

DISN · BUE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

The Walt Disney Company · Communication Services · Entertainment

LATEST CLOSE

12,650 ARS

21.4% latest week

Weekly setup

Constructive, but selective

The weekly trend is active. Price is 20.7% above the Trend Line and sits at 95.1% of its 52-week range. The latest completed week returned 21.4%, after a 22.5% four-week move. The latest news-sentiment score is 52/100. Near-term considerations: price is close to its 52-week high.

Technical setup score 67/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

12,650 ARS

24 Jul 2026

1W RETURN

21.4%

latest completed week

4W RETURN

22.5%

short-term follow-through

12W RETURN

21.4%

quarterly tape

TREND BREADTH

86.5%

45 of 52 weeks active

VOLUME RATIO

13.0x

vs 13-week average

What is working

- The trend backdrop is active with a 1-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 positive on the latest completed week.

What could go wrong

- Next-week expectancy is negative at 23.31% based on similar historical setup states.
- 2 reversal markers appear in the recent smart-money tape.
- Recent volatility is running well above the one-year baseline.

What to watch next

- Price is close to its 52-week high; watch for continuation or exhaustion.
- 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

21.4%

Latest completed week; four-week move 22.5%.

INDICATOR STACK

51/73

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 23.31%

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

NEWS SENTIMENT

52/100

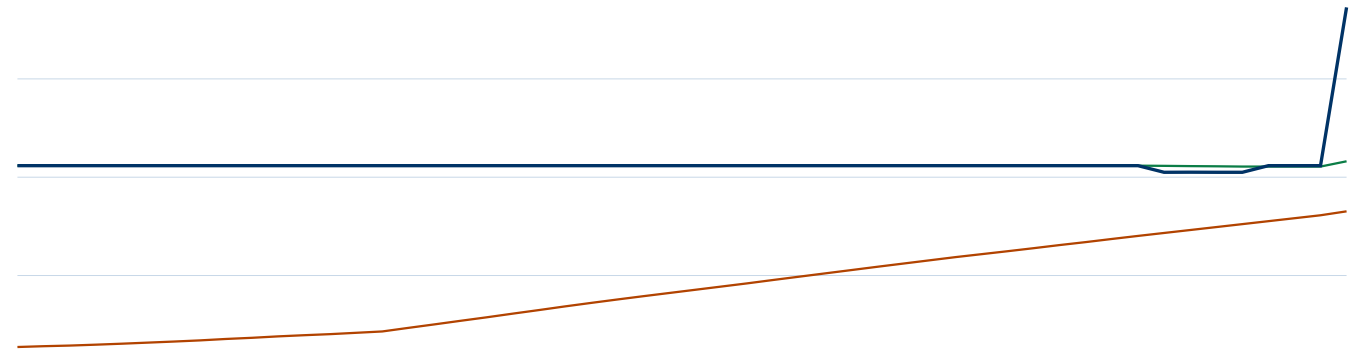
24 relevant articles in the latest sentiment read.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is active. Price is 20.7% above the Trend Line and sits at 95.1% of its 52-week range. The latest completed week returned 21.4%, after a 22.5% four-week move.

52-week price path



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

Position in the 52-week range 10,322 ARS 12,770 ARS Latest close sits at 95.1% of the 52-week range.	RANGE LOCATION 95.1% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE 20.7% Price premium or discount versus the weekly Trend Line.
	FAIR-VALUE GAP 29.5% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -0.9% Distance from the latest 52-week high.

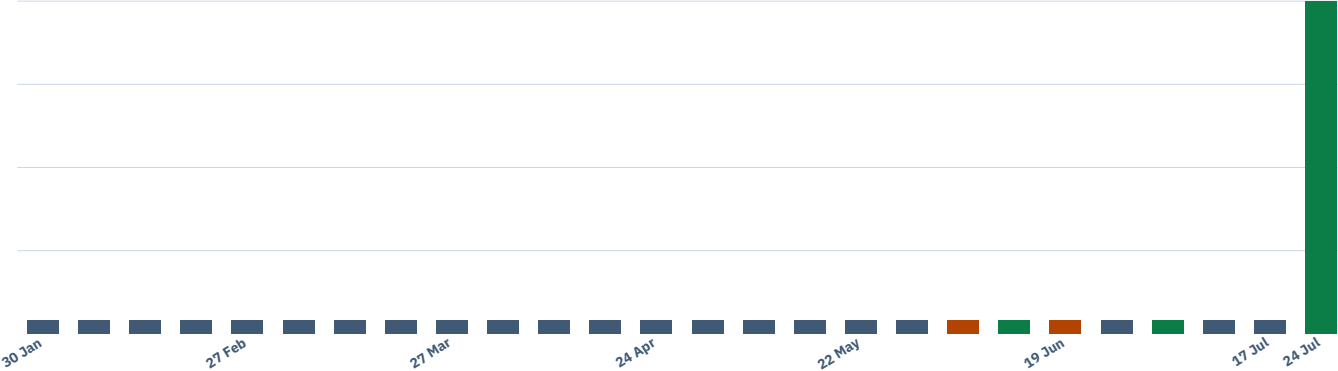
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 13.0x the 13-week average. Participation is unusually strong and confirms that the move is attracting attention.

