GCO · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Genesco Inc · Consumer Cyclical · Apparel Retail

LATEST CLOSE

35.69 USD

-3.5% latest week

Weekly setup

Mixed setup

The weekly trend is active. Price is 9.9% above the Trend Line and sits at 63.5% of its 52-week range. The latest completed week returned -3.5%, after a -1.4% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is inexpensive relative to peers. Options positioning is volatility with 52/100 conviction, while the latest news-sentiment score is 60/100. Near-term considerations: volume confirmation is below normal; earnings are due in 28d.

Technical setup score 50/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE	1W RETURN	4W RETURN
35.69 USD	**-3.5%**	**-1.4%**
24 Jul 2026	latest completed week	short-term follow-through

12W RETURN	TREND BREADTH	VOLUME RATIO
2.4%	**63.5%**	**0.9x**
quarterly tape	33 of 52 weeks active	vs 13-week average

What is working

- The trend backdrop is active with a 14-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.
- 3 reversal markers appear in the recent smart-money tape.

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
-3.5%	**80/31**	**Active**	**Quiet**
Latest completed week; four-week move -1.4%.	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.

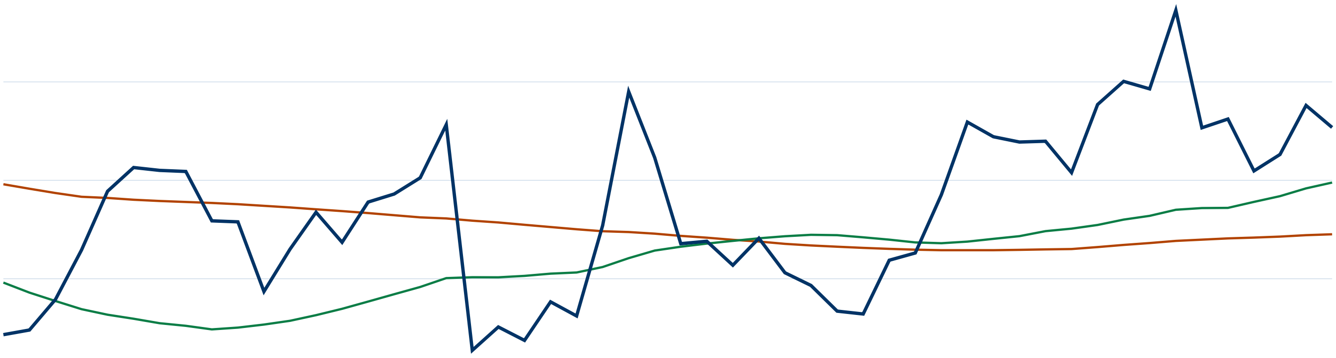
OPTIONS PRESSURE	NEWS SENTIMENT	EVENT RISK
Volatility	**60/100**	**28d**
52/100 conviction; expected move 17.2%.	43 relevant articles in the latest sentiment read.	Next report is scheduled for 27 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

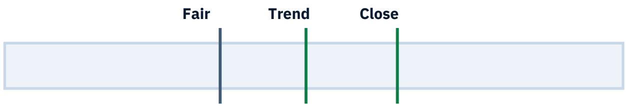
The weekly trend is active. Price is 9.9% above the Trend Line and sits at 63.5% of its 52-week range. The latest completed week returned -3.5%, after a -1.4% four-week move.

52-week price path



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

Position in the 52-week range



21.93 USD
43.60 USD

Latest close sits at 63.5% of the 52-week range.

RANGE LOCATION

63.5%

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

TREND DISTANCE

9.9%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

21.1%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-18.1%

Distance from the latest 52-week high.

