

NWFL • NASDAQ • WEEK ENDED 24 JUL 2026

Weekly Investor Report

Norwood Financial Corp • Financial Services • Banks - Regional

LATEST CLOSE

32.63 USD

4.1% latest week

Weekly setup

Constructive, but selective

The weekly trend is active. Price is 8.6% above the Trend Line and sits at 96.6% of its 52-week range. The latest completed week returned 4.1%, after a 1.5% four-week move. The latest factor snapshot indicates quality ranks strongly versus its universe; growth ranks strongly; valuation is inexpensive relative to peers. The latest news-sentiment score is 55/100. Near-term considerations: price is close to its 52-week high; earnings are due in 83d.

Technical setup score 69/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

32.63 USD

24 Jul 2026

1W RETURN

4.1%

latest completed week

4W RETURN

1.5%

short-term follow-through

12W RETURN

5.7%

quarterly tape

TREND BREADTH

94.2%

49 of 52 weeks active

VOLUME RATIO

1.4x

vs 13-week average

What is working

- The trend backdrop is active with a 49-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

- 3 reversal markers appear in the recent smart-money tape.

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

4.1%

Latest completed week; four-week move 1.5%.

INDICATOR STACK

97/49

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.

NEWS SENTIMENT

55/100

63 relevant articles in the latest sentiment read.

EVENT RISK

83d

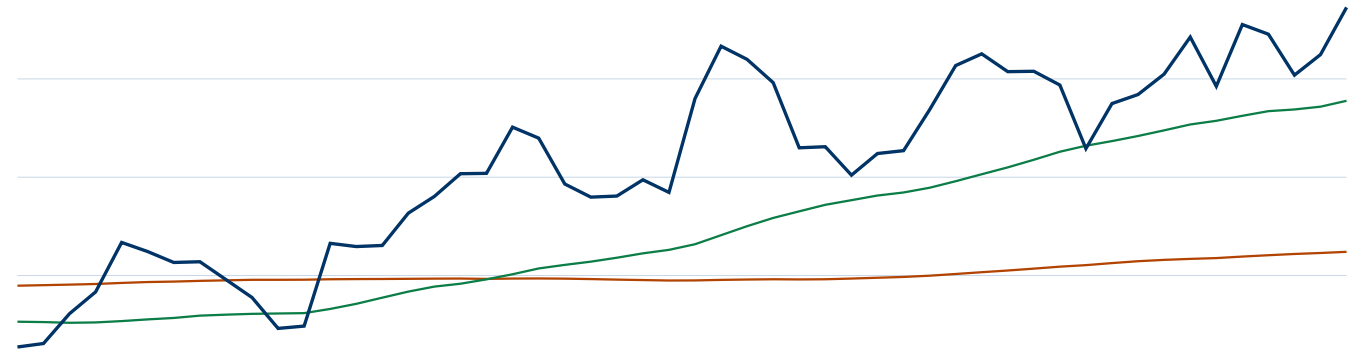
Next report is scheduled for 21 Oct 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

The weekly trend is active. Price is 8.6% above the Trend Line and sits at 96.6% of its 52-week range. The latest completed week returned 4.1%, after a 1.5% four-week move.

52-week price path



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

Position in the 52-week range Fair Trend Close 22.91 USD 32.97 USD Latest close sits at 96.6% of the 52-week range.	RANGE LOCATION 96.6% Shows where the latest close sits between the 52-week low and high.	TREND DISTANCE 8.6% Price premium or discount versus the weekly Trend Line.
	FAIR-VALUE GAP 26.0% Premium demand or model discount versus Sharemaestro Fair Value.	HIGH-WATER GAP -1.0% Distance from the latest 52-week high.

