

HHS · NASDAQ · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Harte Hanks Inc · Industrials · Conglomerates

LATEST CLOSE

2.39 USD

-2.0% latest week

Weekly setup

Mixed setup

The weekly trend is not active. Price is -10.6% below the Trend Line and sits at 14.2% of its 52-week range. The latest completed week returned -2.0%, after a 15.5% four-week move. The latest factor snapshot indicates quality is middle-of-the-pack; growth is moderate; valuation is neither clearly cheap nor expensive. The latest news-sentiment score is 48/100. Near-term considerations: volume confirmation is below normal; earnings are due in 7d.

Technical setup score 20/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

2.39 USD

24 Jul 2026

1W RETURN

-2.0%

latest completed week

4W RETURN

15.5%

short-term follow-through

12W RETURN

-12.8%

quarterly tape

TREND BREADTH

0.0%

0 of 52 weeks active

VOLUME RATIO

0.7x

vs 13-week average

What is working

- No strong opportunity cluster is confirmed yet; monitor trend and activity pressure.

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

-2.0%

Latest completed week; four-week move 15.5%.

INDICATOR STACK

0/0

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 38.33%

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

NEWS SENTIMENT

48/100

42 relevant articles in the latest sentiment read.

EVENT RISK

7d

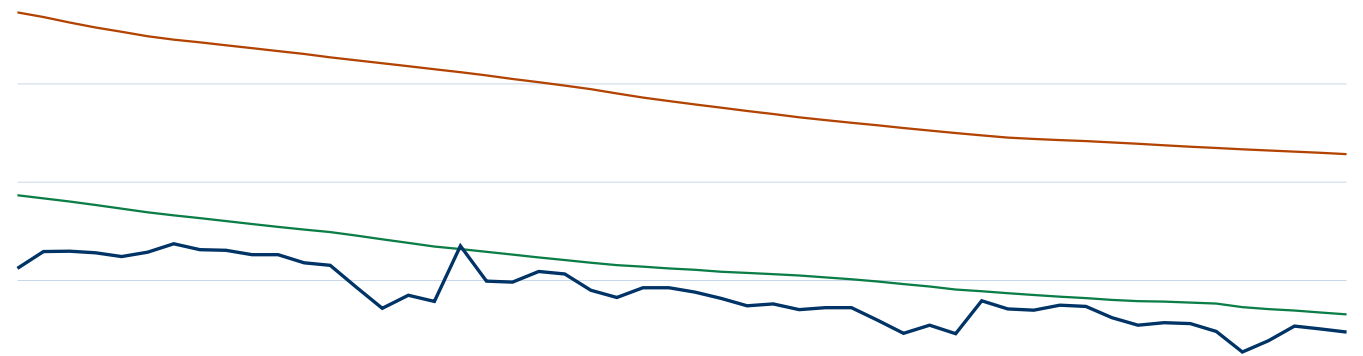
Next report is scheduled for 06 Aug 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is -10.6% below the Trend Line and sits at 14.2% of its 52-week range. The latest completed week returned -2.0%, after a 15.5% four-week move.

52-week price path



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

Position in the 52-week range Close Trend Fair 2.07 USD 4.32 USD Latest close sits at 14.2% of the 52-week range.	RANGE LOCATION 14.2% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE -10.6% Price premium or discount versus the weekly Trend Line.
FAIR-VALUE GAP -54.4% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -44.7% Distance from the latest 52-week high.	

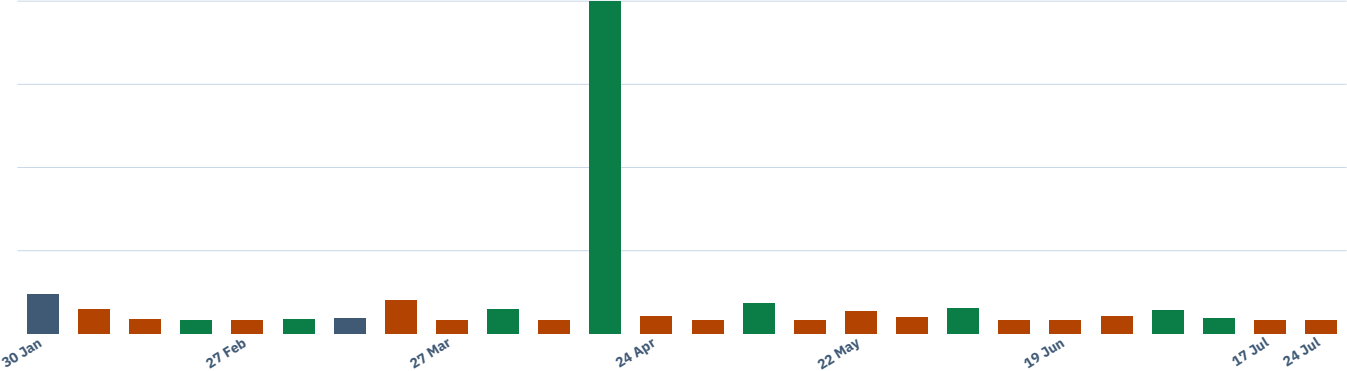
02 · VOLUME AND DEMAND

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 16.8K 13-week average volume.	ONE-YEAR BASE 152.2K 52-week average volume.	LATEST WEEKLY VOLUME 11.2K 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.