26-week volume confirmation

Bar height shows weekly volume. Green marks an up week; orange marks a down week.



PARTICIPATION 13.0x Latest volume versus the 13-week average.	BASELINE 4.7K 13-week average volume.	ONE-YEAR BASE 1.2K 52-week average volume.	LATEST WEEKLY VOLUME 61.6K Most recent completed week.
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Demand beneath price

Activity pressure and institutional-style signals

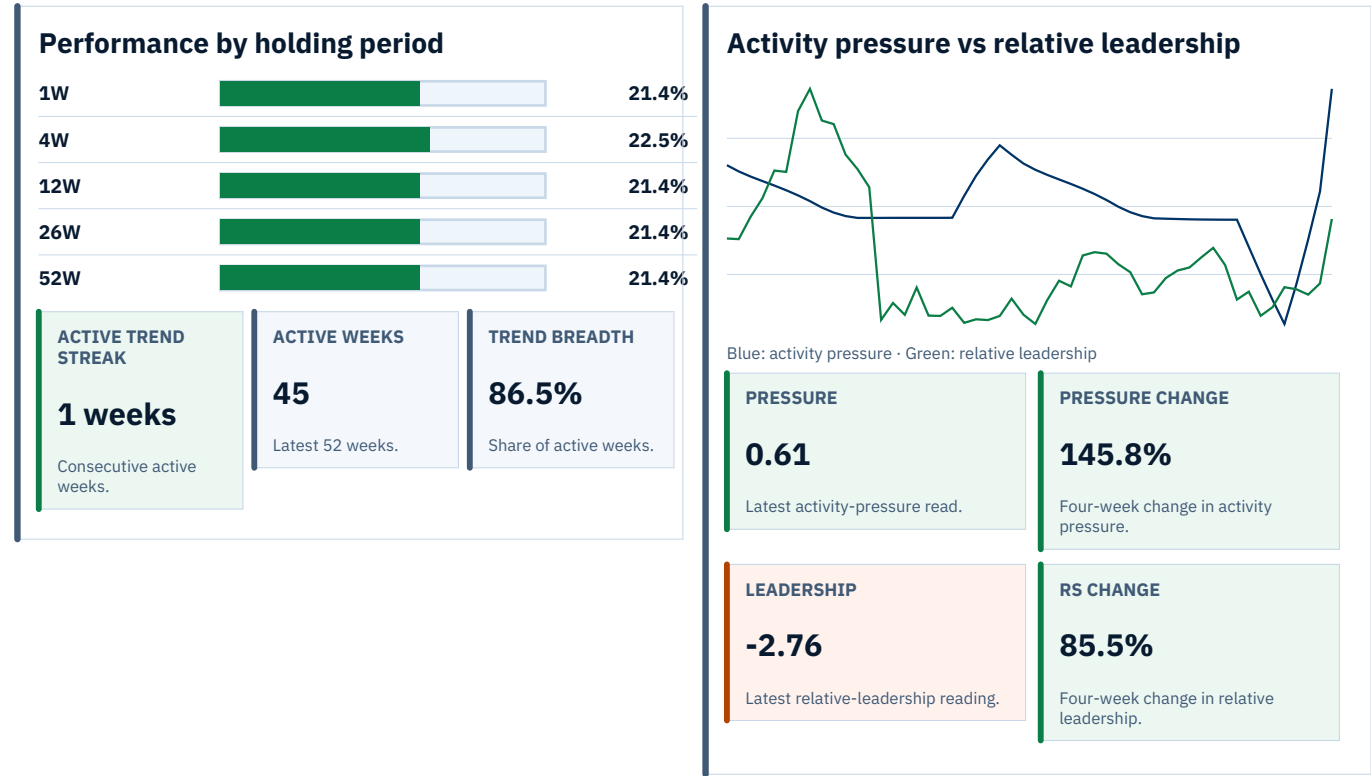
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 22.5% over four weeks, 21.4% over 12 weeks, and 21.4% over one year. The current trend has remained active for 1 consecutive weeks.



