

BWMX · NYSE · WEEK ENDED 24 JUL 2026

Weekly Investor Report

Betterware de México, S.A.P.I. de C.V. · Consumer Cyclical · Specialty Retail

LATEST CLOSE

16.73 USD

-8.8% latest week

Weekly setup

Mixed setup

The weekly trend is active. Price is -2.3% below the Trend Line and sits at 71.5% of its 52-week range. The latest completed week returned -8.8%, after a -6.3% four-week move. The latest factor snapshot indicates quality ranks strongly versus its universe; growth ranks strongly; valuation is inexpensive relative to peers. Options positioning is volatility with 56/100 conviction, while the latest news-sentiment score is 56/100. Near-term considerations: earnings are due in 84d.

Technical setup score 50/100. This score describes the weekly technical setup; the conclusion above also considers fundamentals, positioning, sentiment, and event risk.

LATEST CLOSE

16.73 USD

24 Jul 2026

1W RETURN

-8.8%

latest completed week

4W RETURN

-6.3%

short-term follow-through

12W RETURN

1.3%

quarterly tape

TREND BREADTH

94.2%

49 of 52 weeks active

VOLUME RATIO

1.0x

vs 13-week average

What is working

- The trend backdrop is active with a 49-week active streak.
- Price is above Fair Value, showing premium demand versus the model.
- Activity pressure is constructive, supporting the smart-money activity read.

What could go wrong

- Price is below the Trend Line, which keeps downside pressure in focus.
- Activity pressure is negative, which weakens the current setup.
- 3 reversal markers appear in the recent smart-money tape.
- The latest week was a sharp negative move.

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

-8.8%

Latest completed week; four-week move -6.3%.

INDICATOR STACK

97/25

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.

OPTIONS PRESSURE

Volatility

56/100 conviction; expected move 11.4%.

NEWS SENTIMENT

56/100

58 relevant articles in the latest sentiment read.

EVENT RISK

84d

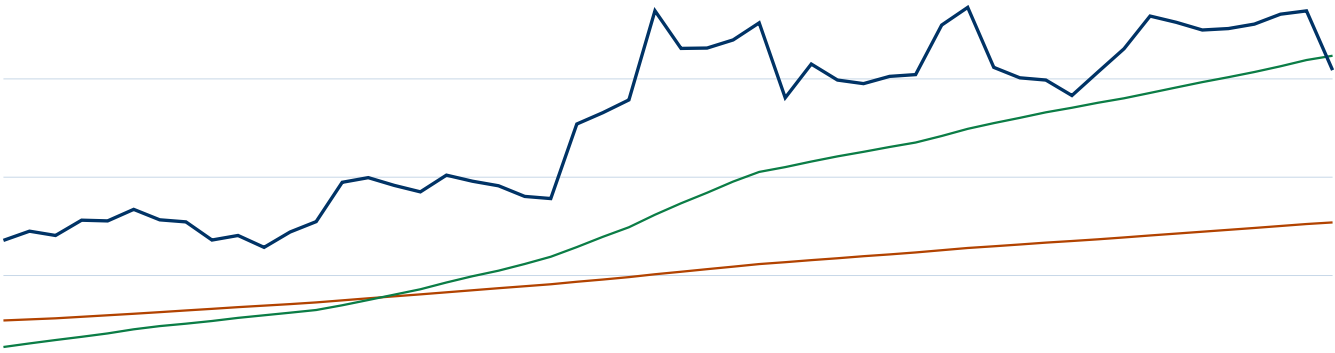
Next report is scheduled for 22 Oct 2026; event risk rises as the date approaches.

01 · PRICE ACTION

Where price is—and whether the trend supports it

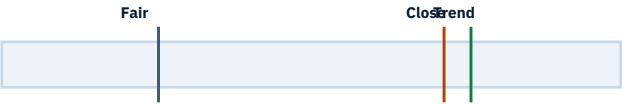
The weekly trend is active. Price is -2.3% below the Trend Line and sits at 71.5% of its 52-week range. The latest completed week returned -8.8%, after a -6.3% four-week move.

