

ELF · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

ELF Beauty Inc · Consumer Defensive · Household & Personal Products

LATEST CLOSE

77.36 USD

5.0% latest week

Weekly setup

Mixed setup

The weekly trend is not active. Price is 7.2% above the Trend Line and sits at 27.9% of its 52-week range. The latest completed week returned 5.0%, after a 14.7% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is expensive relative to peers. Options positioning is bullish with 39/100 conviction, while the latest news-sentiment score is 58/100. Near-term considerations: volume confirmation is below normal; earnings are due in 6d.

Technical setup score 39/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

77.36 USD

24 Jul 2026

1W RETURN

5.0%

latest completed week

4W RETURN

14.7%

short-term follow-through

12W RETURN

27.9%

quarterly tape

TREND BREADTH

26.9%

14 of 52 weeks active

VOLUME RATIO

0.7x

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.
- 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 Fair Value, so the market is still discounting the latest tape.
- 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

5.0%

Latest completed week; four-week move 14.7%.

INDICATOR STACK

15/100

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.

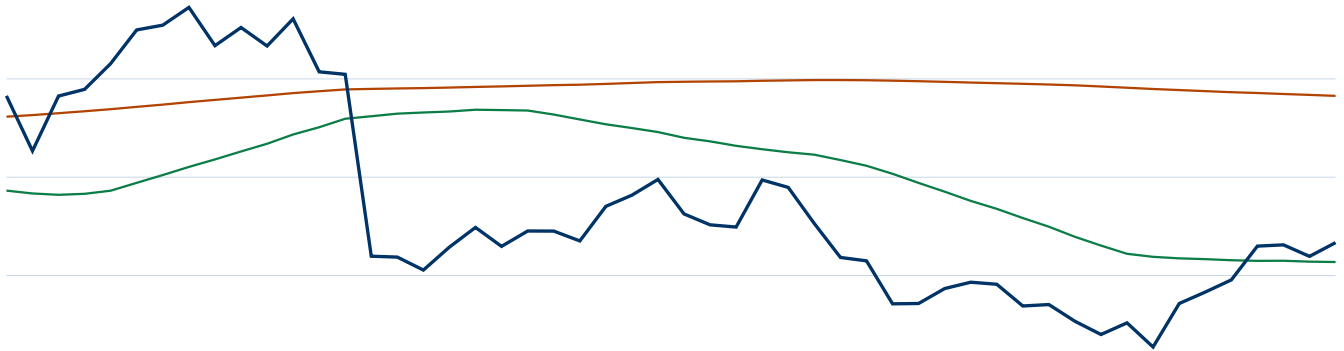
OPTIONS PRESSURE Bullish 39/100 conviction; expected move 7.8%.	NEWS SENTIMENT 58/100 53 relevant articles in the latest sentiment read.	EVENT RISK 6d Next report is scheduled for 05 Aug 2026; event risk rises as the date approaches.
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01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is 7.2% above the Trend Line and sits at 27.9% of its 52-week range. The latest completed week returned 5.0%, after a 14.7% four-week move.

52-week price path



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

Position in the 52-week range



Latest close sits at 27.9% of the 52-week range.

RANGE LOCATION

27.9%

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

TREND DISTANCE

7.2%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

-33.6%

Premium demand or model discount
versus Sharemaestro Fair Value.

HIGH-WATER GAP

-48.8%

Distance from the latest 52-week high.

