	2.2%	27.11 USD	38.40 USD	-0.70	-9.79	636.2K	Off
17 Jul 2026	26.13 USD	-1.8%	27.07 USD	38.66 USD	-0.24	-12.73	583.8K	Off
10 Jul 2026	26.60 USD	-0.6%	27.13 USD	38.91 USD	0.10	-12.94	568.2K	Off
03 Jul 2026	26.76 USD	-6.5%	27.23 USD	39.15 USD	0.32	-11.67	767.9K	Off
26 Jun 2026	28.62 USD	7.4%	27.33 USD	39.38 USD	0.38	-3.91	1.2M	Off
19 Jun 2026	26.64 USD	-2.8%	27.30 USD	39.60 USD	0.03	-12.86	1.1M	Off
12 Jun 2026	27.40 USD	3.5%	27.33 USD	39.83 USD	-0.11	-9.86	921.7K	Off
05 Jun 2026	26.46 USD	-0.1%	27.31 USD	40.05 USD	-0.22	-12.72	928.1K	Off
29 May 2026	26.50 USD	-1.0%	27.30 USD	40.27 USD	-0.16	-15.16	694.7K	Off
22 May 2026	26.76 USD	-1.4%	27.30 USD	40.49 USD	-0.16	-13.88	801.0K	Off
15 May 2026	27.13 USD	-3.5%	27.30 USD	40.69 USD	0.02	-12.78	907.2K	On
08 May 2026	28.12 USD	8.3%	27.32 USD	40.90 USD	0.28	-10.30	913.0K	On
01 May 2026	25.96 USD	-9.4%	27.25 USD	41.11 USD	0.44	-16.04	838.1K	Off
24 Apr 2026	28.65 USD	-2.8%	27.28 USD	41.33 USD	0.48	-7.40	978.3K	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.

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