Activity pressure path

Latest 0.14 · 12-week average 0.17

12-week confirmation

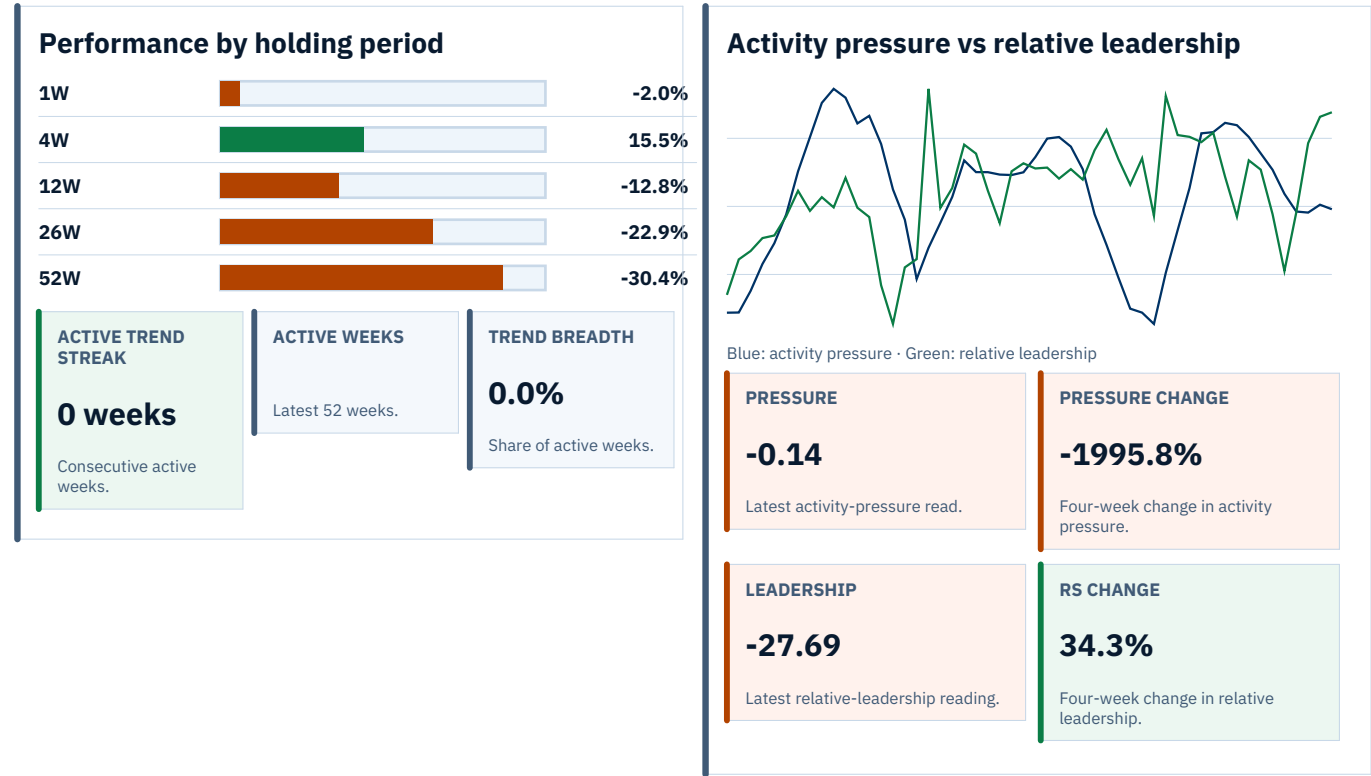
Signal	Read	Meaning
Trend active	0/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	7/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.14	Current proprietary activity-pressure read.
Buy signals	0	Accumulation signal count in the latest 12 weeks.
Reversal markers	0	No reversal markers

No recent accumulation markers. No reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 15.5% over four weeks, -12.8% over 12 weeks, and -30.4% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		0
Momentum		74
Activity Pressure		0
Relative Leadership		0
Next-Week Expectancy		31
Volume		28
Smart Money		29
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 neither clearly cheap nor expensive.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 31 Dec 2025 Financial reporting period used.	FIELD COVERAGE 85% Available factor fields.	MODEL CONFIDENCE 81% 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		58/100
Value		53/100
Quality		52/100
Momentum		53/100
Growth		53/100