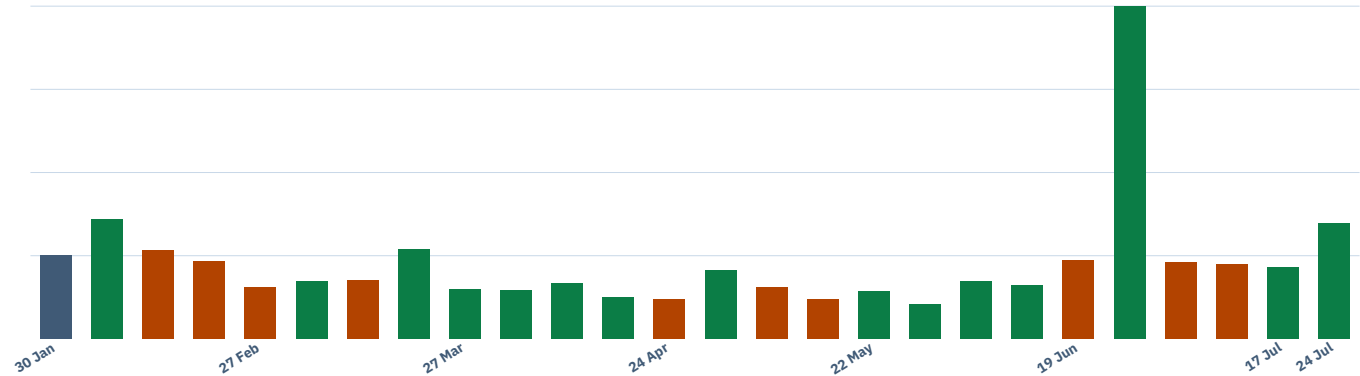
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 1.4x the 13-week average. Participation is around or above normal and provides reasonable 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
1.4x	165.5K	138.3K	226.4K
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

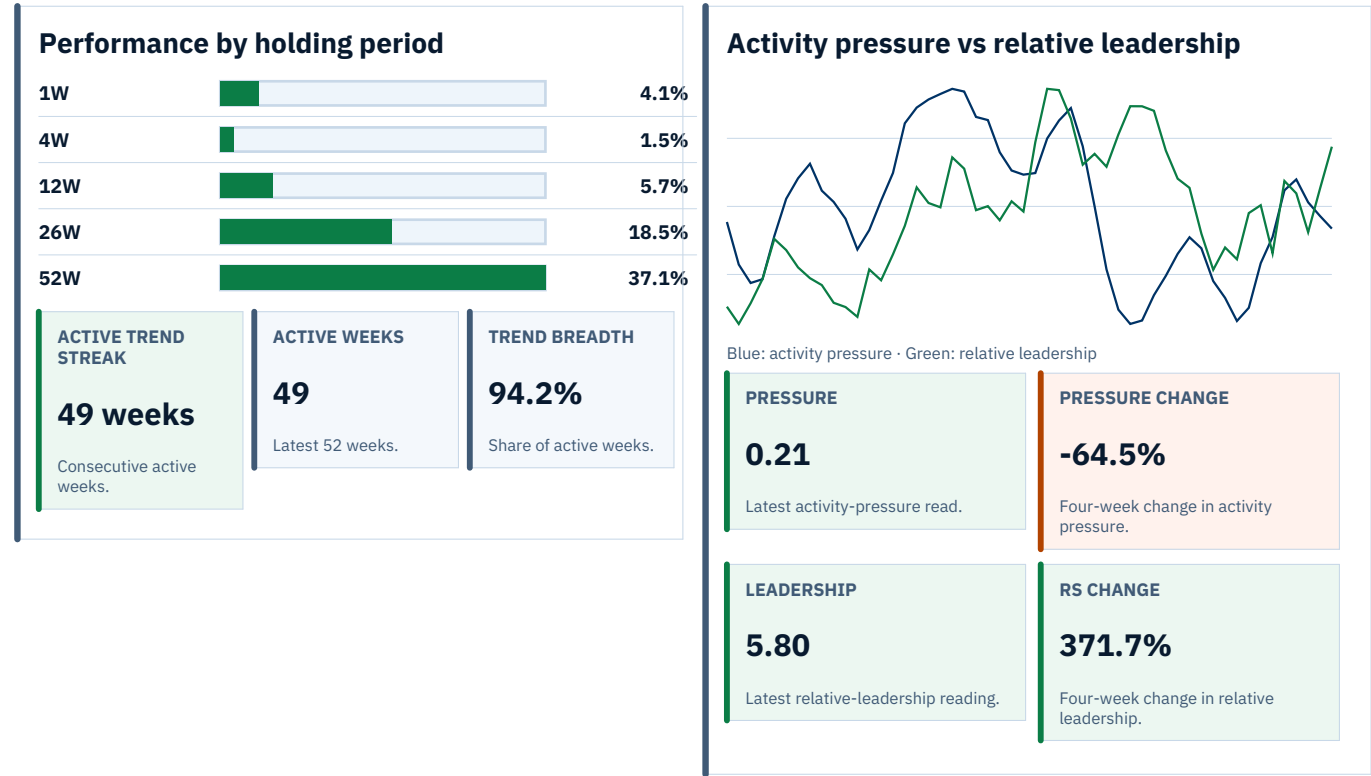
These indicators assess whether participation is improving beneath price. They are supporting evidence, not proof of institutional buying.



