SKM · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

SK Telecom Co Ltd ADR · Communication Services · Telecom Services

LATEST CLOSE

35.67 USD

16.5% latest week

Weekly setup

Constructive, but selective

The weekly trend is active. Price is 11.8% above the Trend Line and sits at 58.2% of its 52-week range. The latest completed week returned 16.5%, after a 11.2% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is neither clearly cheap nor expensive. Options positioning is volatility with 55/100 conviction, while the latest news-sentiment score is 57/100. Near-term considerations: earnings are due in 6d.

Technical setup score 55/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE	1W RETURN	4W RETURN
35.67 USD	16.5%	11.2%
24 Jul 2026	latest completed week	short-term follow-through

12W RETURN	TREND BREADTH	VOLUME RATIO
-3.6%	69.2%	1.2x
quarterly tape	36 of 52 weeks active	vs 13-week average

What is working

- The trend backdrop is active with a 25-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 constructive, supporting the smart-money activity read.

What could go wrong

- Activity pressure is negative, which weakens the current setup.
- 11 reversal markers appear in the recent smart-money tape.
- 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	INDICATOR STACK	TREND BACKDROP	PATIENT CAPITAL
16.5%	83/10	Active	Quiet
Latest completed week; four-week move 11.2%.	Trend and activity pressure are weighted against the latest 12-week confirmation window.	The trend backdrop defines the current weekly regime.	Activity-pressure buy-signal status for institutional accumulation timing.

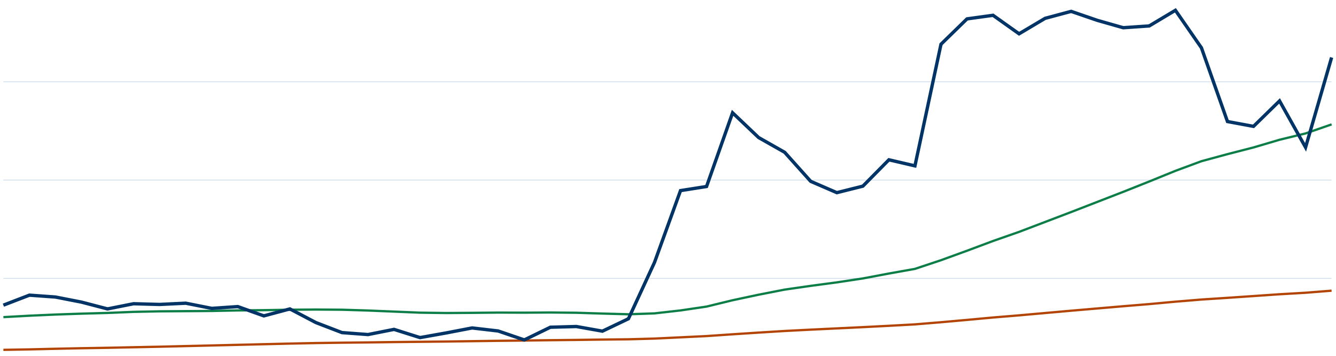
OPTIONS PRESSURE	NEWS SENTIMENT	EVENT RISK
Volatility	57/100	6d
55/100 conviction; expected move 17.2%.	60 relevant articles in the latest sentiment read.	Next report is scheduled for 05 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

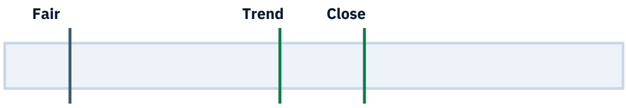
The weekly trend is active. Price is 11.8% above the Trend Line and sits at 58.2% of its 52-week range. The latest completed week returned 16.5%, after a 11.2% four-week move.

52-week price path



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

Position in the 52-week range



19.66 USD 47.18 USD

Latest close sits at 58.2% of the 52-week range.

RANGE LOCATION

58.2%

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

TREND DISTANCE

11.8%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

58.1%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-24.4%

Distance from the latest 52-week high.