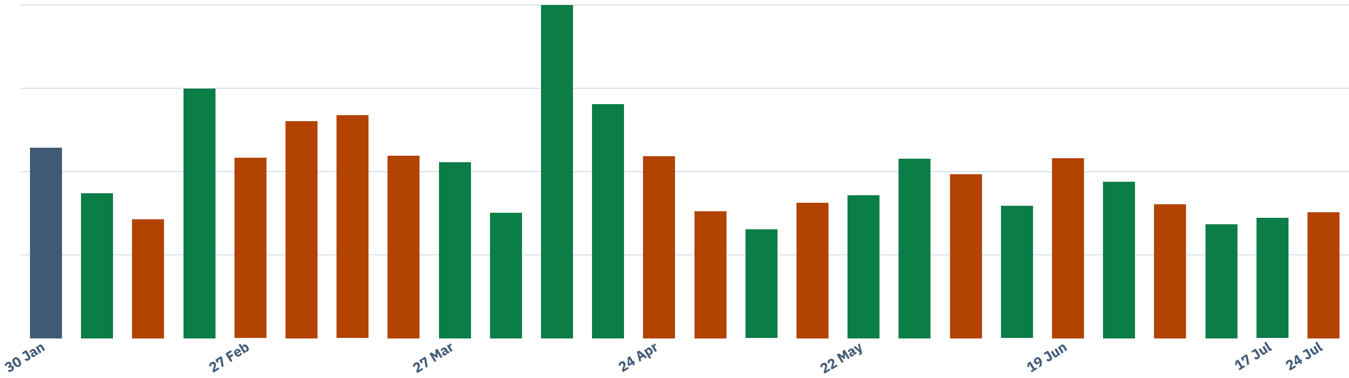
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 0.9x 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.



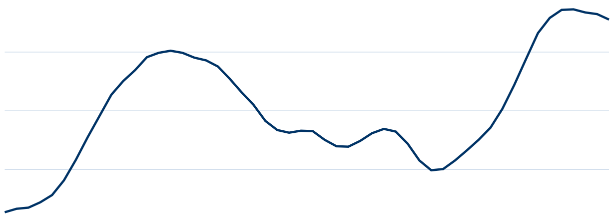
PARTICIPATION	BASELINE	ONE-YEAR BASE	LATEST WEEKLY VOLUME
0.9x	906.4K	967.5K	815.7K
Latest volume versus the 13-week average.	13-week average volume.	52-week average volume.	Most recent completed week.

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 0.85 · 12-week average 0.73

12-week confirmation

Signal	Read	Meaning
Trend active	12/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	10/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	11/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.85	Current proprietary activity-pressure read.
Buy signals	0	Accumulation signal count in the latest 12 weeks.
Reversal markers	3	3 reversal markers

No recent accumulation markers. 3 reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -1.4% over four weeks, 2.4% over 12 weeks, and 44.0% over one year. The current trend has remained active for 14 consecutive weeks.

Performance by holding period

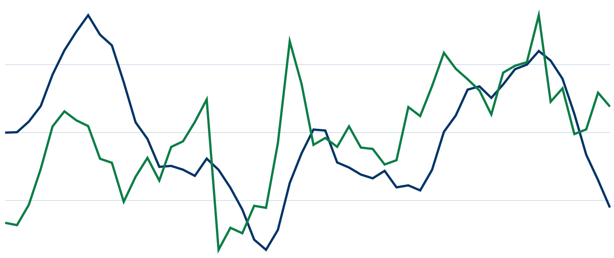
1W	-3.5%
4W	-1.4%
12W	2.4%
26W	5.2%
52W	44.0%

ACTIVE TREND STREAK
14 weeks
Consecutive active weeks.

ACTIVE WEEKS
33
Latest 52 weeks.

TREND BREADTH
63.5%
Share of active weeks.

Activity pressure vs relative leadership



Blue: activity pressure · Green: relative leadership

PRESSURE
-0.41
Latest activity-pressure read.

PRESSURE CHANGE
-142.9%
Four-week change in activity pressure.

LEADERSHIP
7.06
Latest relative-leadership reading.

RS CHANGE
-40.1%
Four-week change in relative leadership.

Technical setup scorecard

Trend	80
Momentum	49
Activity Pressure	31
Relative Leadership	68
Next-Week Expectancy	50
Volume	38
Smart Money	52
Risk Control	30

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 inexpensive relative to peers.