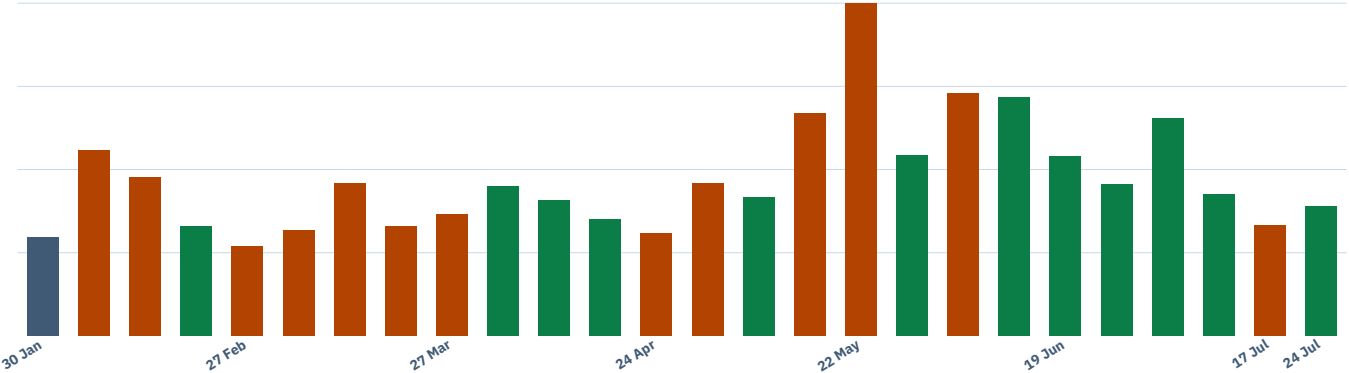
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.7x 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 0.7x Latest volume versus the 13-week average.	BASELINE 17.1M 13-week average volume.	ONE-YEAR BASE 12.2M 52-week average volume.	LATEST WEEKLY VOLUME 11.8M Most recent completed week.
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Demand beneath price

Activity pressure and institutional-style signals

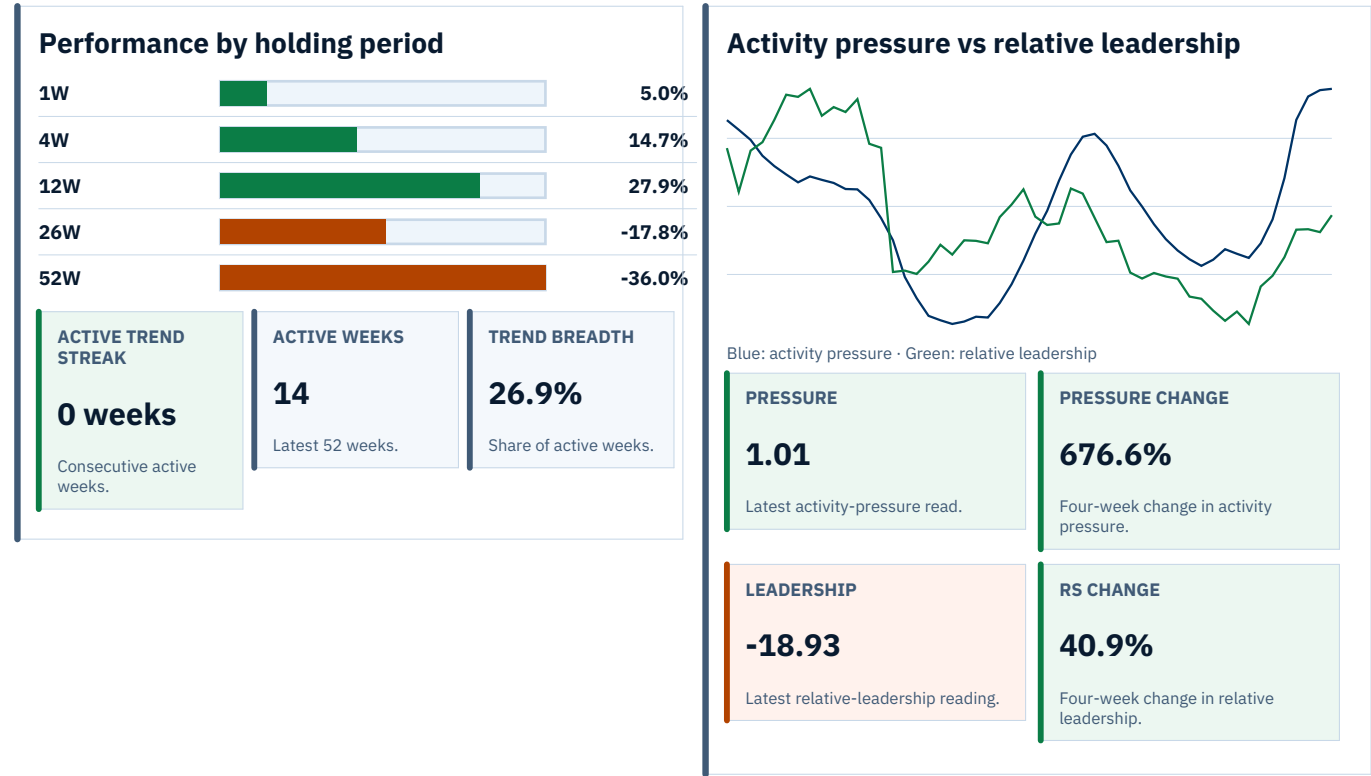
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 14.7% over four weeks, 27.9% over 12 weeks, and -36.0% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		15
Momentum		100
Activity Pressure		100
Relative Leadership		0
Next-Week Expectancy		50
Volume		29
Smart Money		21
Risk Control		0

