

VIV · BUE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Telefônica Brasil S.A. · Communication Services · Telecom Services

LATEST CLOSE

22,330 ARS

1.7% latest week

Weekly setup

Mixed setup

The weekly trend is not active. Price is 2.6% above the Trend Line and sits at 72.0% of its 52-week range. The latest completed week returned 1.7%, after a 7.7% four-week move. The latest news-sentiment score is 55/100.

Technical setup score 59/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

22,330 ARS

24 Jul 2026

1W RETURN

1.7%

latest completed week

4W RETURN

7.7%

short-term follow-through

12W RETURN

-6.3%

quarterly tape

TREND BREADTH

82.7%

43 of 52 weeks active

VOLUME RATIO

3.6x

vs 13-week average

What is working

- 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.
- Volume is elevated versus the 13-week average, confirming attention.

What could go wrong

- The trend backdrop is inactive, so price action has not confirmed a constructive regime.
- Activity pressure is weak, so confirmation is not yet broad enough.

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

1.7%

Latest completed week; four-week move 7.7%.

INDICATOR STACK

45/59

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

Positive 56.49%

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

NEWS SENTIMENT

55/100

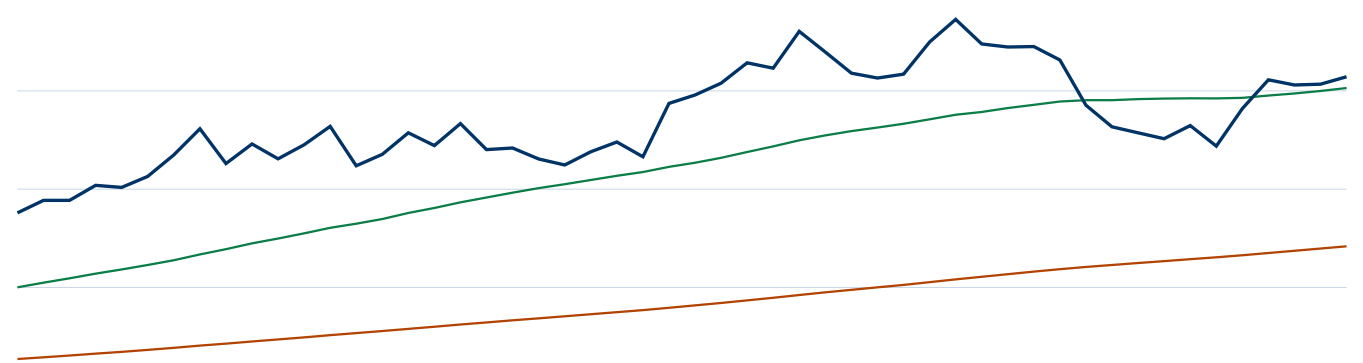
19 relevant articles in the latest sentiment read.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is not active. Price is 2.6% above the Trend Line and sits at 72.0% of its 52-week range. The latest completed week returned 1.7%, after a 7.7% four-week move.

52-week price path



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

Position in the 52-week range Fair Trendclose 14,075 ARS 25,540 ARS Latest close sits at 72.0% of the 52-week range.	RANGE LOCATION 72.0% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE 2.6% Price premium or discount versus the weekly Trend Line.
	FAIR-VALUE GAP 61.2% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -12.6% Distance from the latest 52-week high.