52-week price path



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

Position in the 52-week range



10.32 USD 19.29 USD
Latest close sits at 71.5% of the 52-week range.

RANGE LOCATION

71.5%

Shows where the latest close sits between the 52-week low and high.

TREND DISTANCE

-2.3%

Price premium or discount versus the weekly Trend Line.

FAIR-VALUE GAP

32.9%

Premium demand or model discount versus Sharemaestro Fair Value.

HIGH-WATER GAP

-13.3%

Distance from the latest 52-week high.

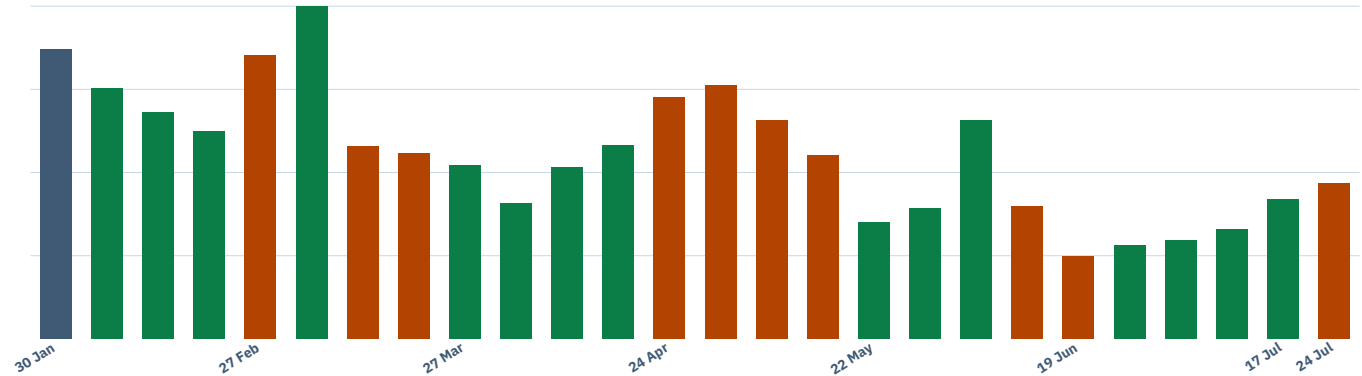
02 · VOLUME AND DEMAND

Is real participation confirming the move?

Latest weekly volume is 1.0x 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
1.0x	346.3K	350.4K	361.9K
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.