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.	GROSS MARGIN 27.9% Gross profit retained from each unit of revenue.
PRICE / SALES 0.1x Market value relative to trailing revenue.	OPERATING MARGIN -0.4% Operating profit retained from revenue.
EV / EBITDA 9.0x Enterprise value relative to operating cash earnings.	FREE-CASH-FLOW MARGIN 1.1% Free cash flow generated from revenue.
FREE-CASH-FLOW YIELD 4.9% Free cash flow as a share of enterprise value.	RETURN ON INVESTED CAPITAL -1.2% 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	Shareholder return and balance sheet
Recent business growth and accounting strength.	Cash returned to owners and financial leverage.
REVENUE GROWTH-14.4%	DIVIDEND YIELD-
Latest one-year revenue growth.	Cash dividends relative to market value.
EPS GROWTH-	BUYBACK YIELD0.3%
Latest one-year earnings-per-share growth.	Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH-68.8%	SHAREHOLDER YIELD0.3%
Latest one-year free-cash-flow growth.	Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE2/9	NET DEBT / EBITDA4.5x
Nine-point accounting-strength checklist.	Balance-sheet debt relative to operating cash earnings.

How to read this

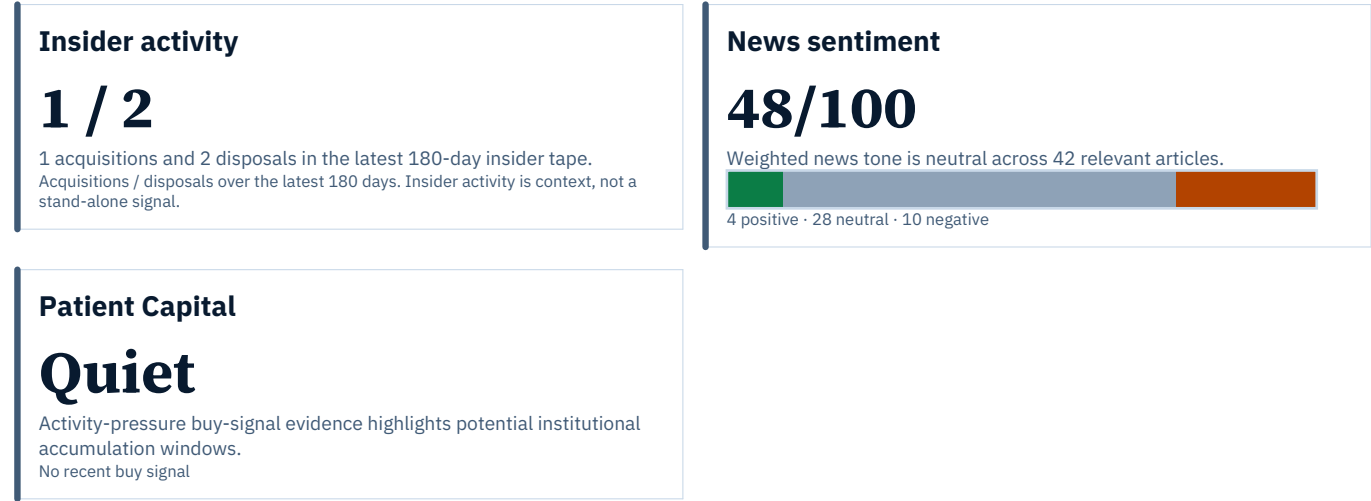
Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality 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.



06 · CATALYSTS AND RISK

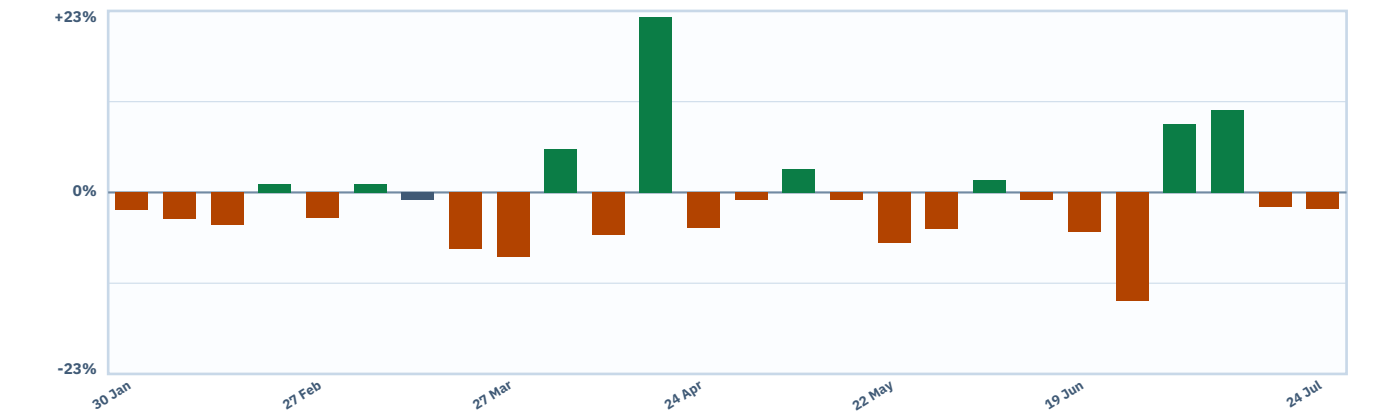
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS 7d Next report is scheduled for 06 Aug 2026; event risk rises as the date approaches.	OPTIONS EXPECTED MOVE - Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -44.7% Distance below the 52-week high.	13-WEEK VOLATILITY 6.0% 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.