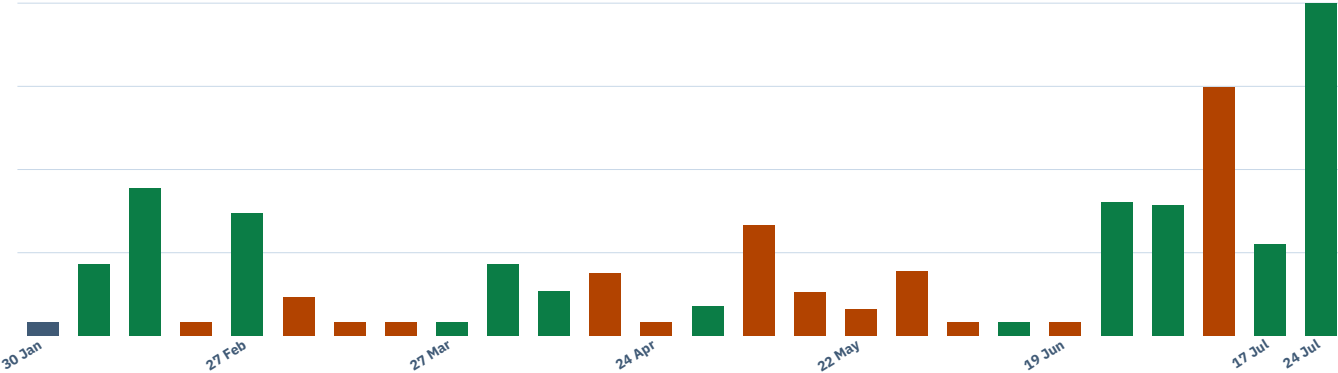
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 3.6x 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 3.6x Latest volume versus the 13-week average.	BASELINE 7.6K 13-week average volume.	ONE-YEAR BASE 4.4K 52-week average volume.	LATEST WEEKLY VOLUME 27.0K Most recent completed week.
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Demand beneath price

Activity pressure and institutional-style signals

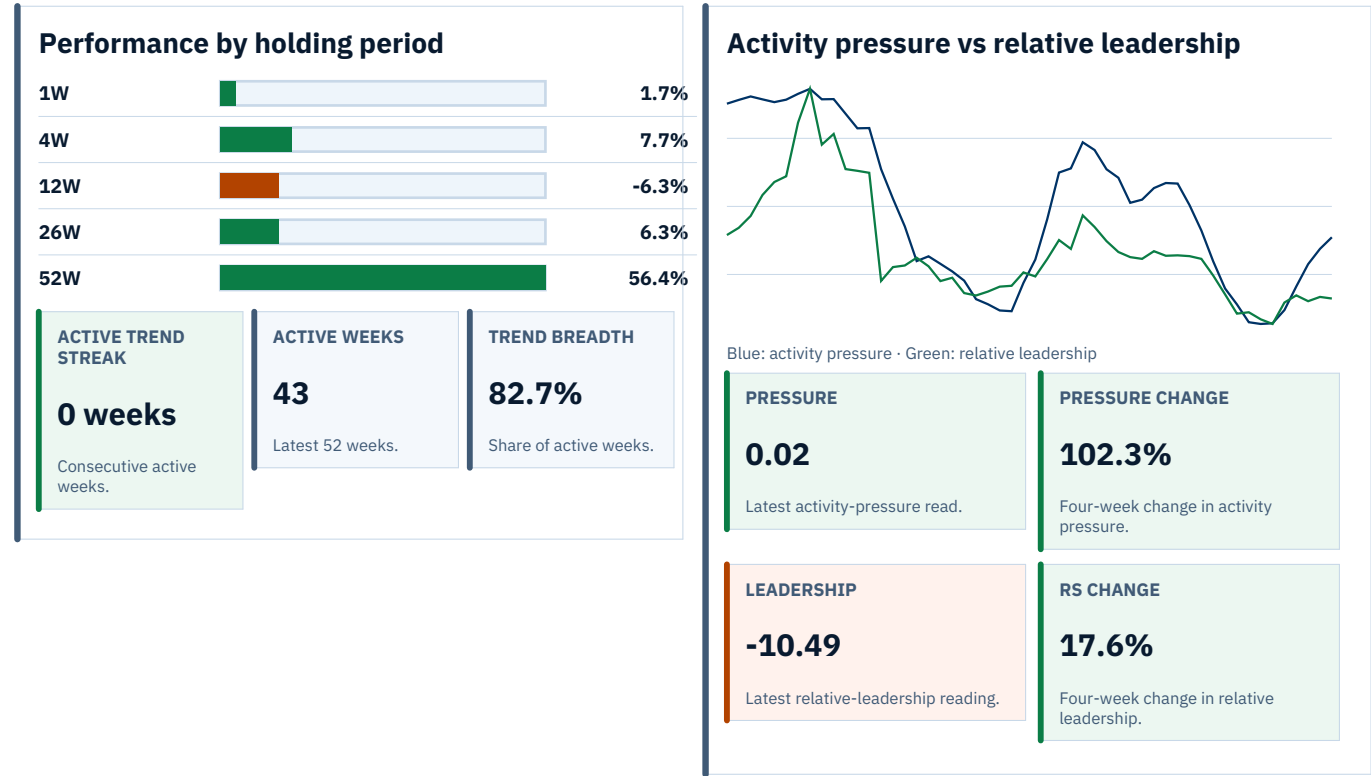
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 7.7% over four weeks, -6.3% over 12 weeks, and 56.4% over one year. The current trend has remained active for 0 consecutive weeks.