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 expensive relative to peers.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 31 Mar 2026 Financial reporting period used.	FIELD COVERAGE 94% Available factor fields.	MODEL CONFIDENCE 90% 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		2/100
Value		6/100
Quality		31/100
Momentum		9/100
Growth		75/100

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. 173.2x	GROSS MARGIN Gross profit retained from each unit of revenue. 70.7%
PRICE / SALES Market value relative to trailing revenue. 2.8x	OPERATING MARGIN Operating profit retained from revenue. 5.0%
EV / EBITDA Enterprise value relative to operating cash earnings. 32.3x	FREE-CASH-FLOW MARGIN Free cash flow generated from revenue. 14.4%
FREE-CASH-FLOW YIELD Free cash flow as a share of enterprise value. 4.5%	RETURN ON INVESTED CAPITAL Operating return generated on invested capital. 3.0%

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 GROWTH24.6% Latest one-year revenue growth.	DIVIDEND YIELD- Cash dividends relative to market value.
EPS GROWTH-76.5% Latest one-year earnings-per-share growth.	BUYBACK YIELD1.0% Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH54.2% Latest one-year free-cash-flow growth.	SHAREHOLDER YIELD1.0% Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE3/9 Nine-point accounting-strength checklist.	NET DEBT / EBITDA3.9x 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 is middle-of-the-pack; growth is moderate; valuation is expensive relative to peers.

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

Bullish

ELF shows bullish options pressure with a 39/100 conviction score, put-call volume ratio of 0.76, expected move of 7.8%, and Sharemaestro trend signal inactive.

CONVICTION

39/100

Options signal conviction.

EXPECTED MOVE

7.8%

Nearest-chain pricing.

PUT/CALL VOLUME

0.76

Contract volume balance.

Pressure		21
Speculation		41
Volatility		87
Trend agreement		48

Insider activity

3 / 17

3 acquisitions and 17 disposals in the latest 180-day insider tape. Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

58/100

Weighted news tone is neutral across 53 relevant articles.



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

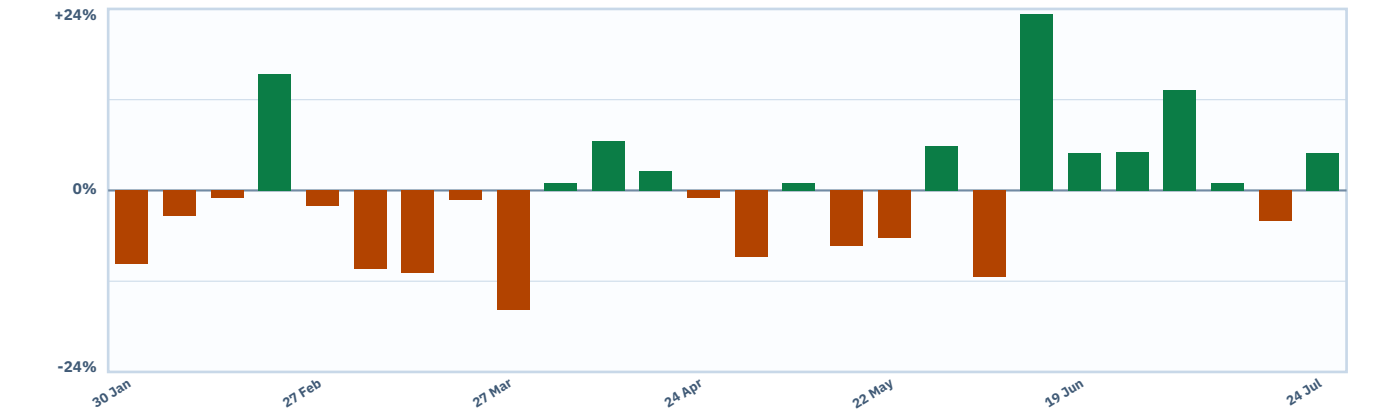
OPTIONS EXPECTED MOVE
7.8%
Nearest-chain priced movement where available.