Activity pressure path

Latest 0.69 · 12-week average 0.62

12-week confirmation

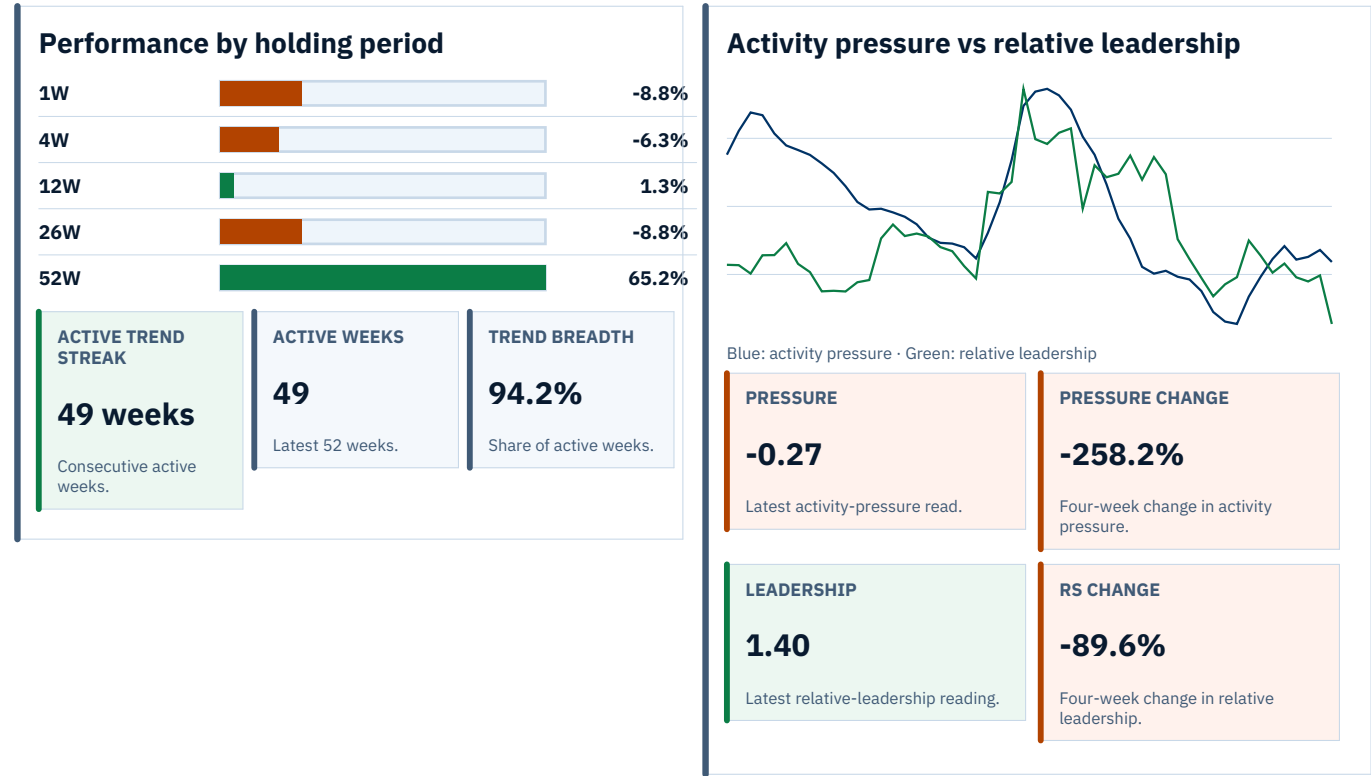
Signal	Read	Meaning
Trend active	12/12	Active trend-backdrop weeks in the latest 12-week window.
Positive pressure	0/12	Weeks with constructive activity pressure in the latest 12-week window.
Positive leadership	12/12	Weeks with positive relative leadership in the latest 12-week window.
Activity pressure	0.69	Current proprietary activity-pressure read.
Buy signals	0	Accumulation signal count in the latest 12 weeks.
Reversal markers	3	3 reversal markers

No recent accumulation markers. 3 reversal markers.

03 · MOMENTUM AND LEADERSHIP

Is performance persistent—and is the stock leading?

Performance is -6.3% over four weeks, 1.3% over 12 weeks, and 65.2% over one year. The current trend has remained active for 49 consecutive weeks.



Technical setup scorecard

Trend		97
Momentum		37
Activity Pressure		25
Relative Leadership		47
Next-Week Expectancy		50
Volume		44
Smart Money		45
Risk Control		57

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 97% Available factor fields.	MODEL CONFIDENCE 97% 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		100/100
Value		99/100
Quality		96/100
Momentum		91/100
Growth		84/100

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. 0.5x	GROSS MARGIN Gross profit retained from each unit of revenue. 66.5%
PRICE / SALES Market value relative to trailing revenue. 0.0x	OPERATING MARGIN Operating profit retained from revenue. 15.6%
EV / EBITDA Enterprise value relative to operating cash earnings. 3.0x	FREE-CASH-FLOW MARGIN Free cash flow generated from revenue. 32.3%
FREE-CASH-FLOW YIELD Free cash flow as a share of enterprise value. 59.6%	RETURN ON INVESTED CAPITAL Operating return generated on invested capital. 15.4%

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 GROWTH3.4% Latest one-year revenue growth.	DIVIDEND YIELD5.4% Cash dividends relative to market value.
EPS GROWTH34.3% Latest one-year earnings-per-share growth.	BUYBACK YIELD0.0% Net share repurchases relative to market value.
FREE-CASH-FLOW GROWTH130.4% Latest one-year free-cash-flow growth.	SHAREHOLDER YIELD5.4% Dividend yield plus net buyback yield.
PIOTROSKI F-SCORE7/9 Nine-point accounting-strength checklist.	NET DEBT / EBITDA2.7x 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.