03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is 1.5% over four weeks, 5.7% over 12 weeks, and 37.1% over one year. The current trend has remained active for 49 consecutive weeks.



Technical setup scorecard

Trend		97
Momentum		59
Activity Pressure		49
Relative Leadership		97
Next-Week Expectancy		50
Volume		57
Smart Money		58
Risk Control		84

04 · FUNDAMENTALS AND VALUATION

What investors are paying for—and the quality behind it

The latest factor snapshot indicates quality ranks strongly versus its universe; growth ranks strongly; valuation is inexpensive relative to peers.

FACTOR WEEK 26 Jul 2026 Latest published factor snapshot.	STATEMENTS THROUGH 31 Dec 2025 Financial reporting period used.	FIELD COVERAGE 100% Available factor fields.	MODEL CONFIDENCE 100% 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		96/100
Value		88/100
Quality		81/100
Momentum		80/100
Growth		98/100

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. 12.3x	GROSS MARGIN Gross profit retained from each unit of revenue. 62.5%
PRICE / SALES Market value relative to trailing revenue. 2.5x	OPERATING MARGIN Operating profit retained from revenue. 25.5%
EV / EBITDA Enterprise value relative to operating cash earnings. 9.4x	FREE-CASH-FLOW MARGIN Free cash flow generated from revenue. 26.8%
FREE-CASH-FLOW YIELD Free cash flow as a share of enterprise value. 10.7%	RETURN ON INVESTED CAPITAL Operating return generated on invested capital. 9.9%

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 GROWTH33.1% Latest one-year revenue growth.	DIVIDEND YIELD3.9% Cash dividends relative to market value.
EPS GROWTH809.3% Latest one-year earnings-per-share growth.	BUYBACK YIELD0.1% Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH- Latest one-year free-cash-flow growth.	SHAREHOLDER YIELD4.0% Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE7/9 Nine-point accounting-strength checklist.	NET DEBT / EBITDA0.1x Balance-sheet debt relative to operating cash earnings.