Technical setup scorecard

Trend		45
Momentum		62
Activity Pressure		59
Relative Leadership		20
Next-Week Expectancy		78
Volume		100
Smart Money		57
Risk Control		52

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.

Insider activity

-

No recent insider transactions are stored.
Acquisitions / disposals over the latest 180 days. Insider activity is context, not a stand-alone signal.

News sentiment

55/100

Weighted news tone is neutral across 19 relevant articles.

3 positive · 15 neutral · 1 negative

Patient Capital

Quiet

Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.
No recent buy signal

06 · CATALYSTS AND RISK

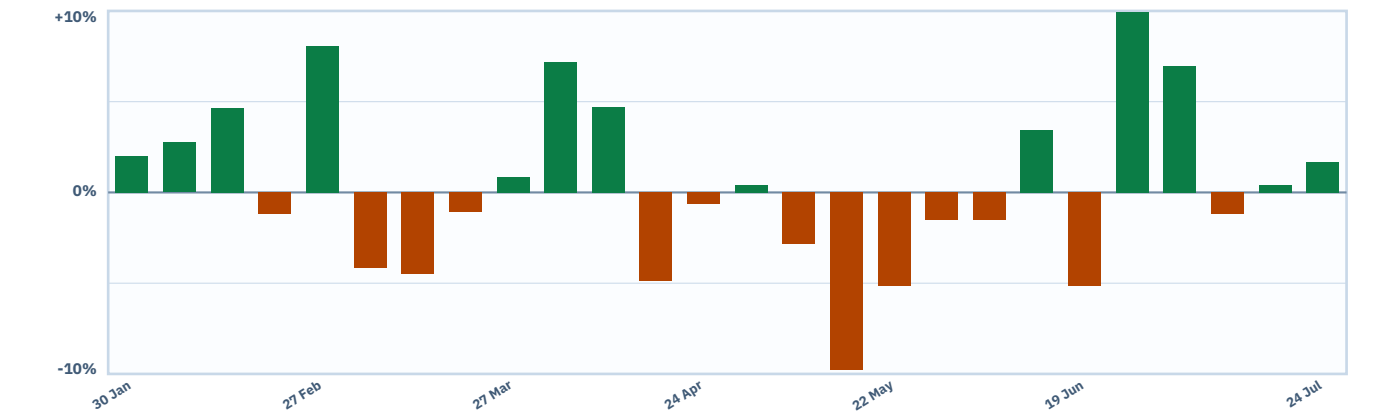
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS - No event is stored.	OPTIONS EXPECTED MOVE - Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -12.6% Distance below the 52-week high.	13-WEEK VOLATILITY 5.0% 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.