Options positioning

Volatility

BWMX shows volatility options pressure with a 56/100 conviction score, put-call volume ratio of 0.00, expected move of 11.4%, and Sharemaestro trend signal active.

CONVICTION

56/100

Options signal conviction.

EXPECTED MOVE

11.4%

Nearest-chain pricing.

PUT/CALL VOLUME

0.00

Contract volume balance.

Pressure

100

Speculation

27

Volatility

79

Trend agreement

0

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

56/100

Weighted news tone is neutral across 58 relevant articles.

18 positive · 38 neutral · 2 negative

Patient Capital

Quiet

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

06 · CATALYSTS AND RISK

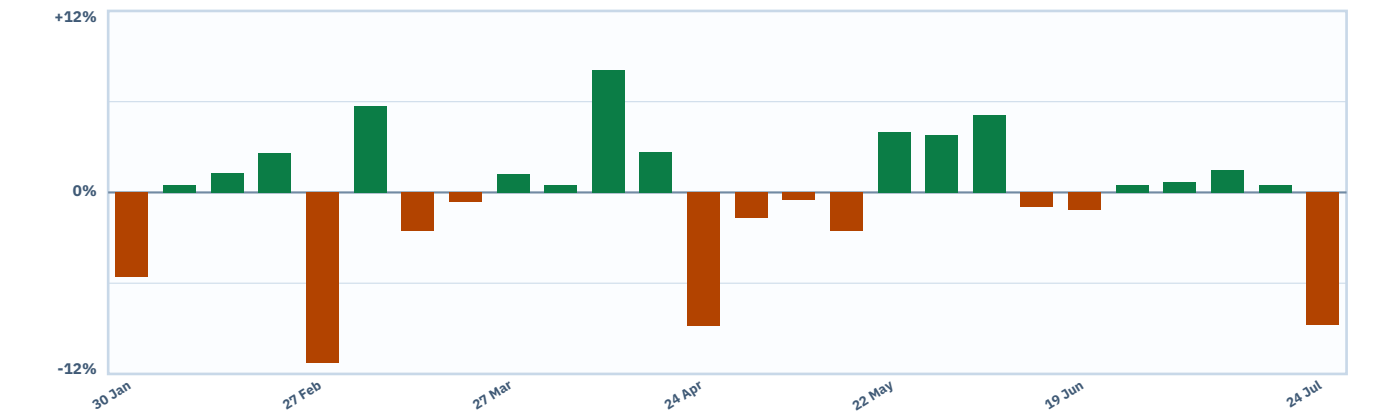
What can move the shares—and how volatile the path has been

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

NEXT EARNINGS 84d Next report is scheduled for 22 Oct 2026; event risk rises as the date approaches.	OPTIONS EXPECTED MOVE 11.4% Nearest-chain priced movement where available.	52-WEEK DRAWDOWN -13.3% Distance below the 52-week high.	13-WEEK VOLATILITY 3.4% 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

15 of 26

11 weeks finished lower.

BEST WEEK

+8.1%

Week of 10 Apr.

WORST WEEK

-11.3%

Week of 27 Feb.

LATEST WEEK

-8.8%

Week of 24 Jul.

Shape of recent returns

Strong gains		3
Modest gains		12
Flat weeks		-
Modest losses		7
Sharp losses		4

RECENT VOL

3.4%

13-week weekly-return volatility.

BASE VOL

5.3%

52-week weekly-return volatility.

