

AMS WEEKLY EQUITY REPORT

HEIA Weekly Report

Heineken N.V.

HEIA closed the latest completed week at 76.34 EUR. The 4-week return is 3.2% and the 12-week return is 15.4%. The trend backdrop is active, with activity pressure at 1.09.

Field	Value	Field	Value
Week ending	24 Jul 2026	Evidence rating	Neutral
Evidence score	44	Currency	EUR
Exchange	AMS	Country	NL
Sector	Consumer Defensive	Industry	Beverages - Brewers
Market cap	36.9B	Report page	Available online

OPEN	HIGH	LOW	CLOSE	VOLUME	TREND
76.56 EUR	78.42 EUR	75.22 EUR	76.34 EUR	2.6M	15.4%
weekly open	weekly high	weekly low	weekly close	latest week	8 of 52 weeks active

Company brief

Heineken N.V. brews and sells beer and cider in Europe, the Americas, Africa, the Middle East, and the Asia Pacific. The company also provides soft drinks. It sells its products under the Heineken, Heineken 0.0, Heineken Silver, Amstel, Moretti, Tiger, Desperados, Edelweiss, Lagunitas, Orchard Thieves, Windhoek, Dos Equis, Red Stripe, Kingfisher, Bintang...

EXECUTIVE READ

What matters now

Top-level conclusion, primary support, and the main restraint in the current weekly setup.

Conclusion

The strongest supporting evidence is weekly tape: Trend, activity pressure, participation, and risk combine to a 51/100 tape read. The main constraint is indicator analysis: Latest 12-week confirmation: trend 2/12, activity pressure 5/12, relative leadership 0/12. The combined read is balanced, making the next change in trend, sentiment, or options pressure especially important.

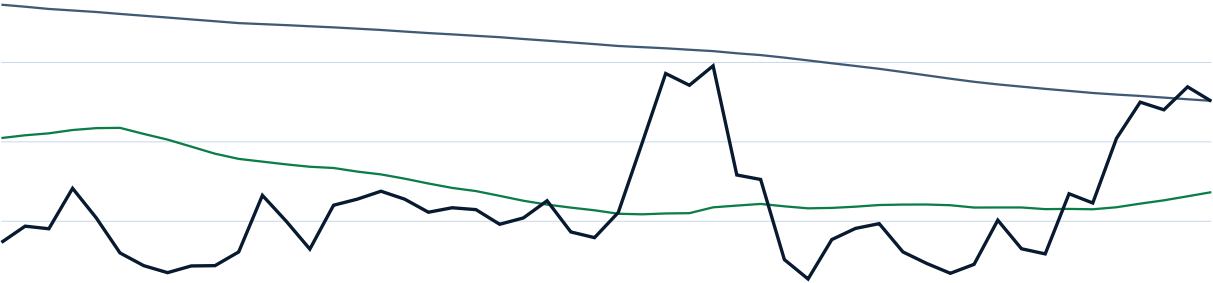
Read	Pillar	Score	Detail
Primary support	Weekly tape	51/100	Trend, activity pressure, participation, and risk combine to a 51/100 tape read.
Main restraint	Indicator analysis	31/100	Latest 12-week confirmation: trend 2/12, activity pressure 5/12, relative leadership 0/12.

WEEKLY TAPE

Price, Trend Line, and Fair Value

Price path, range position, trend distance, Fair Value gap, and return windows.

52-week price path



Black: weekly close. Green: Trend Line. Grey: Fair Value.

TREND DISTANCE 8.1% price vs Trend Line	FAIR GAP -0.0% price vs Fair Value	DRAWDOWN -4.9% from 52-week high	RANGE 76.1% 52-week range	VOLUME 0.8x vs 13-week average
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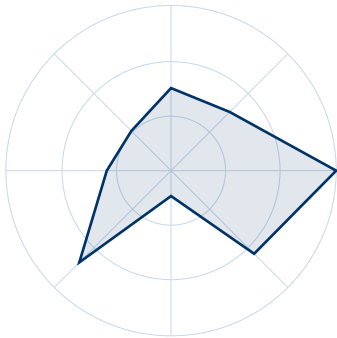
Pillar	Score	Read	Detail
1W	-1.2%	Negative	
4W	3.2%	Positive	
12W	15.4%	Positive	
26W	12.7%	Positive	
52W	-0.6%	Negative	

SETUP

Composite setup scorecard

Current setup pillars scored on the same 0-100 scale.