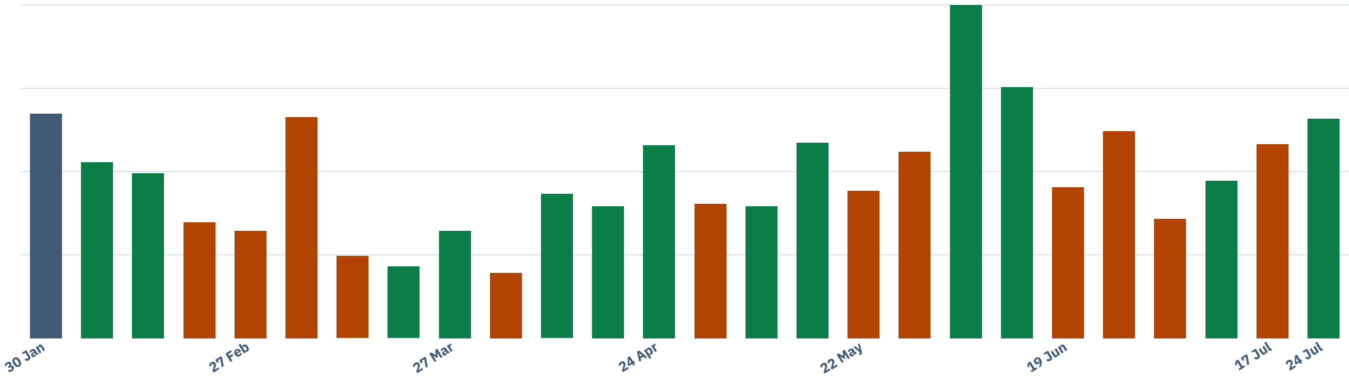
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 1.2x 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.



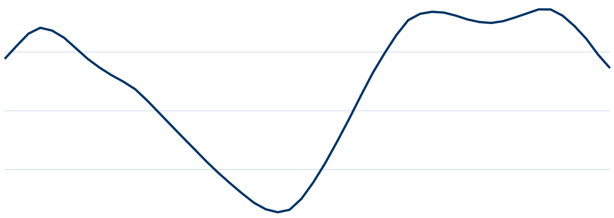
PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
1.2x	12.9M	7.0M	15.1M
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed week.

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 0.63 · 12-week average 0.80

12-week confirmation

Signal	Read	Meaning
Trend active	12/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	8/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	12/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.63	Current proprietary activity-pressure read.
Buy signals	0	Accumulation signal count in the latest 12 weeks.
Reversal markers	11	11 reversal markers

No recent accumulation markers. 11 reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 11.2% over four weeks, -3.6% over 12 weeks, and 62.9% over one year. The current trend has remained active for 25 consecutive weeks.

Performance by holding period

1W	16.5%
4W	11.2%
12W	-3.6%
26W	47.7%
52W	62.9%

ACTIVE TREND STREAK

25 weeks

Consecutive active weeks.

ACTIVE WEEKS

36

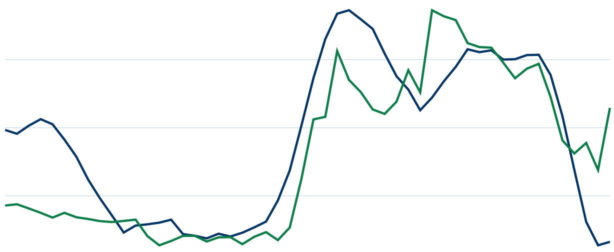
Latest 52 weeks.

TREND BREADTH

69.2%

Share of active weeks.

Activity pressure vs relative leadership



Blue: activity pressure · Green: relative leadership

PRESSURE

-0.95

Latest activity-pressure read.

PRESSURE CHANGE

-287.3%

Four-week change in activity pressure.

LEADERSHIP

21.78

Latest relative-leadership reading.

RS CHANGE

70.3%

Four-week change in relative leadership.

Technical setup scorecard

Trend	83
Momentum	73
Activity Pressure	10
Relative Leadership	100
Next-Week Expectancy	50
Volume	49
Smart Money	52
Risk Control	21

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is neither clearly cheap nor expensive.

FACTOR WEEK	STATEMENTS THROUGH	FIELD COVERAGE	MODEL CONFIDENCE
26 Jul 2026	**31 Dec 2025**	**97%**	**93%**
Latest published factor snapshot.	Financial reporting period used.	Available factor fields.	Snapshot confidence.

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	**22/100**
Value	**38/100**
Quality	**36/100**
Momentum	**38/100**
Growth	**38/100**

Valuation

How much investors are paying for earnings, sales, and cash flow.