Technical setup scorecard

Trend		51
Momentum		100
Activity Pressure		73
Relative Leadership		49
Next-Week Expectancy		38
Volume		100
Smart Money		50
Risk Control		75

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.

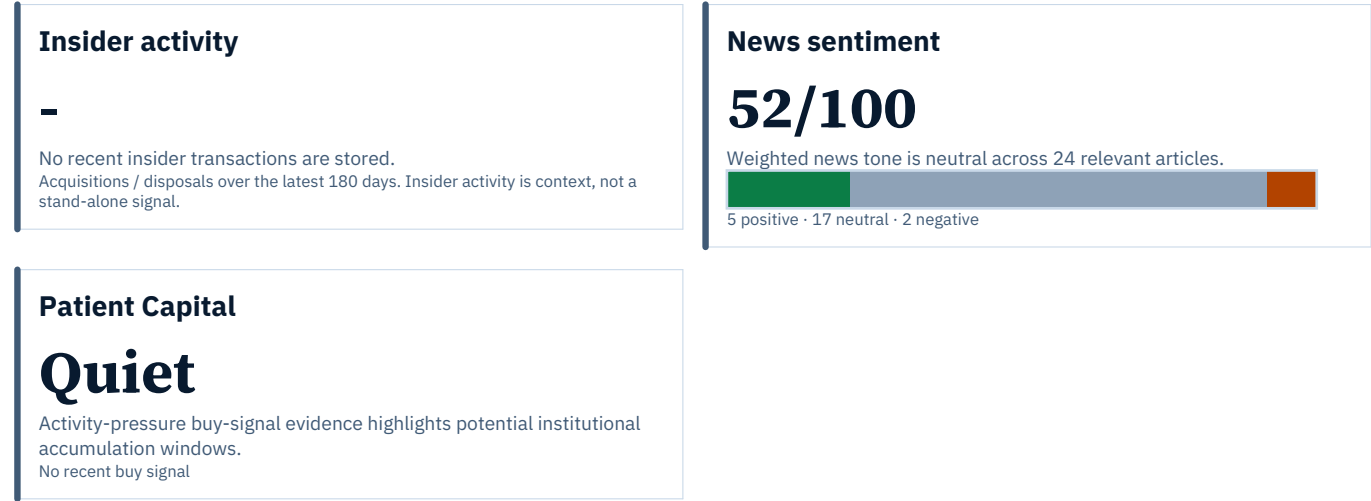
Fundamental snapshot

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.



06 · CATALYSTS AND RISK

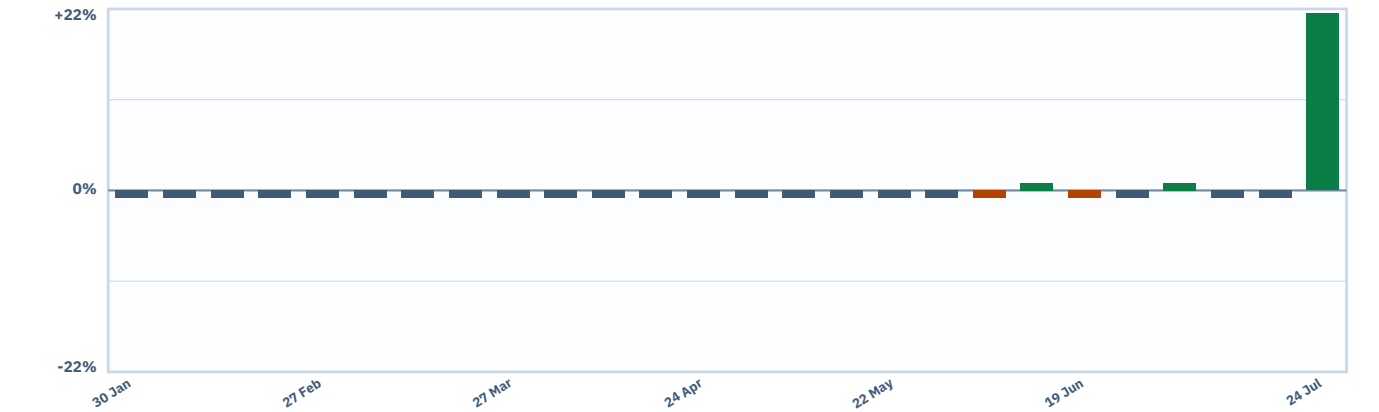
What can move the shares—and how volatile the path has been