Composite radar



Pillar	Score	Read	Detail
Trend	15	Negative	
Momentum	71	Positive	
Activity Pressure	100	Positive	
Relative Leadership	50	Neutral	
Next-Week Expectancy	50	Neutral	
Volume	34	Negative	
Smart Money	39	Neutral	
Risk Control	79	Positive	

Current evidence clusters

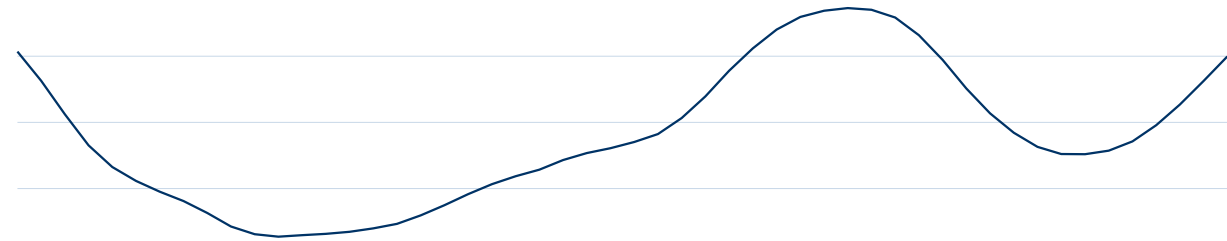
Pillar	Score	Read	Detail
Price follow-through	-1.2%	Negative	Latest completed week; four-week move 3.2%.
Indicator stack	15/100	Negative	Trend and activity pressure are weighted against the latest 12-week confirmation window.
Trend backdrop	Active	Positive	The trend backdrop defines the current weekly regime.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal status for institutional accumulation timing.
News sentiment	49/100	Neutral	37 relevant articles in the latest sentiment read.

INDICATOR EVIDENCE

Activity pressure, trend confirmation, and next-week expectancy

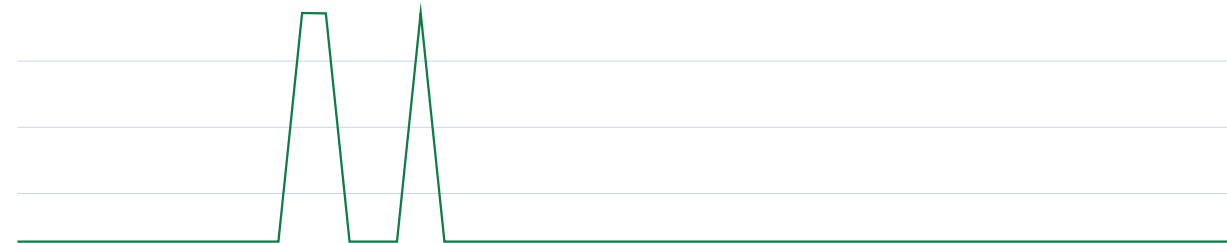
The current 12-week confirmation window, activity-pressure read, and historical one-week setup read.

Activity pressure path



Latest 0.50 | 12-week average 0.33

Next-week expectancy path



Current Undecided 51.07% historical one-week setup read

Pillar	Score	Read	Detail
Trend active	2/12	Negative	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	5/12	Neutral	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	0/12	Negative	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.50	Neutral	Current proprietary activity-pressure read.
Buy signals	0	Neutral	Accumulation signal count in the latest 12 weeks.
Reversal markers	0	Positive	No reversal markers

Area	Latest read	Detail
Activity pressure	1.09	Four-week pressure change 1053.8%.
Relative leadership	-1.38	Four-week relative leadership change 54.7%.
Smart money activity	50	No recent accumulation markers. No reversal markers.