FACTOR WEEK	STATEMENTS THROUGH	FIELD COVERAGE	MODEL CONFIDENCE
26 Jul 2026	31 Jan 2026	94%	94%
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	87/100
Value	87/100
Quality	31/100
Momentum	84/100
Growth	32/100

Valuation

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

P/E	20.1x	Price divided by trailing earnings.
PRICE / SALES	0.2x	Market value relative to trailing revenue.
EV / EBITDA	11.4x	Enterprise value relative to operating cash earnings.
FREE-CASH-FLOW YIELD	25.9%	Free cash flow as a share of enterprise value.

Business quality

Margins and the return generated on invested capital.

GROSS MARGIN	46.3%	Gross profit retained from each unit of revenue.
OPERATING MARGIN	1.2%	Operating profit retained from revenue.
FREE-CASH-FLOW MARGIN	10.0%	Free cash flow generated from revenue.
RETURN ON INVESTED CAPITAL	2.0%	Operating return generated on invested capital.

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.	**4.6%**
EPS GROWTH Latest one-year earnings-per-share growth.	**-**
FREE-CASH-FLOW GROWTH Latest one-year free-cash-flow growth.	**229.9%**
PIOTROSKI F-SCORE Nine-point accounting-strength checklist.	**7/9**

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.	**0.0%**
SHAREHOLDER YIELD Dividend yield plus net buyback yield.	**0.0%**
NET DEBT / EBITDA Balance-sheet debt relative to operating cash earnings.	**6.6x**

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 inexpensive 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

Volatility

GCO shows volatility options pressure with a 52/100 conviction score, put-call volume ratio of 5.36, expected move of 17.2%, and Sharemaestro trend signal active.

CONVICTION

52/100

Options signal conviction.

EXPECTED MOVE

17.2%

Nearest-chain pricing.

PUT/CALL VOLUME

5.36

Contract volume balance.

Pressure	-81
Speculation	9
Volatility	96
Trend agreement	26

Insider activity

9 / 5

9 acquisitions and 5 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

60/100

Weighted news tone is neutral across 43 relevant articles.

20 positive · 23 neutral · 0 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

28d

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

OPTIONS EXPECTED MOVE

17.2%

Nearest-chain priced movement where available.

52-WEEK DRAWDOWN

-18.1%

Distance below the 52-week high.

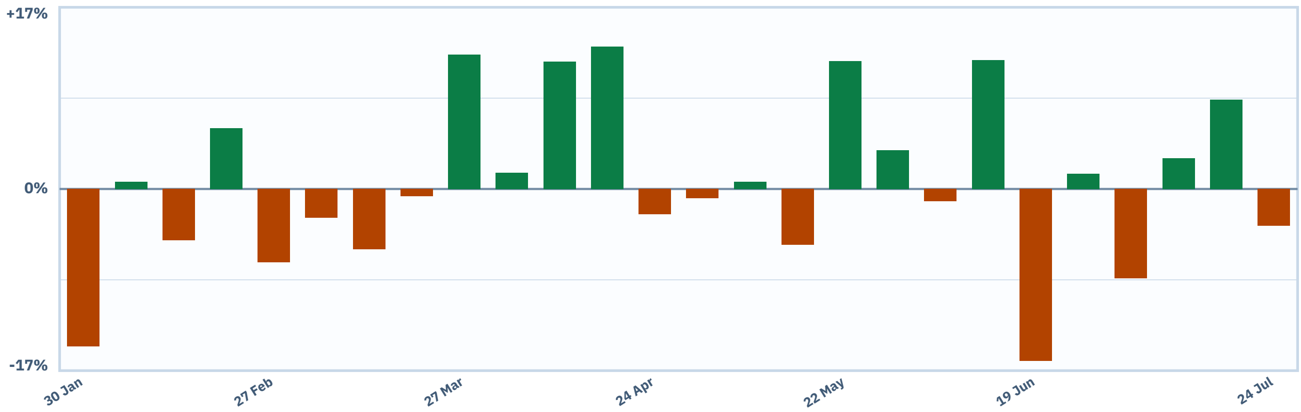
13-WEEK VOLATILITY

7.6%

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

13 of 26

13 weeks finished lower.