P/E Price divided by trailing earnings.	**-**
PRICE / SALES Market value relative to trailing revenue.	**-**
EV / EBITDA Enterprise value relative to operating cash earnings.	**-**
FREE-CASH-FLOW YIELD Free cash flow as a share of enterprise value.	**-**

Business quality

Margins and the return generated on invested capital.

GROSS MARGIN Gross profit retained from each unit of revenue.	**90.3%**
OPERATING MARGIN Operating profit retained from revenue.	**6.2%**
FREE-CASH-FLOW MARGIN Free cash flow generated from revenue.	**34.1%**
RETURN ON INVESTED CAPITAL Operating return generated on invested capital.	**2.4%**

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

Recent business growth and accounting strength.

REVENUE GROWTH	Latest one-year revenue growth.	-4.9%
EPS GROWTH	Latest one-year earnings-per-share growth.	-72.1%
FREE-CASH-FLOW GROWTH	Latest one-year free-cash-flow growth.	-25.0%
PIOTROSKI F-SCORE	Nine-point accounting-strength checklist.	6/9

Shareholder return and balance sheet

Cash returned to owners and financial leverage.

DIVIDEND YIELD	Cash dividends relative to market value.	-
BUYBACK YIELD	Net share repurchases relative to market value.	-
SHAREHOLDER YIELD	Dividend yield plus net buyback yield.	-
NET DEBT / EBITDA	Balance-sheet debt relative to operating cash earnings.	2.0x

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 is middle-of-the-pack; growth is moderate; 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

Volatility

SKM shows volatility options pressure with a 55/100 conviction score, put-call volume ratio of 0.25, expected move of 17.2%, and Sharemaestro trend signal active.

CONVICTION

55/100

Options signal conviction.

EXPECTED MOVE

17.2%

Nearest-chain pricing.

PUT/CALL VOLUME

0.25

Contract volume balance.

Pressure	**67**
Speculation	**41**
Volatility	**96**
Trend agreement	**34**

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

57/100

Weighted news tone is neutral across 60 relevant articles.

23 positive · 35 neutral · 2 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
6d
Next report is scheduled for 05 Aug 2026; event risk rises as the date approaches.

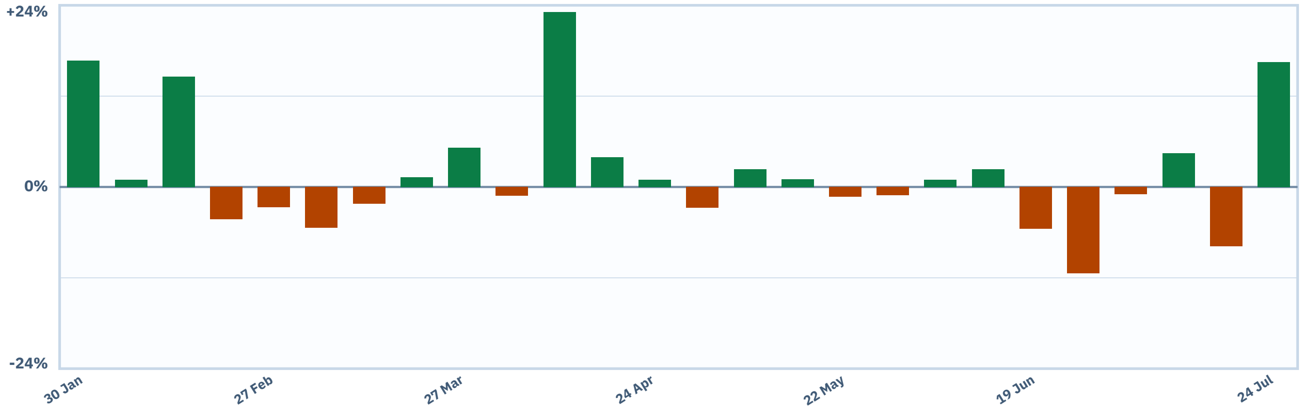
OPTIONS EXPECTED MOVE
17.2%
Nearest-chain priced movement where available.

52-WEEK DRAWDOWN
-24.4%
Distance below the 52-week high.

13-WEEK VOLATILITY
6.4%
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
+23.1%
Week of 10 Apr.