52-WEEK DRAWDOWN
-48.8%
Distance below the 52-week high.

13-WEEK VOLATILITY
9.3%
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
12 of 26
14 weeks finished lower.

BEST WEEK
+23.4%
Week of 12 Jun.

WORST WEEK
-15.8%
Week of 27 Mar.

LATEST WEEK
+5.0%
Week of 24 Jul.

Shape of recent returns

Strong gains		8
Modest gains		4
Flat weeks		-
Modest losses		6
Sharp losses		8

RECENT VOL
9.3%
13-week weekly-return volatility.

BASE VOL
9.5%
52-week weekly-return volatility.

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

AVERAGE SKEW
6.4% / -7.1%
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
3 / 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 Household & Personal Products

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
3 / 28	4.4%	39.3%
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
WALD	NASDAQ	-2.3%	15.8%	Inactive
ELF	NYSE	5.0%	14.7%	Inactive
SLSN	NASDAQ	21.3%	13.9%	Inactive
IPAR	NASDAQ	-0.6%	13.5%	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	32/100	Trend, activity pressure, participation, and risk combine to a 32/100 tape read.	
Indicator analysis	20/100	Latest 12-week confirmation: trend 0/12, activity pressure 5/12, relative leadership 0/12.	Activity pressure 0.14; No reversal markers
Factors	11/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 31; Small Cap Core rank 95
SVQF	18/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 826.5 of 1010
Patient Capital	Recent	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	Recent buy signal in the last 8 weeks
Options	55/100	ELF shows bullish options pressure with a 39/100 conviction score, put-call volume ratio of 0.76, expected move of 7.8%, and Sharemaestro trend signal inactive.	Bullish · Call-side pressure · Expected move 7.8%
Sentiment	58/100	Weighted news tone is neutral across 53 relevant articles.	e.l.f. Beauty (ELF) Stock Stays Stretched On Premium Sales Expectations
Insiders	3 / 17	3 acquisitions and 17 disposals in the latest 180-day insider tape.	
Earnings	6d	Next report is scheduled for 05 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH 5.0% Latest completed week; four-week move 14.7%.	INDICATOR STACK 15/100 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.
OPTIONS PRESSURE Bullish 39/100 conviction; expected move 7.8%.	NEWS SENTIMENT 58/100 53 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	77.36 USD	5.0%	72.19 USD	116.4 USD	1.01	-18.93	11.8M	Off
17 Jul 2026	73.69 USD	-4.0%	72.29 USD	116.7 USD	1.00	-24.21	10.1M	Off
10 Jul 2026	76.75 USD	0.4%	72.52 USD	116.9 USD	0.93	-23.30	12.9M	Off
03 Jul 2026	76.42 USD	13.3%	72.50 USD	117.2 USD	0.70	-23.44	19.8M	Off
26 Jun 2026	67.43 USD	5.0%	72.67 USD	117.4 USD	0.13	-32.05	13.8M	Off
19 Jun 2026	64.20 USD	5.0%	72.96 USD	117.7 USD	-0.28	-37.85	16.4M	Off
12 Jun 2026	61.15 USD	23.4%	73.16 USD	118.0 USD	-0.51	-41.22	21.8M	Off
05 Jun 2026	49.57 USD	-11.5%	73.57 USD	118.2 USD	-0.66	-52.92	22.0M	Off
29 May 2026	56.00 USD	5.9%	74.37 USD	118.6 USD	-0.62	-49.04	16.4M	Off
22 May 2026	52.90 USD	-6.3%	76.58 USD	118.9 USD	-0.57	-51.92	30.3M	Off
15 May 2026	56.43 USD	-7.3%	78.91 USD	119.2 USD	-0.67	-48.77	20.2M	Off
08 May 2026	60.86 USD	0.6%	81.59 USD	119.4 USD	-0.73	-45.05	12.6M	Off
01 May 2026	60.49 USD	-8.7%	83.89 USD	119.6 USD	-0.67	-44.36	13.8M	Off
24 Apr 2026	66.28 USD	-0.8%	86.36 USD	119.8 USD	-0.58	-38.76	9.4M	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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