BEST WEEK

+13.3%

Week of 17 Apr.

WORST WEEK

-16.1%

Week of 19 Jun.

LATEST WEEK

-3.5%

Week of 24 Jul.

Shape of recent returns

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

RECENT VOL

7.6%

13-week weekly-return volatility.

BASE VOL

10.0%

52-week weekly-return volatility.

UP/DOWN SPLIT

28/24

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

AVERAGE SKEW

8.0% / -6.6%

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 Consumer Cyclical

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
- / 100	**-0.8%**	**36.0%**
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
PAG	NYSE	7.2%	19.3%	Active
JD	NASDAQ	1.9%	18.9%	Active
BABA	NYSE	-2.5%	18.3%	Inactive
MUSA	NYSE	-0.9%	16.5%	Active
PSNYW	NASDAQ	-46.9%	16.5%	Inactive

Industry · US Apparel Retail

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
15 / 28	**2.2%**	**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
LVLU	NASDAQ	52.8%	146.5%	Inactive
CURV	NYSE	6.4%	25.3%	Active
ROST	NASDAQ	2.3%	12.0%	Active
BURL	NYSE	1.3%	9.1%	Active
CTRN	NASDAQ	-2.0%	6.4%	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	52/100	Trend, activity pressure, participation, and risk combine to a 52/100 tape read.	
Indicator analysis	78/100	Latest 12-week confirmation: trend 12/12, activity pressure 10/12, relative leadership 11/12.	Activity pressure 0.85; 3 reversal markers
Factors	71/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 64; Small Cap Core rank 17
SVQF	9/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 921.0 of 1013
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	43/100	GCO shows volatility options pressure with a 52/100 conviction score, put-call volume ratio of 5.36, expected move of 17.2%, and Sharemaestro trend signal active.	Volatility · Volatility expansion watch · Expected move 17.2%
Sentiment	60/100	Weighted news tone is neutral across 43 relevant articles.	Genesco (NYSE: GCO) investors support board slate, pay and plan
Insiders	9 / 5	9 acquisitions and 5 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

-3.5%

Latest completed week; four-week move -1.4%.

INDICATOR STACK

80/31

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

52/100 conviction; expected move 17.2%.

NEWS SENTIMENT

60/100

43 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	35.69 USD	-3.5%	32.49 USD	29.48 USD	-0.41	7.06	815.7K	On
17 Jul 2026	36.97 USD	8.4%	32.15 USD	29.43 USD	-0.12	10.68	777.8K	On
10 Jul 2026	34.12 USD	2.9%	31.69 USD	29.34 USD	0.15	1.12	736.4K	On
03 Jul 2026	33.16 USD	-8.3%	31.36 USD	29.29 USD	0.59	-0.09	867.8K	On
26 Jun 2026	36.18 USD	1.4%	31.01 USD	29.24 USD	0.96	11.79	1.0M	On
19 Jun 2026	35.67 USD	-16.1%	31.00 USD	29.17 USD	1.16	8.32	1.2M	On
12 Jun 2026	42.50 USD	12.0%	30.90 USD	29.09 USD	1.26	30.82	855.7K	On
05 Jun 2026	37.93 USD	-1.1%	30.55 USD	28.97 USD	1.12	18.60	1.1M	On
29 May 2026	38.37 USD	3.6%	30.33 USD	28.86 USD	1.07	17.66	1.2M	On
22 May 2026	37.02 USD	12.0%	30.02 USD	28.73 USD	0.90	15.87	926.0K	On
15 May 2026	33.06 USD	-5.2%	29.81 USD	28.62 USD	0.76	5.00	876.5K	On
08 May 2026	34.89 USD	0.1%	29.66 USD	28.60 USD	0.88	11.22	703.4K	On
01 May 2026	34.84 USD	-0.9%	29.37 USD	28.57 USD	0.85	14.17	820.5K	On
24 Apr 2026	35.15 USD	-2.4%	29.21 USD	28.55 USD	0.57	16.90	1.2M	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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