PARTICIPATION AND RISK

Volume, volatility, and return shape

Participation confirms attention; return shape frames the current risk profile.

Area	Latest	Baseline	Read
Volume	2.6M	13W 3.3M 52W 3.8M	0.8x vs 13-week average
Volatility	2.7%	52W 3.4%	25 upside weeks / 27 downside weeks
Average move	2.5%	-2.3%	Downside breadth 51.9%

Pillar	Score	Read	Detail
Participation	0.8x	Neutral	Latest volume versus the 13-week average.
Baseline	3.3M	Neutral	13-week average volume.
One-year base	3.8M	Neutral	52-week average volume.
Recent vol	2.7%	Neutral	13-week weekly-return volatility.
Base vol	3.4%	Neutral	52-week weekly-return volatility.
Up/down split	25/27	Negative	Count of positive and negative weeks in the 52-week window.
Average skew	2.5% / -2.3%	Neutral	Average positive week versus average negative week.

EXTERNAL CONFIRMATION

Options, sentiment, events, insiders, and research flow

Supporting evidence that can confirm, challenge, or qualify the weekly tape.

Pillar	Score	Read	Detail
Weekly tape	51/100	Neutral	Trend, activity pressure, participation, and risk combine to a 51/100 tape read.
Indicator analysis	31/100	Negative	Latest 12-week confirmation: trend 2/12, activity pressure 5/12, relative leadership 0/12.
Factors	50/100	Neutral	No published factor snapshot is available yet.
Patient Capital	Quiet	Neutral	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
Sentiment	49/100	Neutral	Weighted news tone is neutral across 37 relevant articles.
Insiders	50/100	Neutral	No recent insider transaction evidence is stored.
Earnings	50/100	Neutral	No stored earnings event is currently attached to this ticker.

Evidence	Current read	Detail
Sentiment	49/100	37 relevant articles. Heineken stock trades steady as earnings and margins shape the outlook

SECTOR CONTEXT

Sector and industry pulse

Group context helps separate stock-specific movement from broader rotation.

Group	Scope	Peers	4W rank	Trend breadth
Sector	NL Consumer Defensive	10	3 of 10	50.0%
Industry	NL Beverages - Brewers	2	2 of 2	100.0%

Sector leaders

Peer	Exchange	1W	4W	Trend
HEIO	AMS	-1.1%	4.8%	On
CCEP	AMS	-0.5%	4.6%	On
HEIA	AMS	-1.2%	3.2%	On
MICC	AMS	-4.0%	2.8%	On
PORF	AMS	0.0%	1.6%	Off

Industry leaders

Peer	Exchange	1W	4W	Trend
HEIO	AMS	-1.1%	4.8%	On
HEIA	AMS	-1.2%	3.2%	On

ACTIONABLE READ

Opportunities, risks, and watch points

Evidence clusters to monitor as the next weekly bar develops.

Opportunity signals

- The trend backdrop is active with a 2-week active streak.
- Price is above the Trend Line, keeping the weekly tape constructive.
- Activity pressure is positive on the latest completed week.

Risk signals

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

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.

EVIDENCE TRAIL

Recent completed weeks

Recent weekly bars behind the report.

Week	Close	Move	Trend	Activity	Volume
24 Jul	76.34 EUR	-1.2%	On	1.09	2.6M
17 Jul	77.24 EUR	1.9%	On	1.18	4.0M
10 Jul	75.80 EUR	-0.6%	Off	0.91	3.2M
03 Jul	76.28 EUR	3.1%	Off	0.66	3.7M
26 Jun	74.00 EUR	5.8%	Off	0.09	3.9M
19 Jun	69.94 EUR	-0.8%	Off	-0.29	1.6M
12 Jun	70.52 EUR	5.7%	Off	-0.41	860.4K
05 Jun	66.74 EUR	-0.5%	Off	-0.65	995.3K
29 May	67.06 EUR	-2.6%	Off	-0.62	5.8M
22 May	68.86 EUR	4.2%	Off	-0.74	4.9M

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