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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 Industrials

4-WEEK RANK - / 100 Standing within the tracked group.	GROUP AVERAGE -0.7% Average four-week return.	TREND BREADTH 52.0% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
CTAS	NASDAQ	0.7%	19.8%	Inactive
GPN	NYSE	4.0%	15.9%	Inactive
LMT	NYSE	14.5%	14.8%	Inactive
ESLT	NASDAQ	10.6%	14.6%	Inactive
UNP	NYSE	1.8%	14.5%	Active

Industry · US Conglomerates

4-WEEK RANK 2 / 23 Standing within the tracked group.	GROUP AVERAGE -3.9% Average four-week return.	TREND BREADTH 52.2% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
NNBR	NASDAQ	11.0%	27.9%	Active
HHS	NASDAQ	-2.0%	15.5%	Inactive
AIRT	NASDAQ	0.3%	12.5%	Active
DLX	NYSE	-0.1%	8.7%	Inactive
MMM	NYSE	8.0%	5.2%	Inactive

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	11/100	Trend, activity pressure, participation, and risk combine to a 11/100 tape read.	
Indicator analysis	23/100	Latest 12-week confirmation: trend 0/12, activity pressure 7/12, relative leadership 0/12.	Activity pressure 0.14; No reversal markers
Next-Week Expectancy	Negative 38.33%	Next-week expectancy is negative with a 38.33% historical one-week setup read.	Adds short-term historical context without overriding trend, activity, or relative leadership.
Factors	53/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 38
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Sentiment	48/100	Weighted news tone is neutral across 42 relevant articles.	Enterprise value to EBITDA forward of Harte-Hanks, Inc. – SWB:HHK1
Insiders	1 / 2	1 acquisitions and 2 disposals in the latest 180-day insider tape.	
Earnings	7d	Next report is scheduled for 06 Aug 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH -2.0% Latest completed week; four-week move 15.5%.	INDICATOR STACK 0/0 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 38.33% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	NEWS SENTIMENT 48/100 42 relevant articles in the latest sentiment read.	EVENT RISK 7d Next report is scheduled for 06 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	2.39 USD	-2.0%	2.67 USD	5.24 USD	-0.14	-27.69	11.2K	Off
17 Jul 2026	2.44 USD	-1.8%	2.70 USD	5.26 USD	-0.10	-28.10	11.1K	Off
10 Jul 2026	2.48 USD	10.4%	2.73 USD	5.28 USD	-0.17	-30.51	15.5K	Off
03 Jul 2026	2.25 USD	8.7%	2.76 USD	5.30 USD	-0.16	-36.82	24.5K	Off
26 Jun 2026	2.07 USD	-13.8%	2.79 USD	5.32 USD	-0.01	-42.15	18.2K	Off
19 Jun 2026	2.40 USD	-5.0%	2.85 USD	5.34 USD	0.20	-36.98	10.8K	Off
12 Jun 2026	2.53 USD	-0.6%	2.86 USD	5.36 USD	0.35	-32.92	6.4K	Off
05 Jun 2026	2.54 USD	1.6%	2.88 USD	5.38 USD	0.49	-32.07	26.4K	Off
29 May 2026	2.50 USD	-4.6%	2.88 USD	5.41 USD	0.59	-37.21	17.3K	Off
22 May 2026	2.62 USD	-6.4%	2.91 USD	5.43 USD	0.61	-33.57	23.2K	Off
15 May 2026	2.80 USD	-0.7%	2.93 USD	5.45 USD	0.53	-29.55	12.2K	Off
08 May 2026	2.82 USD	2.9%	2.96 USD	5.47 USD	0.52	-30.41	31.5K	Off
01 May 2026	2.74 USD	-0.7%	2.98 USD	5.48 USD	0.04	-29.93	10.3K	Off
24 Apr 2026	2.76 USD	-4.5%	3.01 USD	5.51 USD	-0.32	-29.77	17.5K	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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