UP/DOWN SPLIT

29/23

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

AVERAGE SKEW

4.1% / -2.7%

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 Consumer Cyclical

4-WEEK RANK - / 100 Standing within the tracked group.	GROUP AVERAGE -0.8% Average four-week return.	TREND BREADTH 36.0% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
PAG	NYSE	7.2%	19.3%	Active
JD	NASDAQ	1.9%	18.9%	Active
BABA	NYSE	-2.5%	18.3%	Inactive
MUSA	NYSE	-0.9%	16.5%	Active
PSNYW	NASDAQ	-46.9%	16.5%	Inactive

Industry · US Specialty Retail

4-WEEK RANK 32 / 44 Standing within the tracked group.	GROUP AVERAGE -2.4% Average four-week return.	TREND BREADTH 34.1% Share of peers with an active trend.
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Peer	Exchange	1W return	4W return	Trend
PTLE	NASDAQ	-0.1%	39.3%	Inactive
RECT	NASDAQ	11.4%	17.5%	Inactive
MUSA	NYSE	-0.9%	16.5%	Active
NPT	NASDAQ	6.6%	15.4%	Inactive
CASY	NASDAQ	0.3%	10.7%	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	54/100	Trend, activity pressure, participation, and risk combine to a 54/100 tape read.	
Indicator analysis	59/100	Latest 12-week confirmation: trend 12/12, activity pressure 0/12, relative leadership 12/12.	Activity pressure 0.69; 3 reversal markers
Factors	96/100	O'Shaughnessy factor stack blends value, quality, momentum, and confidence.	Cornerstone Growth rank 14; Buyback Yield rank 62; Small Cap Core rank 2
SVQF	100/100	Value and quality alignment from the Sharemaestro SVQF framework.	Composite rank 5.5 of 1013
Patient Capital	Quiet	Activity-pressure buy-signal evidence highlights potential institutional accumulation windows.	No recent buy signal
Options	37/100	BWMX shows volatility options pressure with a 56/100 conviction score, put-call volume ratio of 0.00, expected move of 11.4%, and Sharemaestro trend signal active.	Volatility · Volatility expansion watch · Expected move 11.4%
Sentiment	56/100	Weighted news tone is neutral across 58 relevant articles.	Betterware de Mexico SAPI de C (NYSE:BWMX) Sees Large Volume Increase - Time to Buy?
Insiders	50/100	No recent insider transaction evidence is stored.	Not currently available.
Earnings	84d	Next report is scheduled for 22 Oct 2026; event risk rises as the date approaches.	

Current evidence clusters

PRICE FOLLOW-THROUGH -8.8% Latest completed week; four-week move -6.3%.	INDICATOR STACK 97/25 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.
OPTIONS PRESSURE Volatility 56/100 conviction; expected move 11.4%.	NEWS SENTIMENT 56/100 58 relevant articles in the latest sentiment read.	EVENT RISK 84d Next report is scheduled for 22 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	16.73 USD	-8.8%	17.12 USD	12.59 USD	-0.27	1.40	361.9K	On
17 Jul 2026	18.34 USD	0.5%	17.00 USD	12.55 USD	-0.12	11.14	325.4K	On
10 Jul 2026	18.25 USD	1.5%	16.84 USD	12.50 USD	-0.20	9.93	254.9K	On
03 Jul 2026	17.98 USD	0.7%	16.68 USD	12.44 USD	-0.24	10.76	230.4K	On
26 Jun 2026	17.86 USD	0.2%	16.54 USD	12.39 USD	-0.07	13.52	217.9K	On
19 Jun 2026	17.82 USD	-1.2%	16.41 USD	12.34 USD	-0.23	11.69	192.0K	On
12 Jun 2026	18.03 USD	-0.9%	16.26 USD	12.29 USD	-0.44	15.09	309.3K	On
05 Jun 2026	18.20 USD	5.1%	16.11 USD	12.24 USD	-0.68	18.14	508.3K	On
29 May 2026	17.31 USD	3.8%	15.96 USD	12.19 USD	-1.01	10.79	303.1K	On
22 May 2026	16.68 USD	4.0%	15.84 USD	12.13 USD	-0.99	9.36	271.6K	On
15 May 2026	16.04 USD	-2.6%	15.71 USD	12.09 USD	-0.87	6.95	426.9K	On
08 May 2026	16.46 USD	-0.4%	15.58 USD	12.04 USD	-0.62	10.65	509.5K	On
01 May 2026	16.52 USD	-1.7%	15.43 USD	11.99 USD	-0.48	14.41	590.6K	On
24 Apr 2026	16.81 USD	-8.8%	15.29 USD	11.95 USD	-0.44	18.41	561.5K	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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