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 -0.9% Distance below the 52-week high.	13-WEEK VOLATILITY 5.7% 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 3 of 26 2 weeks finished lower.	BEST WEEK +21.4% Week of 24 Jul.	WORST WEEK -0.9% Week of 5 Jun.	LATEST WEEK +21.4% Week of 24 Jul.
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Shape of recent returns <table><tr><td>Strong gains</td><td> </td><td>1</td></tr><tr><td>Modest gains</td><td> </td><td>2</td></tr><tr><td>Flat weeks</td><td> </td><td>21</td></tr><tr><td>Modest losses</td><td> </td><td>2</td></tr><tr><td>Sharp losses</td><td> </td><td>-</td></tr></table>	Strong gains		1	Modest gains		2	Flat weeks		21	Modest losses		2	Sharp losses		-	RECENT VOL 5.7% 13-week weekly-return volatility.	BASE VOL 3.0% 52-week weekly-return volatility.
Strong gains		1															
Modest gains		2															
Flat weeks		21															
Modest losses		2															
Sharp losses		-															
	UP/DOWN SPLIT 4/2 Count of positive and negative weeks in the 52-week window.	AVERAGE SKEW 5.6% / -0.5% 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 · AR Communication Services

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
1 / 21	4.9%	47.6%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
DISN	BUE	21.4%	22.5%	Active
VOD	BUE	-2.3%	12.9%	Active
WBO	BUE	12.6%	12.6%	Active
T	BUE	11.2%	11.0%	Inactive
TECO2	BUE	5.5%	10.7%	Active

Industry · AR Entertainment

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
1 / 4	4.8%	75.0%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
DISN	BUE	21.4%	22.5%	Active
ROKU	BUE	-0.3%	8.8%	Active
NFLX	BUE	3.0%	-1.3%	Inactive
GCLA	BUE	-4.6%	-10.9%	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	60/100	Trend, activity pressure, participation, and risk combine to a 60/100 tape read.	
Indicator analysis	26/100	Latest 12-week confirmation: trend 5/12, activity pressure 1/12, relative leadership 0/12.	Activity pressure 0.50; 2 reversal markers
Next-Week Expectancy	Negative 23.31%	Next-week expectancy is negative with a 23.31% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
Factors	50/100	No published factor snapshot is available yet.	Not currently available.
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Sentiment	52/100	Weighted news tone is neutral across 24 relevant articles.	3 Reasons Disney Stock Can Bounce Back in the Second Half
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

PRICE FOLLOW-THROUGH 21.4% Latest completed week; four-week move 22.5%.	INDICATOR STACK 51/73 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 23.31% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	NEWS SENTIMENT 52/100 24 relevant articles in the latest sentiment read.		

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	12,650 ARS	21.4%	10,478 ARS	9,772 ARS	0.61	-2.76	61.6K	On
17 Jul 2026	10,416 ARS	0.0%	10,404 ARS	9,716 ARS	-0.24	-18.17	0	Off
10 Jul 2026	10,416 ARS	0.0%	10,404 ARS	9,674 ARS	-0.64	-20.85	0	Off
03 Jul 2026	10,416 ARS	0.9%	10,404 ARS	9,633 ARS	-1.01	-19.56	0	Off
26 Jun 2026	10,322 ARS	0.0%	10,404 ARS	9,591 ARS	-1.34	-19.08	0	Off
19 Jun 2026	10,322 ARS	-0.0%	10,407 ARS	9,549 ARS	-1.14	-23.85	0	Off
12 Jun 2026	10,324 ARS	0.0%	10,410 ARS	9,507 ARS	-0.92	-25.90	0	Off
05 Jun 2026	10,323 ARS	-0.9%	10,413 ARS	9,466 ARS	-0.70	-20.13	0	Off
29 May 2026	10,416 ARS	0.0%	10,416 ARS	9,424 ARS	-0.47	-22.03	0	On
22 May 2026	10,416 ARS	0.0%	10,416 ARS	9,381 ARS	-0.47	-13.76	0	On
15 May 2026	10,416 ARS	0.0%	10,416 ARS	9,338 ARS	-0.47	-9.67	0	On
08 May 2026	10,416 ARS	0.0%	10,416 ARS	9,295 ARS	-0.47	-11.93	0	On
01 May 2026	10,416 ARS	0.0%	10,416 ARS	9,252 ARS	-0.47	-14.36	0	On
24 Apr 2026	10,416 ARS	0.0%	10,416 ARS	9,209 ARS	-0.47	-15.09	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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