How to read this

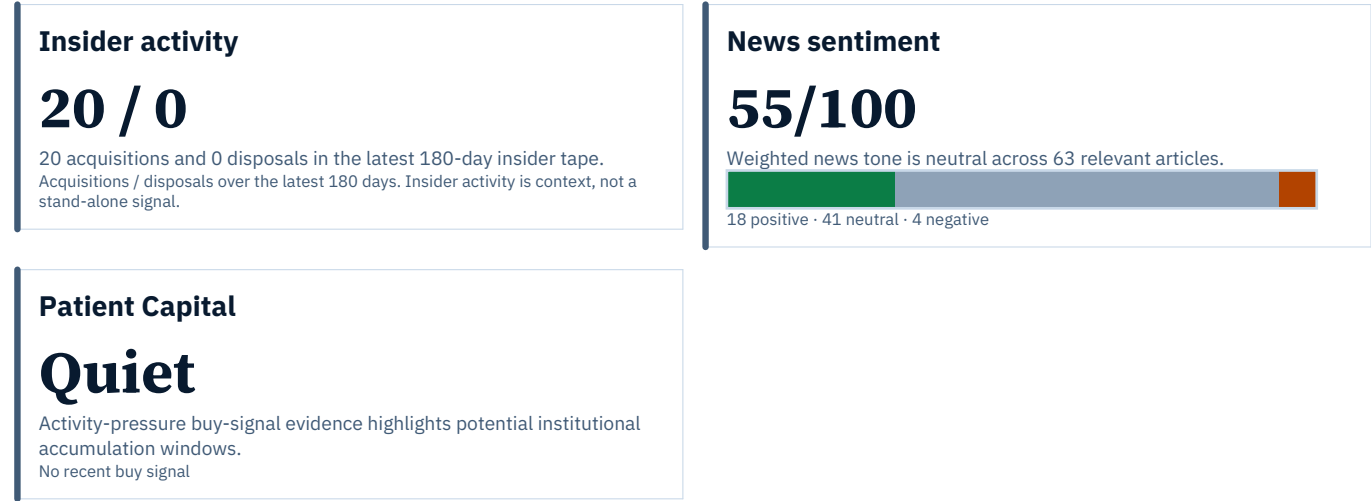
Quality and valuation are separate questions. A strong company can still carry a demanding valuation, so profitability, growth, balance-sheet strength, and the price paid for those characteristics should be assessed independently.

The latest factor snapshot indicates quality ranks strongly versus its universe; growth ranks strongly; 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.



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

83d

Next report is scheduled for 21 Oct 2026; event risk rises as the date approaches.

OPTIONS EXPECTED MOVE

-

Nearest-chain priced movement where available.

52-WEEK DRAWDOWN

-1.0%

Distance below the 52-week high.

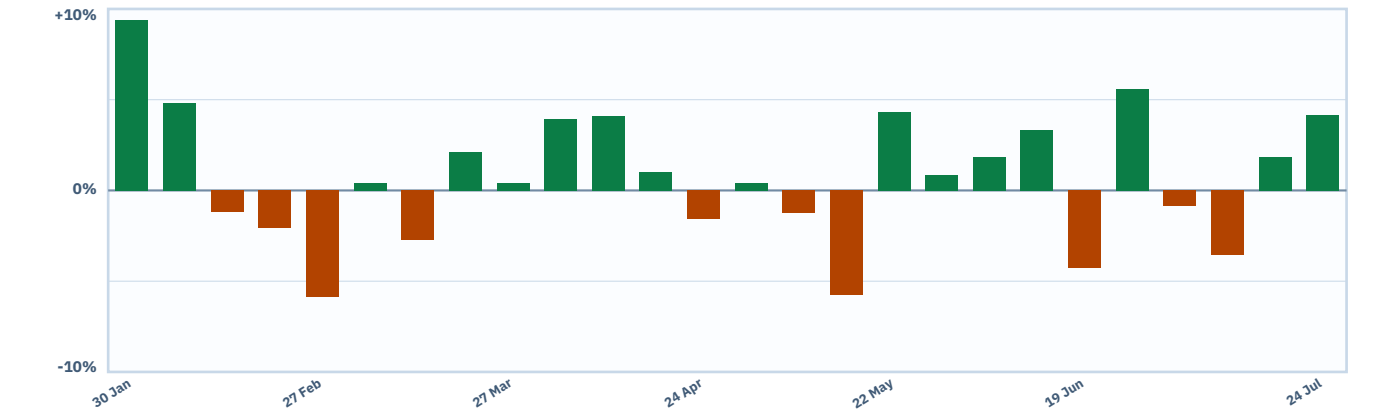
13-WEEK VOLATILITY

3.4%

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

16 of 26

10 weeks finished lower.

BEST WEEK

+9.4%

Week of 30 Jan.

WORST WEEK

-5.9%

Week of 27 Feb.

LATEST WEEK

+4.1%

Week of 24 Jul.