WEEKS HIGHER 13 of 26 13 weeks finished lower.	BEST WEEK +9.9% Week of 26 Jun.	WORST WEEK -9.8% Week of 15 May.	LATEST WEEK +1.7% Week of 24 Jul.
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Shape of recent returns <table><tr><td>Strong gains</td><td> </td><td>6</td></tr><tr><td>Modest gains</td><td> </td><td>7</td></tr><tr><td>Flat weeks</td><td> </td><td>-</td></tr><tr><td>Modest losses</td><td> </td><td>7</td></tr><tr><td>Sharp losses</td><td> </td><td>6</td></tr></table>	Strong gains		6	Modest gains		7	Flat weeks		-	Modest losses		7	Sharp losses		6	RECENT VOL 5.0% 13-week weekly-return volatility.	BASE VOL 5.1% 52-week weekly-return volatility.
Strong gains		6															
Modest gains		7															
Flat weeks		-															
Modest losses		7															
Sharp losses		6															
	UP/DOWN SPLIT 29/22 Count of positive and negative weeks in the 52-week window.	AVERAGE SKEW 4.7% / -3.9% 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
8 / 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 Telecom Services

4-WEEK RANK	GROUP AVERAGE	TREND BREADTH
4 / 11	4.9%	45.5%
Standing within the tracked group.	Average four-week return.	Share of peers with an active trend.

Peer	Exchange	1W return	4W return	Trend
VOD	BUE	-2.3%	12.9%	Active
T	BUE	11.2%	11.0%	Inactive
TECO2	BUE	5.5%	10.7%	Active
VIV	BUE	1.7%	7.7%	Inactive
VIVT3	BUE	1.4%	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	57/100	Trend, activity pressure, participation, and risk combine to a 57/100 tape read.	
Indicator analysis	28/100	Latest 12-week confirmation: trend 3/12, activity pressure 2/12, relative leadership 2/12.	Activity pressure 0.34; No reversal markers
Next-Week Expectancy	Positive 56.49%	Next-week expectancy is positive with a 56.49% 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	55/100	Weighted news tone is neutral across 19 relevant articles.	Telefonica Brasil SA (VIV) Stock Down 6.8% but Still Overvalued -- GF Score: 85/100
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 1.7% Latest completed week; four-week move 7.7%.	INDICATOR STACK 45/59 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 Positive 56.49% Historical one-week expectancy contributes to the evidence score when direction is confirmed.	NEWS SENTIMENT 55/100 19 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	22,330 ARS	1.7%	21,769 ARS	13,853 ARS	0.02	-10.49	27.0K	Off
17 Jul 2026	21,960 ARS	0.2%	21,622 ARS	13,742 ARS	-0.14	-9.58	7.4K	Off
10 Jul 2026	21,920 ARS	-1.2%	21,497 ARS	13,631 ARS	-0.35	-11.96	20.1K	Off
03 Jul 2026	22,180 ARS	7.0%	21,392 ARS	13,519 ARS	-0.66	-8.73	10.6K	Off
26 Jun 2026	20,738 ARS	9.9%	21,276 ARS	13,406 ARS	-0.99	-12.74	10.8K	Off
19 Jun 2026	18,862 ARS	-5.2%	21,251 ARS	13,302 ARS	-1.17	-24.66	3	Off
12 Jun 2026	19,891 ARS	3.4%	21,252 ARS	13,211 ARS	-1.18	-22.08	132	Off
05 Jun 2026	19,232 ARS	-1.5%	21,240 ARS	13,113 ARS	-1.16	-18.14	71	Off
29 May 2026	19,530 ARS	-1.5%	21,214 ARS	13,018 ARS	-0.91	-18.91	5.2K	Off
22 May 2026	19,830 ARS	-5.2%	21,158 ARS	12,919 ARS	-0.69	-8.19	2.2K	On
15 May 2026	20,910 ARS	-9.8%	21,159 ARS	12,818 ARS	-0.31	2.31	3.5K	On
08 May 2026	23,170 ARS	-2.8%	21,093 ARS	12,711 ARS	0.12	11.64	8.9K	On
01 May 2026	23,840 ARS	0.1%	20,928 ARS	12,587 ARS	0.47	13.15	2.4K	On
24 Apr 2026	23,820 ARS	-0.6%	20,766 ARS	12,459 ARS	0.77	13.59	132	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.

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