WORST WEEK
-11.4%
Week of 26 Jun.

LATEST WEEK
+16.5%
Week of 24 Jul.

Shape of recent returns

Strong gains	6
Modest gains	8
Flat weeks	-
Modest losses	7
Sharp losses	5

RECENT VOL
6.4%
13-week weekly-return volatility.

BASE VOL
6.1%
52-week weekly-return volatility.

UP/DOWN SPLIT
26/26
Count of positive and negative weeks in the 52-week window.

AVERAGE SKEW
4.9% / -2.6%
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 Communication Services

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
7 / 100	**-0.8%**	**41.0%**
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
ATHM	NYSE	-2.0%	17.9%	Inactive
WPP	NYSE	-1.6%	16.2%	Inactive
BZ	NASDAQ	3.4%	16.0%	Inactive
DJT	NASDAQ	-11.4%	15.4%	Inactive
JOYY	NASDAQ	5.5%	13.5%	Active

Industry · US Telecom Services

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
4 / 55	**-4.3%**	**32.7%**
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
IOTR	NASDAQ	-7.8%	22.8%	Active
GOGO	NASDAQ	6.4%	19.8%	Inactive
IDT	NYSE	1.8%	12.1%	Active
SKM	NYSE	16.5%	11.2%	Active
ELWT	NASDAQ	-1.9%	10.5%	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	54/100	Trend, activity pressure, participation, and risk combine to a 54/100 tape read.	
Indicator analysis	69/100	Latest 12-week confirmation: trend 12/12, activity pressure 8/12, relative leadership 12/12.	Activity pressure 0.63; 11 reversal markers
Factors	32/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 50; Small Cap Core rank 63
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	46/100	SKM shows volatility options pressure with a 55/100 conviction score, put-call volume ratio of 0.25, expected move of 17.2%, and Sharemaestro trend signal active.	Volatility · Volatility expansion watch · Expected move 17.2%
Sentiment	57/100	Weighted news tone is neutral across 60 relevant articles.	SK Telecom Co Ltd (SKM) Revenue Breakdown: Business Segments, Regional Revenue & Profit Contribution
Insiders	50/100	No recent insider transaction evidence is stored.	Not currently available.
Earnings	6d	Next report is scheduled for 05 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH

16.5%

Latest completed week; four-week move 11.2%.

INDICATOR STACK

83/10

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

Volatility

55/100 conviction; expected move 17.2%.

NEWS SENTIMENT

57/100

60 relevant articles in the latest sentiment read.

EVENT RISK

6d

Next report is scheduled for 05 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	35.67 USD	16.5%	31.91 USD	22.56 USD	-0.95	21.78	15.1M	On
17 Jul 2026	30.62 USD	-7.9%	31.40 USD	22.45 USD	-0.99	4.61	13.4M	On
10 Jul 2026	33.23 USD	4.5%	31.04 USD	22.36 USD	-0.72	12.11	10.9M	On
03 Jul 2026	31.80 USD	-0.8%	30.61 USD	22.26 USD	-0.11	9.19	8.2M	On
26 Jun 2026	32.07 USD	-11.4%	30.23 USD	22.16 USD	0.51	12.79	14.3M	On
19 Jun 2026	36.21 USD	-5.5%	29.84 USD	22.07 USD	0.98	24.75	10.4M	On
12 Jun 2026	38.32 USD	2.4%	29.30 USD	21.94 USD	1.22	33.95	17.3M	On
05 Jun 2026	37.44 USD	0.3%	28.70 USD	21.81 USD	1.22	32.62	23.0M	On
29 May 2026	37.34 USD	-1.1%	28.12 USD	21.69 USD	1.17	29.96	12.9M	On
22 May 2026	37.76 USD	-1.3%	27.55 USD	21.57 USD	1.16	34.32	10.2M	On
15 May 2026	38.26 USD	1.0%	26.98 USD	21.44 USD	1.27	38.41	13.5M	On
08 May 2026	37.87 USD	2.4%	26.43 USD	21.31 USD	1.25	38.57	9.1M	On
01 May 2026	37.00 USD	-2.7%	25.87 USD	21.18 USD	1.28	39.67	9.3M	On
24 Apr 2026	38.04 USD	0.5%	25.36 USD	21.06 USD	1.08	46.03	13.3M	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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