Shape of recent returns

Strong gains		6
Modest gains		10
Flat weeks		-
Modest losses		7
Sharp losses		3

RECENT VOL

3.4%

13-week weekly-return volatility.

BASE VOL

3.3%

52-week weekly-return volatility.

UP/DOWN SPLIT

31/21

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

AVERAGE SKEW

2.7% / -2.3%

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 Financial Services

4-WEEK RANK - / 100 Standing within the tracked group.	GROUP AVERAGE 5.2% Average four-week return.	TREND BREADTH 58.0% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
PYPL	NASDAQ	-0.7%	26.8%	Inactive
KB	NYSE	-1.6%	19.4%	Active
SHG	NYSE	1.0%	18.6%	Active
TRV	NYSE	5.0%	18.3%	Active
ICE	NYSE	4.4%	17.7%	Inactive

Industry · US Banks - Regional

4-WEEK RANK - / 100 Standing within the tracked group.	GROUP AVERAGE 1.6% Average four-week return.	TREND BREADTH 85.0% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
KB	NYSE	-1.6%	19.4%	Active
SHG	NYSE	1.0%	18.6%	Active
WF	NYSE	4.2%	15.4%	Inactive
CIB	NYSE	7.0%	10.3%	Active
BBDO	NYSE	3.9%	10.0%	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	71/100	Trend, activity pressure, participation, and risk combine to a 71/100 tape read.	
Indicator analysis	60/100	Latest 12-week confirmation: trend 12/12, activity pressure 7/12, relative leadership 3/12.	Activity pressure 0.83; 3 reversal markers
Factors	86/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Buyback Yield rank 41; Small Cap Core rank 22
SVQF	75/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 184.0 of 726
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 63 relevant articles.	Full Transcript: Norwood Financial Q2 2026 Earnings Call
Insiders	20 / 0	20 acquisitions and 0 disposals in the latest 180-day insider tape.	
Earnings	83d	Next report is scheduled for 21 Oct 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH 4.1% Latest completed week; four-week move 1.5%.	INDICATOR STACK 97/49 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.
NEWS SENTIMENT 55/100 63 relevant articles in the latest sentiment read.	EVENT RISK 83d Next report is scheduled for 21 Oct 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	32.63 USD	4.1%	30.06 USD	25.90 USD	0.21	5.80	226.4K	On
17 Jul 2026	31.33 USD	1.8%	29.90 USD	25.87 USD	0.33	0.20	139.1K	On
10 Jul 2026	30.76 USD	-3.5%	29.82 USD	25.84 USD	0.46	-5.60	144.6K	On
03 Jul 2026	31.89 USD	-0.8%	29.77 USD	25.80 USD	0.69	-0.42	149.9K	On
26 Jun 2026	32.16 USD	5.6%	29.64 USD	25.77 USD	0.58	1.23	649.7K	On
19 Jun 2026	30.46 USD	-4.3%	29.51 USD	25.72 USD	0.12	-8.43	152.4K	On
12 Jun 2026	31.81 USD	3.3%	29.40 USD	25.70 USD	-0.13	-2.01	104.9K	On
05 Jun 2026	30.79 USD	1.9%	29.24 USD	25.67 USD	-0.57	-3.05	111.4K	On
29 May 2026	30.23 USD	0.8%	29.09 USD	25.64 USD	-0.70	-9.22	67.0K	On
22 May 2026	29.98 USD	4.3%	28.95 USD	25.59 USD	-0.47	-7.64	93.0K	On
15 May 2026	28.74 USD	-5.7%	28.82 USD	25.53 USD	-0.31	-10.62	77.4K	On
08 May 2026	30.49 USD	-1.2%	28.65 USD	25.49 USD	0.01	-5.79	100.8K	On
01 May 2026	30.87 USD	0.0%	28.43 USD	25.43 USD	0.12	0.31	134.2K	On
24 Apr 2026	30.86 USD	-1.6%	28.22 USD	25.38 USD	-0.04	1.54	76.4K	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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